

Program: - Business

College: - Fleming College

### **Statement Of Purpose**

"From a young age, I've held a deep curiosity about the inner workings of large corporations and how they effectively coordinate diverse business operations. The prospect of eventually steering my own business has also captivated my imagination. As a result, I'm enthusiastic about enriching my understanding of business practices, nurturing my professional acumen, and embarking on a journey into the realm of business and management. This driving force has propelled me to seek admission into Fleming College's Business program."

#### **Academics and Practical Exposure:**

Throughout my academic years, I found a strong affinity for subjects involving numerical concepts and questions. This inclination towards quantitative aspects led me to pursue higher education in the field of commerce, encompassing disciplines such as accounting and business studies.

During my 12th grade in the commerce stream, I acquired a diverse range of valuable knowledge and skills that have laid a strong foundation for my understanding of business and economics. I learned about essential financial concepts such as accounting, budgeting, and financial analysis, which equipped me with the ability to decipher and interpret financial statements. Additionally, I gained insights into the principles of economics, including microeconomics and macroeconomics, which helped me comprehend the dynamics of supply and demand, market structures, and national economic factors. Through coursework in subjects like Organization of Commerce, I developed an understanding of organizational structures, marketing strategies, and the fundamentals of running a business. I finished my schooling 2020.

#### **Work Experience:**

Embarking on my professional journey right after completing my 12th grade was a strategic decision born out of a desire to gain real-world experience and foster personal growth. I recognized that while academic knowledge is invaluable, practical exposure is equally important in shaping a well-rounded perspective. By embarking on an early entry into the professional sphere, my intention was to effectively connect theoretical knowledge with real-world application. This enabled me to cultivate practical skills and invaluable perspectives that extend beyond traditional academic resources.

During my work experience with Gandhi Sales as a Sales Executive, I actively contributed to revenue growth by executing strategic sales approaches throughout the entire sales cycle, spanning from prospecting leads to successful closure. By devising and implementing effective sales strategies, I demonstrated my proficiency in transforming potential prospects into valued customers. I worked there from August 2020 to September 2023.

My experience as a Sales Executive further highlights my ability for effective account management. By creating and executing personalized account management plans, I was able to cultivate customer satisfaction. This experience made me value client relationships even more. A significant component of my sales role involved negotiation and contract closure, which greatly resonates with the principles of business that I intend to study. My ability to successfully negotiate and secure profitable sales contracts with both new and existing customers exemplifies my aptitude for building rapport and loyalty, traits that I believe are essential in building lasting business relationships.

My experiences so far have not only shaped me but also ignited a deep passion for the world of commerce and its intricacies. One of the key aspects of my role involved crafting compelling sales presentations tailored to the needs of potential customers. This experience honed my ability to identify and accentuate the distinctive features and benefits of products, showcasing their value proposition in a persuasive manner. Such skill sets align seamlessly with my intention to delve into the dynamic world of business at Fleming College, where I aim to develop a profound understanding of marketing and communication strategies that drive business success.

### **Language Abilities**

To study in Canada, I took an IELTS test on March 25, 2023. I scored 6.0 Bands overall. My module-wise scores are Listening: 6.5, Reading: 6.0, Writing: 6.0 and Speaking: 5.5.

**My IELTS scores fulfil the admission requirements of my chosen program at Fleming College and also fulfilling criteria of IRCC .** I assure you that I find no difficulties in understanding and communicating in the English language. I also believe studying in Canada would help me become fluent in English, just like a native speaker.

### **Extra-Curricular Activities**

I am thrilled to share my recent accomplishment with you. **I have successfully completed a certificate course on business plans and strategy from the renowned online platform, Udemy. This course has been an incredible learning experience, especially in mastering SWOT analysis and developing strategies for on-going success.**

I can't help but feel a growing thirst for knowledge within me, and it's inspiring me to take my education to the next level. That's why I've decided to pursue an international degree in this field. While the certificate course was valuable, I believe that an international degree will provide me with a deeper and more comprehensive understanding of business plans and strategy. I am eager to expand my horizons, learn from experts in the field, and gain insights from a global perspective. I can't wait to embark on this new educational journey and soar to new heights with my newfound knowledge and skills.

### **2 ) National Cadet Corp participation**

I've always been an active and inquisitive individual, seeking opportunities to broaden my horizons and learn new things. One such unforgettable experience in my life was when **I participated in the combined annual training camp of the National Cadet Corps (NCC).**

Engaging in extracurricular activities like the NCC camp has not only been a demonstration of my active persona but has also been instrumental in shaping my character. It taught me the values of discipline, teamwork, and leadership, which are essential attributes in both personal and professional life. I look forward to applying these valuable life lessons and experiences as I pursue my international degree in business plans and strategy. I am excited about the journey ahead and the opportunities it will bring to further enrich my understanding and personality.

### **Why Study In Canada:**

One of the main reasons that influenced me to study in Canada is the quality of education the world-ranking academic institutes provide. Canadian colleges are known to provide comprehensive knowledge to studies. Practical knowledge and Research and development are the main elements which stand out and make a difference compared to other systems. Apart from this, tons of people from different backgrounds, ethics, languages and regions come to Canada to study and gain work experience. So, in my opinion, it motivates me to study harder and work towards my goals effectively with my other peers.

### **Why Study Business At Fleming College:**

While searching for the most suitable institute for me, I got to know about Fleming College. It drew my attention because it provides a unique personalized way to learn. In addition, Fleming College offers world-class academics, and most importantly, they provide the core subjects taught by eminent professors, which helps me to strengthen my academic skills. Fleming College is also known for its diversity and welcoming community; it will prepare me for my professional success by interacting with other like-minded students from a diverse community. I believe that Fleming College's emphasis on practical learning experiences, case studies, and real-world applications will not only equip me with theoretical knowledge but also prepare me for the challenges of the business world.

My decision to pursue a Business program at Fleming College will provide me with specific knowledge about the management and business fields. It will prepare me to work in the corporate and business world and gives depth understanding of accounting blends with the management areas. Furthermore, this program will help me learn more about different coursework covering certain areas I am interested in exploring in-depth. Also, it will strengthen my organizational and analytical skills, which are highly demanded in today's business world. Furthermore, I will get detailed knowledge about finance, marketing, HRM, operations etc., which will open the door for me to get closer to becoming an independent business owner, too.

### **Future Plans In India:**

**As a son, I have sincere responsibilities towards my parents. Hence, I will return to India after completing my studies in Canada. I have set higher goals for my career. The competitive advantage of studying this coveted program will boost my confidence when I return to India.**

Initially, I wish to work with the leading FMCG companies in India, such as Nestle, Parle-G, Britannia, HUL, ITC, etc. I can earn INR 9 to 12 Lakhs per annum as a Business Development Manager or a Marketing Manager by working with these leading companies.

My long-term goal is to start my retail business and take it to an international level. On a personal front, I wish to create employment opportunities for people in my country and solve their issues in retail products and services. From the professional front, I aim to develop business on an international level to cater to a larger audience and prove myself a successful businessman. Upon finishing the program, I intend to return to India and explore the Opportunities in my home country.

I aim to provide high-quality, industry-ready solutions and ensure their implementation for my clients. I must keep myself updated with the latest innovations in the field, incorporate massive changes in my services, and ensure I demonstrate strong decision-making skills to help my clients achieve their desired business goals. Additionally, Business sector is growing at a rate of 8% per year. With the Indian economy expected to touch \$5 trillion by 2025, and with revolutionary economic reforms kicking in, SMEs are expected to play a vital role in Business sectors and as Modi said "Our aim is that Vishwakarmas of today can become entrepreneurs of tomorrow" so this can be golden chance and Win Win situation of all small and medium size of enterprises who can be a part of upcoming blooming Indian Economy.

### **Financial Stability :-**

**I have paid my first year of tuition fees in advance, Amounting to \$ 16,633 CAD, and Also hold a GIC account worth \$10,200 CAD.** I am fulfilling financial needs for academic and living expenses throughout my stay in Canada as per Student direct stream. Hence, I can prove the sustenance of my period of stay in Canada while studying.

### **Family Ties:**

As the eldest member of my family, my roots and family ties hold a special place in shaping my aspirations and decisions. I am the proud son of \_\_\_\_\_, a dedicated businessman who has instilled in me the values of hard work and determination through his own endeavours. My mother, \_\_\_\_\_, plays a vital role in our household as a homemaker and a skilled tailor, infusing our home with warmth and creativity. Surrounded by their unwavering support, I am also privileged to share my journey with two remarkable sisters. \_\_\_\_\_, the elder of the two, is currently pursuing her studies in the second year of her B.Com degree. \_\_\_\_\_, the younger sister at 15, is carving her path through her 10th-grade studies.

Having witnessed the close-knit fabric of our family, I recognize the responsibilities that come with being the eldest. I pursued a Diploma course at Fleming College, an experience that not only enriched my academic prowess but also enabled me to envision a bright future for myself and my family. With every step of my journey, my connection to my family deepened. Now, as I prepare to return to India after completing my Diploma, I am committed to harnessing my newfound skills and knowledge to contribute to my family's legacy and to the growth of our nation. My determination to thrive in India stems from the understanding that my family's support and sacrifices have provided me with the platform to succeed.

My family ties serve as a beacon of strength and motivation, urging me to shape a future that not only upholds our heritage but also leads to newfound horizons of success. In the nurturing embrace of my family's values, I stand poised to make my mark on the world, secure in the knowledge that my journey is fuelled by the love and support of those who matter most.

### **Conclusion**

I carry a deep sense of responsibility and commitment towards my family in India. Despite the allure of opportunities and experiences abroad, I understand the importance of fulfilling my duties and taking care of my Responsibilities back home. Upon completing my studies, achieving my Educational goals and returning to India, I will be ready to shoulder my Responsibilities with renewed vigour. My dedication to my family, community, And the values I holds dear is unwavering. With my family's collective support, I Emerge as a trailblazer, defying norms, and showcasing the strength of family **Ties that will guide me back to India**, ready to embrace my responsibilities and Make a positive impact on those around me. They have made a lot of sacrifices For my career, so to repay them for all they have given to me, **I intend to return To my native country, India**, as soon as I complete my applied and desired Course. I recognize that my accomplishments abroad will not only benefit my personally but will also allow me to contribute meaningfully to my family's Well-being and the betterment of my society. Considering that I will have a Remarkable career in my country, surrounded by my family, friends and people I love the most, I would like to conclude that **I will prefer my home country After completing my education.**

Thanks &Regards,  
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