Short Answer: Professional Aspirations

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

What are your short-term career goals?

Currently, I lead UTG, a wholesale fashion social commerce that focuses on serving female fashion entrepreneurs in rural areas so they can buy their inventories online. My long-time goal has always been to support rural-based woman-led fashion businesses. After serving 176 woman entrepreneurs through UTG, I quickly realize that offering efficiency in buying stocks and giving product recommendations through my business will only help their business to grow to a certain level. Thus, in the next three years, I aim to offer business mentoring sessions for our customers regarding supply chain and finance, the two significant problems in rural-based businesses, so they can scale up. Taking my fashion MBA at NYU will allow me to learn business processes in depth through the lens of fashion business experts, which is necessary to help me guide small fashion businesses in rural areas.

*Since you’re constrained by the word limit, make sure that your goal is stated as concretely and specifically as possible. Currently, you help fashion entrepreneurs buy wholesale women’s clothes in rural areas? Is this through a website or an e-commerce platform like Shopee? What would help clarify your 3 year plan is also the motivation behind your drive (see my side comments for this). I researched a bit earlier, and the NYU MBA program looks for “students who best reflect Stern’s fundamental value: IQ+EQ.” Thus, giving some insights into your personal motivation for your goals would help highlight the EQ part.*

*Good luck!*

*Melinda*