

## STATEMENT OF PURPOSE

"Every living being is an engine geared to the wheelwork of the universe. Though seemingly affected by its immediate surroundings, the sphere of external influence extends to infinite distance." - Nikola Tesla

"Our virtues and our failings are inseparable, like force and matter. When they separate, man is no more."- Nikola Tesla

"We are all apprentices in a craft where no one ever becomes a master"- Ernest Hemingway

## INTRODUCTION & ACADEMIC BACKGROUND

Since I was a little boy, I have always been interested in learning the workings of my surroundings. I always looked out for something to learn, something to delve into. Being born in Gujarat, known for its entrepreneurial spirit, I was naturally inclined to learning how business works. Also during the early 90s urbanization was undergoing a lot of changes. I witnessed paradigm shift on infrastructure and connectivity front and a lot of people going into business. Gujarat has been a forerunner in the industrial growth of the nation since 1990s.

After completing my **10th grade school from GSHSEB (Baroda) with distinction and Senior Secondary education (12th) from GSHSEB Board in 2006**, I found myself in quandary -- I was more inclined to learn fundamentals of business and my dad being a serviceman wanted me to pursue education in STEM Stream. To gain more clarity, I bought myself some time without wasting it and started working as Data Receptionist at Satyajeet. I worked there for two years and it helped me substantially to gain clarity on the direction of my career. In those two years, I observed the commercial side of the world, day-to-day activities in the business, and I was firm about pursuing my education in business.

In March 2008 I enrolled in Sardar Patel University for **Bachelor degree in Business Administration**. I got exposure to basics of finance, accounting and taxation which shaped my understanding about business ecosystem. I developed interest in marketing and sales During our industrial visits to Amul and case studies on marketing. During 2010-2011 Indian business environment started to revive after some sluggish years post-privatization. Indian Companies started to realize the potential of marketing and started to invest on branding. Indian Corporates were becoming curious to find more ways to market the products with the advent of social media and foreign companies giving competition. Seeing scope of marketing, I decided to do **Post Graduation Diploma In Management in 2013** to hone my skills.. My hard work paid off I secured admission in **Kirloskar institute of advanced management studies**, through all India management entrance exam XAT and I was also offered scholarship on the tuition fees for my performance in entrance exam. The outstanding pedagogy and support from experienced faculty in KIAMS paved my way to the skills and knowledge I have today. I got an opportunity to touch base on topics like supply chain management, inventory and warehouse management, operation techniques, quality and productivity management, corporate finance, fundamentals of statistics. In the second year I dived deeper into Marketing and sales stream, and learned market research, advertisement, services marketing, relationship marketing.

I did my **3 months internship** in Market Research field from Gujarat Alkalies and Chemical limited, nation's largest Chlor-Alkali manufacturer. Through this project, I got the opportunity to put my knowledge of market research in practice from sampling, to preparing questionnaire and data analysis.

### **Professional Trajectory and Experience-**

Upon completion of my Post graduation, gaining some work experience became my priority. Wisdom is the knowledge put in practice. I acquired a lot of knowledge and it was the time to make a good use of it.

I got a job as **Management Trainee in Shah Alloys Ltd in 2013**. My duties there included cold calling on prospect clients, e-mailing quotations, shadowing with other sales personnel. It was a whole new and interesting experience for me.

It was majorly office job and after sometime I felt need to get out in the market and do field sales. I started searching for the kind of role I wanted to perform. I joined in Jan 2014 as a **Territory Sales Officer in Pidilite Industries**, leader in adhesives market in India.. My duties were to build relationship with key existing dealers and generate business from them, make new dealers to meet the set target, and to manage inventory level at wholesaler and stockiest to ensure smooth flow of materials. I managed 5 regions namely Anand, Nadiad, Ankleshwar, Bharuch and my hometown, Vadodara. I learned how effective sales strategy is closely linked with logistics and supply chain. My job was an essential part of the bigger process. Although my job was focused on sales, I acquired skills of inventory management. My 20-months stint with Pidilite helped me develop confidence and acquire other traits of salesmanship. Next turn of events were unexpected but fortuitous.

I was offered a position of **Area Sales Manager at Solvo Elevators**, an Ahmedabad based Elevator Company. This was an alluring opportunity as it was a managerial position having to deal with team handling and decision making. So I joined Solvo Elevators in October 2015 and since then I have been heading sales team for Baroda and Surat region with a team of 5. My duties include developing marketing strategy for the assigned region, setting target for team members, visiting key clients, maintaining relationships with key suppliers, ensuring that each team member achieve the target. I was also accountable evaluating the performance of team members and giving them feedback.

Keeping in my mind my work experience and the need of gaining knowledge in international practices, I want to pursue higher education in my field of interest ie business/ Marketing and In this pursuit, I started researching about the institutes and finally came across to -

### **Teesside university UK . Why this university & Course?**

While browsing your website, I found a Program option called **Master of Business administration (Applied)** and gone through all your course structure few contents of them like sustainable organization, entrepreneurial leadership, Global Strategic Management & Planning,

Various Research methods & dissertation, most importantly your, work based projects sounds interesting & I find it highly coincided with my professional, academic and future Vision.

MBA from a reputed University like yours provide me a level of excellence and expertise which is mandatory to survive in today's complex economic scenarios & performance oriented professional world. MBA program will equip me with the specialized knowledge and leadership skills ultimately give me a competitive advantage to face current challenges in organizations.

In today's Cut throat competitive world, knowledgeable customers than ever before creating lot of challenges to satisfy them with better quality in any sense. In this way Strategic & innovative decisions plays a crucial role which one can acquire through Professional studies, one of them is MBA and perfect for my short and large term goals, somewhere in Managerial position after my completions of studies, your innovative customizable curriculum of MBA, the flexibility of the program would effectively improve my acumen

Every organization is looking to strategize to ensure that they better understand their customer requirements through their latest skills and innovations and able to pass all challenges of competitive and emerging markets in the globalized world.

Strategic managers & Leaders hold front roles in the process of decisions making and deal with specialized operations along with understanding the impact of different marketing channels which requires a special set of skills, talent, attitude, foresight etc

And this course gives me all desirable traits includes Analytical aptitude, strategic appeal in dealings & the utmost important leadership quality with implementation approach to attain all means of Goals and level of satisfactions in different organizations, all this needed for further involvement in my career.

Today, the merging phase of all boundaries and in world of Geo- Politics understanding of marketing requires a holistic and international view of the industry.

I am eager to pursue MBA (applied) from your esteemed university because an International professional study is very essential for growth in this highly competitive and progressive world. Your blended pedagogy of lectures, workshops, field trips, live case studies and projects, simulations, action learning sets and a variety of methods, opportunity to work in industry based settings surely further Support in my career progression via developing critical thinking and research skills which will enhance my business skill & understanding to cope up with current dynamic phase of business areas and functions

The best part that sparks me is your main focus i.e. application of knowledge via various platforms (like research opportunities) to overlook practical strategic challenges, provides some ability to think out of the box.

I have gone through your teaching structure as I have mentioned earlier looks impressive it's my honor to receive guidance under your eminent professors and faculties and an opportunity to prove myself as well, also get motivated through your alumni profiles. MBA is an opportunity for creating and building networks. And your university will give opportunity to engage with business professionals from a range of organizations, industries and countries

exchanging their experiences and best practice & off course degree acquired from your University will be recognized across the globe.

### **For Masters I have Selected UK – why?**

Being one of the most progressive nations, of the world, it envisages with best opportunities and the best companies.

Since memory goes United Kingdom does not need any kind of introduction, historically we know that the Industrial revolution began in Great Britain and many of the technological were British.

Since its evolution as a country Britain controlled a global trading empire with colonies all over the world, and no one can ignore their exceptional Managerial skills, UK is not apart from Britain.

In this era of globalization it is vital to have a broad and refined international outlook, the United Kingdom presents an excellent cultural atmosphere and highly developed commercial sector as well as enlightened in humanities and technological advancement.

For these reasons, I wish to acquire management knowledge in the UK and learn from prominent professors with spectacular research facilities, to satisfy my thirst of learning.

Continuously I will be exposed to various skills and ideas that will enable me to develop into a management professional with virtually unlimited professional.

### **At last would like to say-**

UK being hub of innovation and futuristic practices. I am more than delighted to obtain an opportunity to study Masters in Business Administration (applies) in your well developed university.

My intention is to educate myself in the field of strategy-making, its various aspects and impacts and become industry-ready in this era of globalization.

This education will provide me a firm grasp of concepts and a launching pad to embark upon a voyage of knowledge in current business world. My study in this field will also serve to further fuel my ambition and deepen my interest in the field of Strategic and Marketing management.

I aspire to work as Marketing professional in MNC. It would be highly appreciable if my application is taken under your kind consideration.

Should you require any more information, please contact me on **Email ID**