**STATEMENT OF PURPOSE**

**To the Admissions Committee,  
SMK University of Applied Sciences, Lithuania**

I am writing to express my interest in pursuing a Bachelor's degree in International Business at SMK University of Applied Sciences. With a background in Computer Commerce from Mar Basil Higher Secondary School, I have developed a strong foundation in business principles, but my growing interest in global markets and international trade has inspired me to seek further education in the field of International Business. I am confident that SMK University offers the ideal environment for me to pursue my career goals and contribute meaningfully to the global business community.

The dynamic nature of international business has always fascinated me. In today’s interconnected world, businesses no longer operate within isolated national markets but need to navigate the complexities of multiple economies, cultures, and legal frameworks. This global approach to business excites me, and I am eager to gain the skills and knowledge necessary to manage and grow international ventures. During my academic journey in Computer Commerce, I developed a deep interest in how businesses leverage technology and strategic management to expand globally. I believe that SMK University’s program in International Business will equip me with the essential tools to understand international markets, global finance, marketing strategies, and cross-cultural management.

In addition to my academic background, my professional experience as **a Sales Executive at Kazze Communication Private Limited,** from **July 14, 2021, to September 30, 2024,** has been instrumental in shaping my career aspirations. At Kazze Communication, I was responsible for driving sales growth, managing client relationships, and expanding the company's market reach. This role allowed me to apply business strategies in real-world scenarios, developing key skills such as negotiation, market analysis, and customer relationship management. I was directly involved in identifying new business opportunities, creating tailored sales strategies, and executing campaigns to expand the company’s client base both locally and internationally.

One of my key achievements was helping the company secure new contracts with international clients, which gave me invaluable experience in managing cross-border transactions and understanding the intricacies of dealing with clients from different cultural backgrounds. I also worked closely with marketing teams to develop promotional strategies that aligned with market demands and global trends, further interest in international business practices. This hands-on experience in sales, market expansion, and customer relations has reinforced my desire to pursue a career in international business, where I can leverage my expertise to help companies grow globally.

I have chosen SMK University of Applied Sciences because of its outstanding reputation for providing practical, career-oriented education. The university’s commitment to preparing students for real-world challenges through internships, case studies, and collaborations with international businesses is precisely what I need to bridge the gap between academic knowledge and practical experience. The comprehensive curriculum, covering key areas such as global trade, international marketing, financial management, and cultural studies, directly aligns with my academic and professional goals.

Furthermore, Lithuania offers an ideal setting for studying International Business. As a rapidly growing economy at the crossroads of Eastern and Western Europe, Lithuania provides students with unique insights into both the EU market and the emerging economies of Eastern Europe and Russia. Lithuania’s strategic location, business-friendly policies, and innovative environment make it an attractive hub for multinational corporations and startups alike. Studying in this region will allow me to gain a deeper understanding of how international business operates in diverse geopolitical contexts and prepare me for working in global markets.

One of the reasons I find SMK University so appealing is its emphasis on entrepreneurship and innovation. The university fosters an entrepreneurial mindset, which resonates strongly with my long-term career ambitions. I am especially excited by the opportunity to interact with professors and students who share a passion for business innovation. I hope to leverage the knowledge and skills gained during my studies to eventually start my own business or join an international organization focused on expanding companies into new global markets.

Upon completion of my degree, I aim to gain practical experience in a multinational corporation or international business consultancy, focusing on market expansion, cross-border management, or international finance. By working in such a dynamic, globally connected environment, I hope to apply the theoretical knowledge gained at SMK University to solve complex business challenges. In the long term, I plan to establish my own international business venture that helps companies navigate global markets and expand their reach through strategic trade, marketing, and customer relations. I believe that the foundation laid at SMK University will provide the necessary expertise and networks to realize these goals.

In addition to my academic interests, I bring a variety of skills that will enable me to succeed at SMK University and in my future career. I have consistently demonstrated leadership abilities through various academic and extracurricular activities, and I have learned the importance of teamwork and collaboration in achieving shared goals. I am also skilled in critical thinking and problem-solving, which will help me analyze and address the challenges of international business. Moreover, I am proficient in Microsoft Excel and data analysis tools, which I know will be invaluable in managing business data and making informed decisions.

I am confident that the International Business program at SMK University of Applied Sciences will provide me with the ideal platform to develop both professionally and personally. The hands-on, practical learning approach, coupled with the university’s international focus, will allow me to gain valuable insights into the global marketplace and develop the leadership skills necessary for success in the business world. I am excited about the opportunity to immerse myself in this dynamic academic environment, engage with students and faculty from around the world, and contribute to the university community.

Thank you for considering my application. I look forward to the opportunity to study at SMK University of Applied Sciences, gain valuable insights into international business, and take the next step toward achieving my career aspirations.

Sincerely,  
**Muhammed Cinan M R**