***Personal Statement Essay for Transfer Applicant***

As a young boy, I saw my dad work in the construction industry, developing different business plans for clients through presentations and statistics. While his decision-making process seemed arbitrary to me at the time, I saw him discern which business features attracted customers and predict the potential revenue of the project. After listening in on a couple of project meetings that my dad took me to, I learned that he wasn’t merely guessing. Instead, he always conducted market research by taking into account consumer preferences, competitors’ data, and price trajectories of construction materials.

~~This sparked an interest in me to expand my knowledge in business and economics.~~ Witnessing first-hand my dad’s display of leadership and creativity in each of his business meetings, I was greatly inspired to pursue a major in entrepreneurship. I wanted to grow my own start-up, just like he did. However, a successful entrepreneur needs to wear many hats: coming up with ideas, analyzing market data to make business decisions, recognizing how to attract the target audience, and being in charge of managing resources. To reach my aspirations, I need to further understand advanced business and entrepreneurship concepts as well as how to fully utilize them. I’ll also need to be a strong team leader and learn how to market a product as well as master business analytics.

Thus, in SCC, I took as many business and economics courses as I could along with their prerequisite courses, learning how to utilize economic trends and market patterns to identify and create solutions for business opportunities and risks. Moreover, I also worked closely with my business professor on case studies. We analyzed the key factors in expanding a business such as customer behavior, profitability, and xxxx.  It taught me about financial planning, and how macroeconomics affects consumer spending.

Wanting to know more about consumer behavior, I took Duke’s Behavioral Finance online course where I learned how psychological elements, such as the loss aversion mindset, shape consumer behaviours through the notion of utility. By understanding factors that affect consumer choice, I will be able to come up with products that best fit consumers’ needs and develop different effective marketing strategies for my future business.

In order to develop my leadership skills, I interned as a marketing project manager last summer. Initially, our team had difficulty bonding and often clashed because of our misconceptions of each other. My attempts to encourage my teammates were dismissed. To ease the group tension, I came up with team building activities: holding a regular team dinner after our meetings and creating a reward system so that whoever finished their work first would get a free meal. Our dinners would be when we would check our team’s progress and open up about our struggles. After a few weeks, we became more collaborative as we started trusting in each other more. Our brainstorming sessions also became more effective, coming up with ideas to utilize content marketing to get the customer’s attention, which helped increase the company’s sales by 18%.

To learn how to analyze data patterns better, I founded my own start-up. As a health and fitness enthusiast, I often had in-depth discussions regarding health issues. After realizing that many of my friends and family still believed the common misconception that being skinny means being healthy, I created Stayhearty, a health and fitness service business. Through deep analysis of my API survey, I learned exploratory data analysis, showing the pandemic’s effect on people’s workout routines which confirmed the interest of my target market. Additionally, I used competitive analysis to look at similar firm features that will allow me to innovate new ideas for Stayhearty. The process of creating my own business, gathering data to understand consumer needs, and constructing a business plan further cemented my interest in being an entrepreneur.

Although these experiences have helped me develop a strong business mindset, I know that I still need to polish my knowledge and skills to accomplish my entrepreneurial objectives. Thus, I am highly interested in UW’s Digital Media Marketing course to learn how to improve my business’s digital presence following technological advancement. By learning quantitative models on digital marketing landscapes such as social media and understanding the marketing advantages of new methods, I will be able to utilize new online business models in my start-up to reach a wider market.

Furthermore, in order to grow my company internationally, I need to understand the financial risks of forming a global corporation and how to access different sources of funding. By assessing different firms’ financial performance through UW’s entrepreneurial finance course, I will be able to learn strategic budgeting and improve my company’s cashflow to ensure the profitability of the firm. Moreover, the course taught by Prof. Benjamin Hallen will teach me the strategies to increase network ties and the roles of a global partnership, which will enable me to secure funding to build my MNC in the future.

At UW, I am highly keen to join its Society of Ecological Health. Living in Indonesia, the largest archipelago with over 18,000 islands, I would frequently visit the beautiful oceans and go explore the natural landscapes. It was the only time I could get away from the hectic pace of Jakarta's traffic and noise pollution. However, when I visited Bali last summer, it was upsetting to see the overexploitation of marine life and pollution around the area. If this continues, our ecosystem will eventually perish. As a member of an environmentally-conscious family, I knew that I had a role in protecting the environment. Thus, I volunteered at the Kurma Asih Sea Turtle conservation to help them raise funds.

From the start, the dedication of each Kurma Asih volunteer to preserve the Olive Ridley sea turtle population was inspiring. However, the conservation had limited funding due to its lack of exposure. To garner more exposure and raise funds, I decided to use the recent popularity of tote bags and recycled-material shirts while using direct marketing via WhatsApp by adding a link to the conservation so that people could directly connect with us.

In the end, we successfully raised enough funds to shelter 389 eggs. The efforts we made on social media enabled the conservatory to expand and renovate their area. By working with the locals and releasing the turtles back to the ocean in person, I developed a special bond with nature and learned creative marketing problem-solving to increase environmental awareness.

Through SER-UW, I want to build restoration projects and participate in environmental events to preserve and encourage ecological health around the campus. I also want to inspire other fellow classmates to take action in safeguarding the earth.

Ultimately, I believe joining UW’s Foster School of Business provides not only the tools to become a successful entrepreneur but also an opportunity to connect with other environmentalists. Moreover, UW has a welcoming community with one of the most diverse student bodies. I believe my cultural experiences would enrich the community, and I can also offer different perspectives on business ideas.