**ESSAY**

*If you’re someone who feels they can better express themselves and their reasons for applying to the Questrom School of Business in writing, we encourage you to complete the written essay. Within the “Documents” section of the “Program Materials” portion of the application, you will scroll down to “Essay” and click “Add Document” to upload your written essay.*

*Your written essay should be* ***no more than 750 words****, and should explain to the admissions committee why you’d like to earn your degree from the Questrom School of Business specifically. It should also address why you have selected the program you are applying to (Full-Time MBA, Professional Evening MBA, Health Sector MBA, Dual Degree, etc.) – and how that program will help you achieve your post-graduate goals.*

Hi Rakha,

Before going into specific comments on the content, I would start with structuring your essay. As a reader I feel like you have a lot that you want to address, but not enough cohesion. It’s good that you know your career goals and that you have an envisioned path in terms of the positions/job titles (the ‘how’). However, moving from your concerns in a specific industry (technology) towards a long-term goal that you want to achieve (the ‘what’), I would break down more clearly what your concerns are in the industry.

A suggestion on the outline:

*Sidenote: the word count are just guidelines – you can adjust as necessary, but stick to the overall word count and try to have a flow that would come together as a united idea.*

1. Thesis/problem statement – what is it about technology that you want to focus on? What issue do you want to address or what goal do you seek to achieve with it? (e.g. if you want to talk about digitizing MSMEs, make sure your focus on it) (150 words)

2. Moving from point #1, how do you propose to address the issue? You talked about running your own company. What will the company do to address the issue? Prior to running the company, you want to gain experience in consulting. What do you aim to achieve in this role? (200 words)

3. How your experience has helped you in pursuing your goals above thus far (career in Kantar, education, etc. (100 words)

4. How an MBA will help you achieve those goals moving forward and why Questrom. (200 words)

5. Conclusion – go back to your problem statement and tie that into your intention in obtaining an MBA in Questrom. (100 words)

Feel free to structure otherwise, but make sure you have a focal point that integrates all your ideas.

All the best!

***NEW ESSAY DRAFT***

Indonesia’s economy is highly driven by MSMEs (Micro Small and Medium Enterprises) where they contribute 60% to total GDP and absorb 97% of employment in Indonesia. To remain competitive in the global market and relying less on imports of goods and services, digitalization of these MSMEs is important and is part of the Indonesian government’s plan for upcoming years. However, adaptation of digital technology among MSMEs in Indonesia for productive purposes is still 22.5%. On top of that, digital transformation on Indonesia’s MSMEs only reached 13% in 2020 while China and Japan reached 48% and 58% respectively hence digitalization of Indonesia’s MSMEs is still behind compared to other countries in Asia. With only around 30% of MSMEs in Indonesia that are considered digitally literate, MSMEs digitalization in Indonesia is a problem that needs to be addressed further in order to drive faster growth in the future.

----KANTAR experience should be placed here -----

In order to help digitize more MSMEs in Indonesia, my long term goal is to be an active contributor to help solve this issue by running my own company that promotes and gives access to digital technology to MSMEs in Indonesia. The company itself will act as a mediator to educate and utilize digital technology for MSMEs in Indonesia especially those in regions that have digital gaps. For example, local manufacturers in remote areas such as coffee farmers in certain highlands, local blacksmiths and also woodworkers can compete in a larger market through digital access and technological advancements. As a result, local products will have a bigger place in the market and Indonesia can rely less on imports.

Prior to running my own business venture, I plan to gain experience in a top tier management consulting company and focus on digitization projects and the technology industry. By doing so, I aim to learn more on how the industry works and understand better the challenges the industry faces in terms of technological adaptation. On top of that, in a consulting environment, I will be exposed to different kinds of scenarios and challenges through different projects. With a highly dynamic nature, I hope to learn about the technological industry at a faster pace ~~by having a career in a management consulting company~~.

My experiences working for Kantar, a data and consulting company, have helped me understand how powerful technology is in driving growth for a business as I worked with different clients to help them grow through market research data. Working in Kantar made me realize how powerful data is when used correctly: we could understand buyers better and gained the upper hand against competitors. If data analysis is already beneficial, then other technological advancements will surely drive significant growth for these MSMEs. By utilizing online marketplace for local businesses in far out regions, using digital payment systems, implementing automation of financing and manufacturing process, and utilizing digital marketing, the MSMEs in Indonesia will surely grow at a faster rate.

I believe that I am still missing several skill sets, especially the knowledge in running my own business. Hence, enrolling to a Full-Time MBA program will help me transform my ideas into a viable business model. With an engaging community in digital technology and innovation, Boston is one of the top places to pursue my MBA education, especially Questrom Business School that emphasizes technology. Questrom’s MBA offers a wide variety of electives where I can take Business Analytics to understand how to better utilize data to grow a business, Digital Product Management to learn the new technologies to grow a business, and Management Consulting to assist other businesses to solve their problems through a technological perspective. I am also keen on working with Professor Iain Cockburn to explore digital technologies suitable for MSMEs in developing countries.

With a long term goal of being a driving force to jumpstart the digital transformation in MSMEs in Indonesia, I believe that getting an MBA will help me get closer to my goal. Questrom’s full time MBA will surely help me obtain the skill sets to run a business of my own. Most importantly, as the program can be tailor made to my career goals, there are many ways to improve myself through Questrom’s MBA.

Hi Rakha,

I can see that you’ve come up with a path on how you’re planning to start your own company in the future! I especially like how your long term goal is giving back to Indonesia by helping MSMEs.

To make this even better, I believe your introduction should include an anecdote or a personal reason **why you want to help MSMEs specifically**. As of now, I can see that you’re passionate about helping them, but I still do not understand your inner desire (**the big WHY**). I’ve left some specific side comments to help you structure the intro better, and including a personal reason/anecdote would definitely be a plus.

The latter part of your essay sounds pretty good already since you’ve included the classes you want to take, the professor, and also the location.

Best wishes,

Melinda