

# International Business (Management)

## Personal Statement

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"Look at the labels on the clothes you are wearing." My sociology teacher started by allowing us to appreciate the work that went into producing our clothes, emphasizing the journey each item underwent before arriving in that classroom.

Studying globalization as part of Sociology has provided me with an awareness of the challenges and demands of a global business. Living in the Philippines, Northern Ireland and England fueled my passion for other cultures and languages. Both factors contributed to my interest in the business sector and becoming the Marketing Director of a Young Enterprise company cemented my decision in studying International Business at university.

My role as Marketing Director was challenging, as it required me to form strategies that captured our target market and increased sales. I learnt that the skill to manage people efficiently is key to being productive in any business; I had to priorities and delegate tasks to other team members. By liaising with manufacturers and suppliers, I learned how to conduct business transactions effectively as carrying out smooth transactions encourages repeat-business in the long run. Delivering presentations during two rounds of the Young Enterprise competition boosted my confidence in public speaking. Our company won best presentation at the area and county finals, as well as an award for a short advertisement, which I planned, filmed and edited.

I have been working in Superdry for nearly a year, initially part-time as a student, where I experience how an international retailer operates both front and back of house. I built good working relationships with my colleagues and am able to relate to customers. This summer I became the youngest finalist, out of one hundred and fifty applicants, to become a student event brand ambassador for Superdry. I was invited to their flagship store for an interview to talk about my proposed marketing campaign; I was highly commended for my presentation. I am now involved with the organizing and promoting of the Superdry Reading student event.

I am fluent in English and Tagalog, I study Spanish and intend to learn Mandarin; increasing globalization means the ability to communicate with and relate to foreign customers is important. As a keen traveler, I notice how transnational corporations alter their products to compliment the culture of the host country, for example in India all McDonald's restaurants are certified halal. The sales and marketing strategies used are also specific to the country's social needs; I saw this last summer when I was fortunate enough to work-shadow a senior sales manager at da Land in the Philippines.

In my free time I enjoy music; I attained a grade 8 in singing and a grade 4 in piano. I taught myself how to play the ukulele and during sixth form I joined a ukulele orchestra. In my gap year I plan to teach English at a primary school in China. I hope to discover more about the Chinese culture whilst developing my creativity as I organize educational activities for the students. My dynamic personality and good work ethic makes me suitable for a constantly evolving business world and in studying International Business I will gain the necessary skills to analyze and excel in these changing conditions.

I look forward to the opportunity to study abroad as part of my degree at university; I am particularly eager to expand my knowledge in the areas of Marketing, Finance and Business Sustainability as I find these areas fascinating. I understand the importance of business responsibilities, and aspire to become part of an organization that puts corporate social responsibility at the heart of their operations.