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[YORK UNIVERSITY]

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Schulich school of business, YORK UNIVERSITY

Q1. Imagine you are graduating from the MMGT program, what is your ideal first role following the program and how will the program help you realize this goal?

Witnessing how my father administered and spearheaded every aspect of his business I was thoroughly fascinated by business and its management aspect. Observing his way of working I seamlessly developed not only an inclination towards marketing and strategic planning but also its efficacy. However, it was during the same time that I fathomed the need to introduce technical advancement to increase the reach of the business. Subsequently, I introduced an app. The app helped the company generate more inquiries and accentuated the means of communication with other international companies. It streamlined the whole process by the minimal workforce and also by reducing the cost of travel. Overall, this contemporary way of managing the business reduced manual efforts and labor hours by 60%. From getting 3-4 inquiries per week to a minimum of 30 per week, it increased our customer base in the international and domestic markets. The revenue almost doubled in 3 years.

This success has now brought me to a platform where I wish to work as a Management Consultant in a renowned organization soon after completing the MMGT Program from Schulich. I want to exercise my skills that will widen the reach of the product or services. Moving from, I want to climb up the ladder and work as a Management Head at a Multinational Company. In this position, I envisage making important decisions about market plans and strategizing the ways that would give a consistent rise in growth. It will indeed be encouraging to see the perpetual growth of the organization that I would lead. With my keen interest in business, I wish to combine the power of the market with business principles to develop market strategies to meet consumer needs.

The MMGT program from Schulich will empower me to strengthen my foundation and broaden my perspective. Acer would help build upon my foundational knowledge of business administration along with providing a macro view of the markets worldwide. I look forward to obtaining a firm grounding on the different aspects of Marketing Management in a Business landscape that will supplement the professional skills transforming me into an expert Marketing Strategist.

Q1. Imagine you are graduating from the MMGT program, what is your ideal first role following the program and how will the program help you realize this goal?

As a student in school and college, I made all the attempts to remain an all-rounder student. What I felt was good was my natural enthusiasm to participate in sports. In school, I was the football captain for the team, and under my captainship tenure of 4 years consecutively, we won many matches. This was followed by a series of

other achievements. I led the school team in the first student Olympics and my team secured a gold medal. Not just at the school level, I also led the team for zonal and the interzonal football team securing 1st place in inter-zonal for 3 years.

Apart from sports, I was also a member of the photography society of the college. As the head of the committee for two years, I organized various exhibitions in college that entailed photo galleries and photography competition in our college. From all these activities that I participated in, I realized that I enjoy working in teams.

Besides this, I was happy when I got an opportunity to work as an intern at Nature Basket. This was one of the best where I worked with 3 other interns and implemented a solution for the brand. I could utilize my management skills while I handled the team of 6 and the company's social media accounts. This was a rewarding achievement as the company gained over 8000 followers on different social media platforms. This is a significant rise which could be reflected in our increased revenue.

All these experiences together will help me develop into a stellar professional as I will my way towards my goals after completing the MMGT program.

Q3.OPTIONAL Is there any other information or area of concern in your academic or personal history that you believe would be helpful to the Admissions Committee when considering your application?

The wonderful academic experience that I have had during the undergraduate course has been fulfilling. This was manifested through the number of internships and other employments that helped me bring to the fore my skills in the field of marketing.

My job as an intern at Krafts Nature where I worked as a Social Media Content Intern allowed me to surface my creative thinking and decision-making skills. In my position, I successfully increased the number of followers to 5000 on various social media platforms. I find this one of the most stellar experiences so far. I was appreciated for this creativity as the outcome was positive. It was this job that provided recognition and other interns sought my suggestion on various accounts. This gave me more confidence and I was encouraged to continue my endeavors in this marketing field.

After working here for 4 months, I was delighted when I got another internship opportunity at Nature Basket. This is where I evaluated the outcome of the internet advertising on the customer's behavior. My conclusion about how a good internet advertising strategy could have a direct influence on the purchasing pattern was well appreciated.

Furthering, my credence, for eight months I worked as the Brand Manager at Anya Engineering Private Limited. This was where I headed a team of 10 and was involved in the entire coordination process of sales. This gave me an insight into the various spheres of marketing that encompassed management, planning, and correct implementation.

From the MMGT program at your esteemed University, I want to obtain more pertinent skills that will streamline my marketing strategy so I can bring in more success, professionally.

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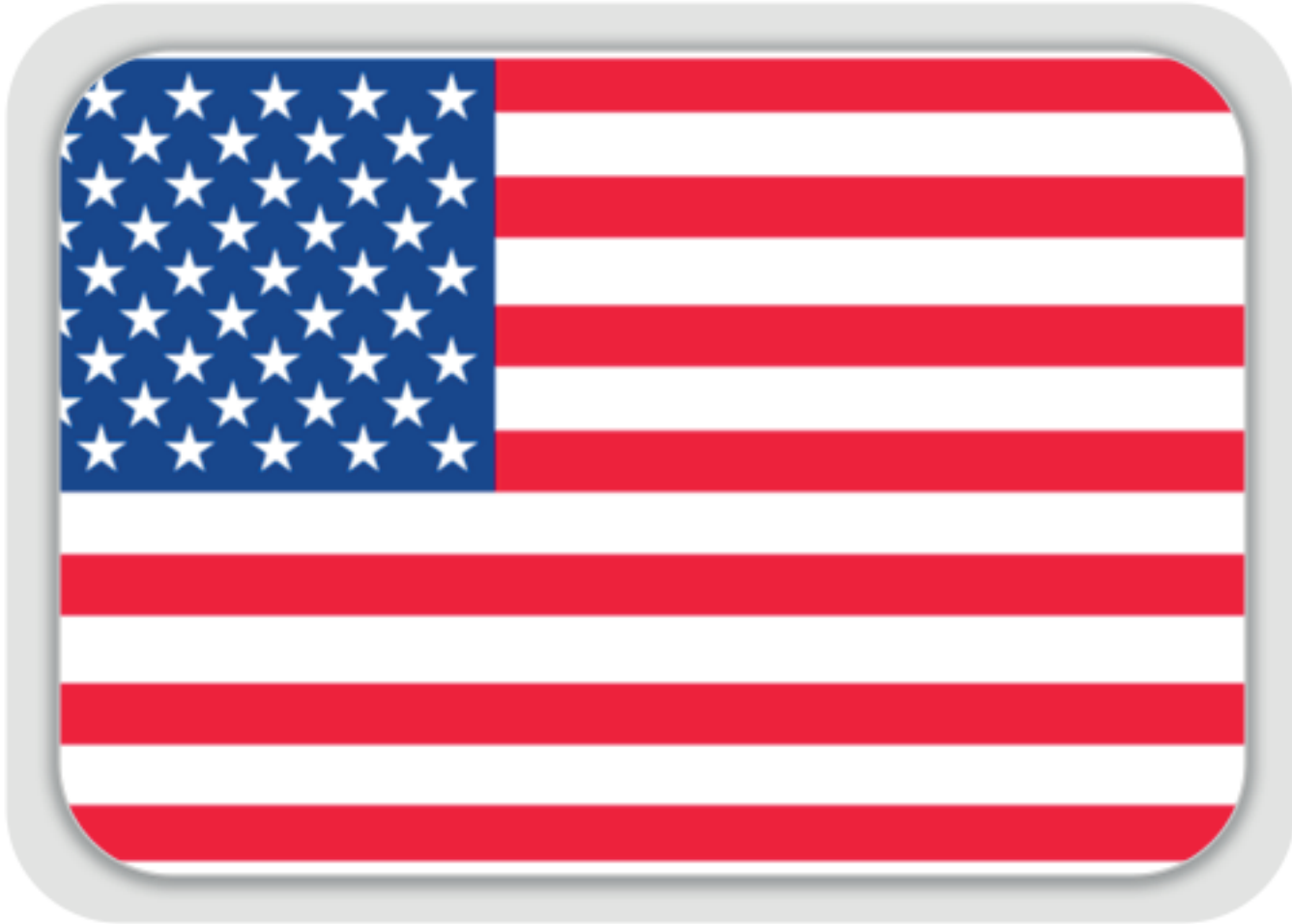
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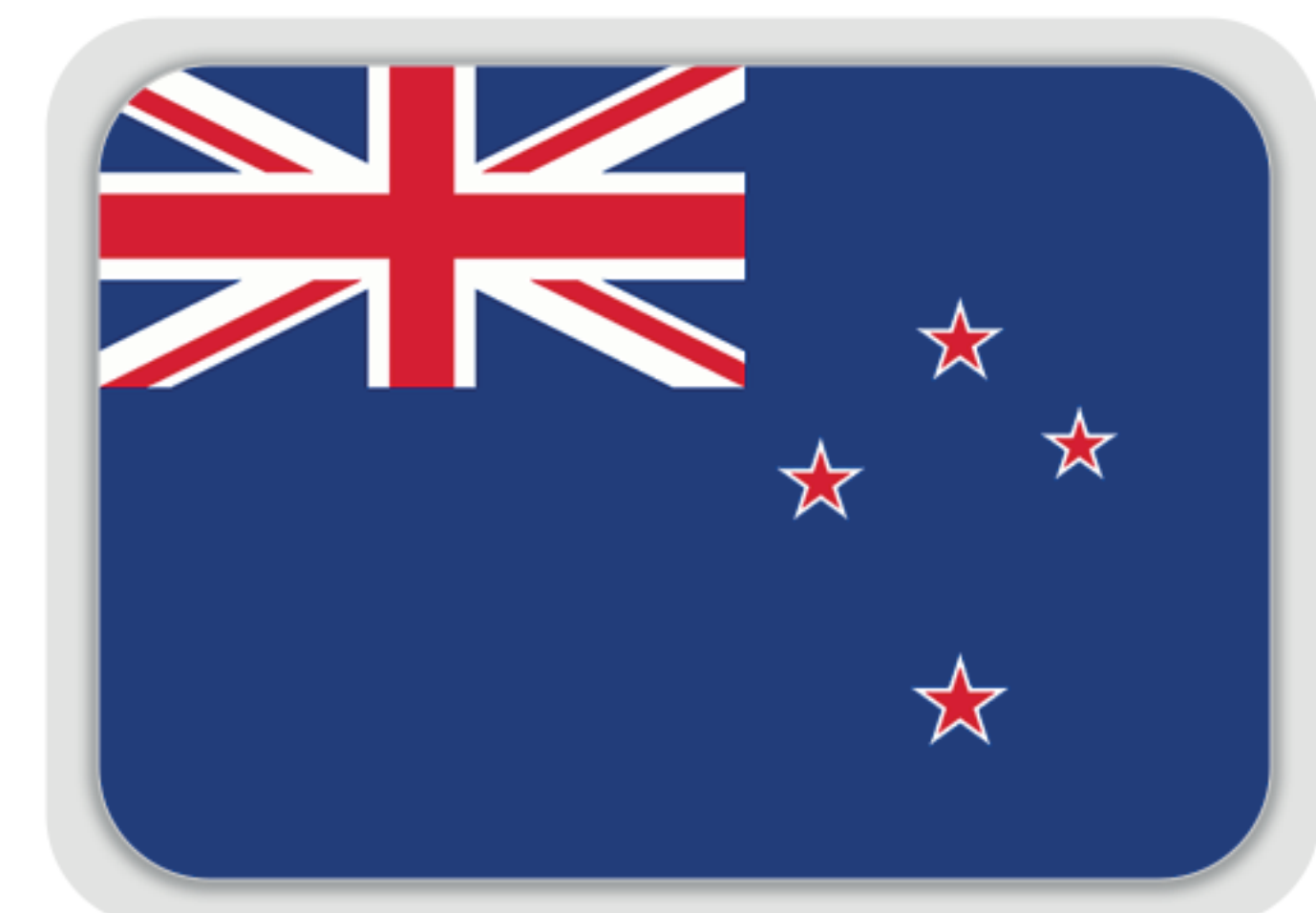
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