Parsa Moshiri

  Study Permit Applicant

Client Information

Ashkan Madihi

*Ashkanmadihi1982@gmail.com*

N12, Kokab St., Sattarkhan St., Tehran Iran

Tehran Iran

The Canadian Embassy

Visa Section

Istanbul, Turkey

Attn.: Visa officer

Subject: **APPLYING FOR STUDY PERMIT (Canada)**

**Dear Visa Officer,**

My name is Ashkan Madihi and I have already a bachelor's degree of Mechanical Engineering, sub-branch: Heat and Fluid. I have been recently admitted to the Master's Degree program of Mechanical Engineering at Concordia university, beginning this winter, and I am applying for a Study Permit in order to pursuit my studies.

I appreciate it if you could kindly approve my request.

Yours Faithfully,

**Ashkan Madihi**

**Study Permit Applicant**

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# Curriculum Vitae:

**Ashkan Madihi**

Date of Birth: November 19, 1982

Place of Birth: Tehran

Email Address: ashkanmadihi1982@gmail.com

Marital Status: Single

Address: N12, Kokab St., Sattarkhan St., Tehran Iran

Phone Number: +989128185719

**Academic Studies:**

Diploma of Sciences (Math and Physics) from Allameh Tabatabaie High School – 2015

**Apprenticeship courses:**

* Third Degree Coaching from the Iranian Federation of Wushu – 2018
* Psychology of sports at Islamic Azad University of Tehran - South Branch – 2018
* Generalities of Physical Education – Iranian Federation of Wushu – 2017

**Certificates:**

* Gold Medal at National Championship Tournament of Tai Chi Chuan (Youth) in Tehran Province of Iran - 2015
* Silver Medal at National Championship Tournament of Tai Chi Chuan (Taijitsu) in Tehran Province of Iran - 2015
* Silver Medal at National Championship Tournament of Tai Chi Chuan in Azarbaijan Province of Iran – 2014
* Gold Medal at National Championship Tournament of Tai Chi Chuan in Tehran Province of Iran – 2013

**Professional Experience:**

* Tai chi Chuan Certified Coach at Abtsam Ervin Sport Center from 2016 – Present
* Marketing Agent at Tejarate Novin MLM CO. from 2020 - 2022

**Personal Interests:**

Athletics, mountaineering, abseiling, Tai Chi, Wushu, MLM, marketing, managment

**Language Proficiency:**

Duolingo: (Literacy: 120, Comprehension: 135, Conversation: 90, production: 60) Overall: 115

# Study Plan:

Ever since I remember, I was fond of sports and athleticism. I have a Second Dan in Tai Chi Chuan style and I have earned my coaching certificate in 2018. When my father started a gym in Tehran, it was like a dream come true to me. Ever since I have been working as a full-time instructor of Tai Chi Chuan and there are many years now that I have been holding all-level classes for practitioners of this sport in my father’s gym: *Abtsam Ervin Sport Center*.

In 2020, I was invited to a young but thriving Multi-Level Marketing Company, called *New Trade Network Marketing CO.*, where I was first acquainted with the basics of multi-level Marketing. Despite the fact that I was not very successful in this business (since the major source of income in this company came from selling beauty and female personal care products and I only had a mother to sell to) I came up with the idea of applying network marketing in the field of my expertise: sports.

Sports in Iran are a group of social activities in which family members and friends practice together. In other words, it is easy to find couples in the gym: siblings, parent-children, cousins etc. For this reason, I believe it will perfectly work with the fundamentals of MLM marketing. Therefore, I intend to run a chain of sport clubs and gyms in which members are recruited from the word of mouth and the money generated for registration or ranking tests should be distributed among all sport practitioners based on their rank and the number of students they have. In addition to that, grading systems will not only work based on the skills and the number of techniques people have but based on the number of lower-level students they have recruited and trained under themselves. This way, motivation would rise high among sport practitioners and the overall output of the class would improve.

Having said that, no matter how beneficial MLM may appear to be in sports, there are some concerns associated with it, especially when the network of multi-level sport practitioners grows in size and that there are no more ranks to promote higher level students to.

Concerning this, I decided to plunge myself into studying network marketing at university levels in order to find appropriate solutions to these issues. However, since application of network marketing in the field of sports is a brand new idea in Iran, apart from a trifle number of theoretical articles published online by people who were more theoretical scholars than professional athletes at managerial levels, I did not find any reliable sources to study.

Nevertheless, studying marketing management at British Columbia Institute of Technology is an opportunity for a young sport practitioner like me to be acquainted with essentials of both marketing and sport management at international levels. The reason for this is particularly *Mr. Kenton*, Dean of the School of Business at BCIT, who is also a thriving marketing agent in one of the most prestigious direct-selling companies of the world: *Frasers Group* (selling all sorts of sport-related equipment and supplements*)*. His instructions would definitely give me an upper hand in my future professional prospect as a sport promoter.

About the reasons why I have chosen Canada, the Canadian direct selling market was the major incentive as it ranked 9th in the 2023 global sales and is one of the 24 countries with sales exceeding $1 billion. The direct selling market in Canada contributes immensely to the economy of the country with a total economic impact of $8.74 billion, which is far more than what we have here in Iran. Moreover, internationally renowned MLM companies like *Amway* and *Herbalife*, which do not yet have offices in Iran, have huge bases of operation in Canada and with no doubt, my exposure to such huge MLM industry would make a valuable asset for running my MLM sport club in my home country.

Regarding my future plans, I would like to continue my studies as much as I could and initiate an in-depth analysis of different compensation plans available for Multi-level marketing of Sport Centers and their pros and cons depending on the market circumstances. Furthermore, my father is on the brink of his retirement, which means our gym will be officially my responsibility by the time I return. Therefore, I intend to adopt a smart multi-level recruitment system, using the most up-to-date compensation plans available for the Iranian community to attract as many people to sports as possible. This has the potentials to become a thriving MLM business, as the majority of Iranian people nowadays suffer from a sedentary lifestyle and work around the clock to make ends meet. Under such circumstances, I believe people would cherish a new system in which they could both do some sports and earn some extra money.

Regarding my finances, my parents have agreed to sponsor me during my studies at BCIT in order for me to be able to transform our small local business into a huge base of operation for an all-inclusive national chain of sport clubs and gyms. Bank statements and their affidavit of support are all included in my proof of means of financial support documents.

Concerning ties linking me back to my home country, I am the eldest child of the family and I have a younger sister who is single. By the time I graduate, my parents will have retired and I will have to return to take care of them and to settle our family affairs, including *Abtsam Ervin Gym*, my father’s side business that I am going to thrive. In addition to that, our family owns multiple properties and deeds, which have brought a relatively comfortable life for us here in Iran. In this regard, I have provided more detailed information in my proof of means of financial support documents.

I would also like to announce hereby that I am fully aware of the rules and regulations regarding temporary residence in Canada, and that I do not intend to overstay my visa.

# Important Questions:

1. **What is your Intended field of study?**

Marketing management

1. **What are your Sources of funding during your studies in Canada?**

My parents’ financial support as my sponsors

(Detailed explanation provided in my proof of means of financial support documents)

1. **What is your proposed thesis?**

There are not yet much research opportunities in my diploma program at BCIT as this course program serves only as an introduction to management concepts, but I will definitely go for MLM structures and the optimal compensation plans available for different markets if I am given the opportunity.

1. **What are your employment plans upon your return to your home country?**

I am going to take up responsibility of my father’s sport club, *Abtsam Ervin Gym*, as a senior Marketing Agent and develop it by applying a practical modern multi-level marketing compensation plan in order to lower its costs while increasing its income.

# Supporting documents:

## Identity Documents:

### Birth Certificate (official translation):

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### Birth Certificate (original):

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## Educational documents:

### High School Graduation Certificate (official translation):

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### High School Graduation Certificate (original):

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### High School Diploma Transcript of Scores (official translation):

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### High School Diploma Transcript of Scores (original):

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## English Language Certificate

### TOEFL Test Results:

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## Professional Documents:

### Social Security Report Card (official translation):

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### Social Security Report Card (original):

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### Job Certificate from Tejarate Novin (official translation):

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### Job Certificate from Tejarate Novin (original):

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### Job Certificate from Abtsam Ervin Gym (official translation):

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### Job Certificate from Abtsam Ervin Gym (original):

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## Championship Documents:

### Gold Medal – Third Gen Yang - Youth Age Rank (official translation):

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### Gold Medal – Third Gen Yang - Youth Age Rank (original):

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### Silver Medal – 85kg - Adult Age Rank (official translation):

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### Silver Medal – 85kg - Adult Age Rank (original):

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### Silver Medal – Youth 2 Age Rank (official translation):

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### Silver Medal – Youth 2 Age Rank (original):

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### Gold Medal – Youth Age Rank (official translation):

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### Gold Medal – Youth Age Rank (original):

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### Bronze Medal – 85kg - Adult Age Rank (official translation):

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### Bronze Medal – 85kg - Adult Age Rank (original):

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## Criminal Record:

### Certificate of Clean Criminal Record (official translation):

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### Certificate of Clean Criminal Record (original):

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## Travel History:

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| **Row** | **Country** | **From** | **To** | **reason** |
| 1 | Turkey |  |  |  |
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## Visa stamps:

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