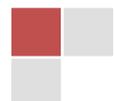


STATEMENT OF PURPOSE

My family owns a car dealership. I remember playing in my parents' showroom when I was a child, pretending to be a salesperson welcoming customers and introducing them to the new cars. During my high school years, I developed a real desire to learn and understand business management in order to help my parents with their work in the future. As a result, I chose to study Management Technology at **AAA University**. Now, after completing my undergraduate studies, I feel the need to seek obtain knowledge in business and management and, hopefully, become an expert in this career field. For this reason, I would like to pursue my Master's Degree at one of the best places available:....., **University of**

The reasons why I believe I am the right person for this course are because, first of all, I have first-hand experience in business management both at my family's company and at a leading car company in Thailand. Whenever I have free time from my studies and other tasks, I assist my parents with their work at the showroom. My major duties there are to help welcome customers, look after our staff, discuss marketing plans with my parents and help them calculate the income and expenses of the company each month. In addition, during the summer vacation of my third year at the university, I had an opportunity to work as an intern at **XXX Co., Ltd.**, which is one of the biggest car companies in Thailand. There, I joined the HR and administrative team assisting them in several tasks, including customer service, human resource management, data entry, document preparation and much more. This work experience allowed me to become aware of the working culture of a big company, gain better knowledge of administration and human resource management and also how to work and cooperate with many different kinds of people. Therefore, business and management is something that I am already familiar with and, in my opinion, my experience in this field will significantly contribute to my achievement in this programme.

Secondly, I am already been equipped with a wide range of knowledge of business and management. At the university, my major in Management Technology allowed me to specialize in business, finance, marketing, economics and management technology. Additionally, because all subjects at **AAA University** are taught in English, it will not be a major adjustment for me to study abroad, in an English speaking country. For this reason, I believe that I am a suitable candidate for your program, which will develop my skills and



expertise in business in a multi-cultural environment. The thought that I might be able to learn business with people from around the world excites me greatly because I would love to understand their different ideas, attitudes, cultures and ways of thinking, which will be essential if I want to help push my family's business to the international level. Also, studying in the UK is the best way to strengthen my English skills which I need to use in order to communicate with foreign suppliers and customers.

Finally, I am a highly motivated and competitive person who has a strong determination for achievement in everything that I do. Right now, my biggest ambition is to fulfill my dream of developing my family's business, which will eventually become my business. In order to reach this ultimate goal, it is necessary for me to obtain the best possible knowledge of business and management available. After looking closely at the business programme at your university, I am very impressed with the learning methods and the excellent knowledge and experience that your course offers. With the intent to pursue my studies at your institution in mind, I am definitely prepared to work hard and dedicate all my efforts and time to excel in your class. Even though I am aware that the studies will definitely be intensive and demanding, I am prepared to undertake this challenge and ready to prove that I deserve to be there.

In conclusion, with my extensive experience in business and management, as well as my supreme willpower to succeed as a business person, I believe that I can absolutely become one of the quality students in, University of, and that one day I can utilize the valuable knowledge and skills that I gain from this course to expand my family's business and eventually make myself a successful business owner.

