Short Answer: Professional Aspirations

(150 word maximum, double-spaced, 12-point font)

What are your short-term career goals?

While managing my family’s small fashion wholesaler business, I realized that we had a lot of dead stock, resulting in cashflow mismatch. This prevented us from serving new clients, despite our service’s high demand. This was frustrating, since our service can empower 237 woman fashion entrepreneurs, assisting pregnant mothers in maintaining their boutiques open now that they can buy inventories by phone. Our dead stock is caused by our long lead time – as fashion trends change fast, our clients demand they get their inventory quickly. Thus, I spearheaded a computer-based inventory sorting system that reduced our post-processing lead time by 30 percent. However, the improvements were not enough to eliminate entire dead stocks, some of which we had to sell below cost. In the future, I plan to revise our inventory management process to ensure clients can get the right products at the right time, and we get to serve more clients. Taking the SCM class in NYU’s Fashion MBA course will help me forecast customers’ demand, choose the suitable replenishment method, and establish effective inventory management routines through the lens of the ever-changing apparel industry.

Hi Alisa,

Great draft for your essay so far, I think this answers the prompt pretty well.

I have a few notes. First, as I’ve mentioned above, try not to use too many technical business terms. The average reader might find it just a bit awkward to read through (you’re not writing a business management textbook, after all). I suggest using more “everyday” words, or more specific descriptions of your experiences in managing your family business, just to help the reader understand better.

Second, keep an eye on the maximum 150-word limit. If you feel like there are certain sentences that are repetitive or not necessary to effectively tell your story, consider deleting them altogether.

Otherwise, it’s a pretty solid draft. I wish you luck!

All the best,

Arianne

ALL-in Essay Editor