

STATEMENT OF PURPOSE

With this statement, I am pleased to articulate the motivations driving my pursuit of a management degree. As a potential student with a keen interest in this field, I feel this endeavor reflects a conscientious alignment of my professional aspirations and my sincere commitment to honing leadership skills essential for navigating the complexities of the business landscape.

Throughout my life, I've observed my ability to provide guidance and direction when groups face disarray. This inclination, acknowledged by numerous individuals, has highlighted my adeptness at making sound decisions during critical moments. I believe that learning is an ongoing journey regardless of one's success; knowledge isn't something that stops once an individual graduates. One keeps learning until the day they leave this world. I have noticed this not only with my father and his peers but also in my personal life. Whenever I felt I had seen it all in a field, I would get a reality check and had to resort to either a book or YouTube (sometimes even both).

I am drawn to the idea that continual growth comes from engaging with a diverse community. Project Management, with its dynamic nature and the opportunity to collaborate with individuals from varied backgrounds and fields, aligns perfectly with my commitment to perpetual learning and fostering connections. This career path not only resonates with my inherent strengths but also serves as a conduit for ongoing personal and professional development.

In my observation, managerial roles often demand innate qualities more than acquired skills. During my O-level years, I chose science subjects with aspirations to become a Cardiologist. While this subject combination may not directly link to my aspiring career, it laid a solid foundation for the managerial mindset I aim to embody — the ability to interpret complex problems and identify patterns without letting pressure cloud my thinking process.

Relating this to my potential career and course, I feel that gaining these skills early on provided me with an edge into the mindset needed for a successful managerial role. These skills are crucial in various situations such as problem-solving, strategic planning, and making fast yet informed decisions, among others.

However, a managerial position doesn't solely demand the ability to perform the aforementioned tasks. It also involves effectively managing the team working with you, ensuring they remain motivated to improve themselves and those around them while contributing to the overall objectives. In situations where ideas between departments or colleagues may clash, a leader doesn't need to flaunt their knowledge and make others feel inferior. Instead, effective communication skills are essential to make all parties feel heard while still conveying the right course of action needed to be taken.

In my A-level studies, subjects such as Business, English, and Psychology played a crucial role in refining my communication skills and deepening my understanding of the significance of a cohesive team in a business's success. These courses not only introduced me to various motivational theories but also provided me with an in-depth perspective on the workplace environment, emphasizing the need to adapt to different situations.

One of the most valuable lessons I've learned pertains to the dynamic nature of businesses. A thriving business today could face near-extinction in its market if it fails to adapt to changing customer needs. Rejecting innovation and assuming customer loyalty can be detrimental over time. An illustrative example, based on my personal opinion, is the competition between Samsung and Apple before 2021. Apple, in its pursuit of innovation, reduced accessories and emphasized the improvement of its iPhone. Seizing this opportunity, Samsung capitalized by highlighting the continuous improvement in their phones, contrasting with Apple's approach. Samsung managed to

capture a significant portion of the market, posing a potential threat to Apple's position.

However, Apple's strategic move to create a niche market proved pivotal in recovering its standing. Rather than engaging in an endless battle with Samsung, Apple positioned itself as a luxury brand, introducing a whole product line and successfully differentiating itself. This strategic shift not only secured Apple's place in the market but also contributed to the impressive profit margins it enjoys today. This example underscores the importance of strategic decision-making and adaptability in the business world.

During the period following my graduation from O-levels, my late father arranged for me to undertake an internship at the largest telecommunications company in my country, where I assumed the role of primary Project Manager. While my responsibilities initially involved relaying the Project Manager's directives and learning the tools and software relevant to such a position, this experience taught me the critical importance of staying updated on new processes and effectively communicating that information to the team. Failure in this regard could result in project delays, client dissatisfaction, and harm to the firm's reputation.

In one instance, accompanying the Project Manager to a site where Canopies for generators were manufactured, I witnessed the significance of analytical and out-of-the-box thinking. Faced with an issue related to material expansion due to weather conditions, I seized the opportunity to showcase my problem-solving skills. While the team discussed potential solutions, I researched and proposed using Silicone as an insulator, demonstrating my ability to contribute creatively to problem-solving.

Simultaneously, I have been actively involved in a charity fundraiser (BBS) since the age of 10-11, gradually assuming managerial responsibilities. Over the years, I managed activities, ensured interns fulfilled their duties, organized products categorically, and prevented theft. Eventually, I became the Head of all interns, responsible for recruiting individuals based on merit rather than nepotism, emphasizing the importance of commitment.

Drawing from the experiences of shadowing my Late Grandfather and Father, both respected businessmen, and managing an Apartment complex after my father's untimely passing, I have gained practical experience in management and hospitality. In partnership with my father's right-hand man, I have been actively involved in decision-making and learning the intricacies of the field.

During my A-level journey, my father's sudden demise had a profound impact on me, leading to a temporary academic dip as I became the emotional support for my grieving mother and stability for my younger sister. This challenging period taught me empathy and perseverance, emphasizing the unpredictable nature of life. I deferred my offers, prioritizing my family's well-being, and used the time to reflect on my ambitions.

In conclusion, my father's passing serves as a poignant reminder of life's fleeting nature, motivating me to pursue higher education abroad. Armed with the knowledge, skills, and values instilled by my late father and grandfather, coupled with a degree and international experience, I am poised to make meaningful contributions to the global business community.