

Statement of Purpose

My inspiration to enhance marketing knowledge derives from my parents. They have run businesses about XXX. Their industriousness enable them to strengthen their businesses for decades. After helping their businesses for three years, I wish to make an equal or a greater success of them and to take responsibility for expanding and developing the businesses.

Graduating an undergraduate programme in XXX allows me to enhance solid foundation of profit, loss, cost, breakeven point as well as skills of decision and problem solving skills. I am confident that these knowledge will be useful for marketing, profit, and expenses. I studied hard on my major and learned new things all the time. To broaden knowledge and experience, I participated in an executive programme to increase profound understanding of hotel management that I will be able to apply knowledge to control costs and details of room management.

During my studies, I chose to do an internship at XXX. I was assigned to handle several challenging tasks. I was a part of an international corporate tax to give advices about tax, domestic and international taxes for famous companies. Then, I worked as a manager at XXX and my key responsibilities related to communicating and negotiating contracts between the hotel and agencies, solving problems of clients and room services. To find new experience, I applied for a cabin crew at XXX and worked there for two years. I realize that good service is marketing because it depends on customer satisfaction. Although I found this position was rewarding and challenging, I decided that my academic foundation is inadequate for continuing my family's businesses. Thus, earning a master's programme in marketing at XXX will solidify my expertise and help me create more opportunities.

Being an energetic and determined person, I believe that I will pursue the MSc in Marketing at XXX and have a wide range of opportunities to apply gained knowledge in practices. This programmes will provide theoretical and practical courses for me with well-equipped facilities which will fulfill my dream in marketing arena. I enjoy learning and always set my short and long-term goals to see possibilities. Therefore, I intend to gather knowledge and develop my possessed abilities and solid determination to achieve my goals.

In the future, I would like to develop my family's businesses, start my own business and establish my own brand with high reputation. I have a plan to extend businesses about processed products and foods as well. Such an ambitious goal requires not only comprehensive understanding but also marketing knowledge is a key factor for business growth. Moreover, I wish to share my knowledge, skills, and experience to local people and develop my province in the future. Hence, I believe that studying the MSc in Marketing at the XXX can greatly fulfil my career objective to become a successful entrepreneur in the future.