3rd draft:

I have always taken inspiration from my mother as she grew a business by herself and was able to support us as children. During elementary school, I was insatiable for knowledge of the business industry and I had the opportunity to see this first-hand. I saw my mother coordinating with her staff members and also delegating tasks yet still being able to handle money~~,~~ I was starstruck. She made everything seem so easy and simple that I felt that this was something that I wanted to pursue in life. I went and promoted my mom’s business in school as I was directly involved in handling the money, organizing the drinks everyday as to what time it would be delivered as well as marketing it towards my friends. This awoke a dream inside of me to run a business having different business skills into one major course I turned my attention into pursuing Business Management as my major.

Not knowing how to learn more about business management I searched for summer programs to develop my business skills. I found the PassionXplorer work experience program about a business where we had to help a restaurant called Devon uplift the customer intake. One of the key takeaways that I had during the program was how to

forecast prices for a restaurant, counting the cost of goods sold, expenses, profit margin, and revenue. We were able to place what we learned into the restaurant through creating an event where there would be a big discount for a week which would bring in more revenue but a decrease in the profit margin without affecting the quality of the food itself through only choosing special items which were not selling that well. Through this, I developed analytical and problem-solving skills which are needed as I pursue business management further.

In the business industry, it contains very broad subjects, including marketing. I had the opportunity to do an internship with Skitchen as a marketing intern. Learning about the world of Digital Marketing and how to enhance the webpage, focusing more on topics like SEO and SEM. Wanting to grow more in my knowledge of the world of Digital Marketing, I joined several online courses like Revou and Sydney Romantics. Applying the knowledge I learned from the course to my internship, I broke down the problem that we had and found the AIDA formula which was perfect for the website as it grew from 15 clicks per day to 180 clicks in a week. I learned how to apply knowledge to real-life situations which are important in the business industry as sometimes we are faced with difficult situations that we need to solve.

As a business manager, we need to understand how to lead and organize a team where work can be done to the maximum capacity. I had the opportunity to develop this skill when joining the INCEPTION business competition. Our team consisted of three members, and I was delegated the task to organize registration forms and meeting time/schedules. I had to coordinate and delegate our tasks since we had different time zones as well as be able to understand them personally to how we would be able to work efficiently. As the leader of the team, I understood how to effectively work with different types of people and how to address them, where I was able to apply this in class during group work where some of us disagreed in a matter which I then tried to help everyone come to a conclusion where they would understand that we all wanted the same thing which gained us a perfect score. As a result, we were able to complete our work before the deadline. Despite losing the competition, I learned many new insights on how to delegate tasks, work with other people, and how effectively communicate with other people which are compelling skills needed in business management.

Business Management has always been a widespread degree that unites different people together to work together effectively. The United Kingdom has always been a place that contains the most culture, as you can see different cultures and races, this is what draws me to take Business Management in the United Kingdom. Business   
Management is about being able to lead different individuals being able to create mutual understanding to grow ideas producing an efficient workflow. The opportunity to be able to work with people who have different backgrounds is crucial in growing our communication skills in a business environment. The business world is always growing and therefore I would love to grow together with it.

Dear Madeline,

I can see that you have taken a lot of time to construct and structure well what you have to say in your personal statement. On that note, well done to you!

In general, most of the things you wrote are already along the right lines regarding what a UCAS application essay should look like. However, I think there were many sentences that you could cut down and rephrase/restructure to make them more efficient and give more clarity to the reader. By doing so, you could also save a lot of characters!

Lastly, I think you should especially try and cut down words from the second-to-last paragraph and use the characters you have left to focus on sharing your future aspirations. Other than that, I think you have done a great job and all the best for your application!

Best wishes,

Johana