**SOP for MBA**

With various technological advancements and the growing human needs, several businesses and unicorns pop up in every certain time and every business’s growth and success pattern relies on its marketing strategy. Market analysis, target audience analysis, and business’s SWOT analysis are some of the techniques required for marketing. In my graduation, I have always been a devotee for various business trends and analysis and understanding various development approaches to boost the market size and success patterns. I am applying for an MBA from the University of British Columbia to enhance my skills and help various forums change their success patterns.

During my past experiences with various business marketing, I’ve learned strategic marketing approaches and researches. Observing and analyzing various companies and their approaches helped me get a brief about various marketing techniques and their outcomes for different agendas. Covid-19 has affected various businesses and their developments have gone into rags, amidst this crisis, successful marketing, and business experts are the ones who have maintained their company’s success.

By pursuing an MBA from the University of British Columbia, I aim at successful marketing of various down-fallen companies with the Covid-19 crisis and help them maintain their success patterns and brand names by seeking expertise in marketing strategies. In the long run, I expect this education from skilled and expert mentors to help me achieve my carrier goal for a self-owned business forum.