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

As I saw my dad work in the construction industry, I witnessed him develop different business plans for specific groups of clients through presentations and statistics. While the decision-making process seemed arbitrary to me at the time, he was able to understand what business features help attract customers and predict the potential revenue of the project. After listening to a couple of project meetings that my dad took me to, I learned that he wasn’t merely guessing, but was conducting market research by taking into account consumer preferences, competitor’s data, and price trajectories of construction materials.

This sparked an interest in me to expand my knowledge in business and economics. As I attended his business meetings, I enjoyed being in the front-row seats of his display of leadership and creativity. This inspired me to pursue a major in entrepreneurship and grow my own startup just like my father did. However, I realized that being an entrepreneur meant not only coming up with ideas, but also analyzing market data to make business decisions, recognizing how to attract the target audience, and being in charge of managing resources. So to reach my aspirations, I need to further understand advanced business and entrepreneurship concepts as well as 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.

So, in SCC, I have taken as many business and economics courses as  I can along with their prerequisite courses. From them, I’ve learned 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 behavior 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 business.

In order to develop my leadership skills, I took a marketing project manager Internship last summer. At first, our team had no chemistry at all and we would often accuse each other of slacking off. My attempts to encourage my teammates were only met with an “If things ain't broke, don’t fix it” attitude.  So, I tried building relationships with the team members by holding a regular team dinner after our meetings and creating a reward system where whoever finishes their work first will get their dinner paid for. This is when we would check our team’s progress and each of our struggles. After a few weeks, we became much more collaborative as a team as we started trusting in each other more. Our brainstorming session became more effective and as we come up with better ideas we learned to utilize content marketing to get the customer’s attention. This helped increase the company’s sales by 18%.

To learn how to analyze data patterns and make conclusions based on them, I worked on starting my own startup business. As someone passionate about health and fitness, I would always have talks with my friends and colleagues about it. Then, I realized that many of them believed the health myth that being skinny means being healthy. So, 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 showed me the excitement of entrepreneurship.

Although these experiences have helped me develop a strong business mindset. I realized that my knowledge and skills still remain insufficient for me to accomplish my entrepreneurial objectives. Thus, I need to learn how to improve my business’s digital presence following technological advancement. UW’s Digital Media Marketing course is an excellent foundation for this. 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 startup to reach a wider scope of individuals.

As I aspire to grow my company internationally, I will need to understand the financial risk associated with 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 cash flow to ensure the profitability of the firm. Moreover, the opportunity of taking courses taught by Prof. Benjamin Hallen will allow me to understand the strategies for increasing network ties and the roles of a global partnership, thus, enabling me to secure funding to build an MNC.

In addition, I am very excited to join UW’s Society of Ecological health.  Living in Indonesia, which has the largest archipelago with over 18,000 islands, I would frequently visit the beautiful oceans and go on exotic nature explorations. 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 I was raised in a household that valued nature it made me conscious of my role in protecting the environment. This inspired me to raise funds and participate in the Kurma Asih Sea Turtle conservation.

From the start, the dedication of each Kurma Asih volunteer to preserve the olive ridley sea turtle population was inspiring. However, despite all that, the conservation received limited funding due to the lack of exposure. So to garner more exposure and raise funds, I decided to use the recent popularity of tote bags and recycled-material shirts. While also using direct marketing via WhatsApp by adding a link to the conservation for people to directly connect with us.

In the end, We helped raise enough funds to shelter 389 eggs. The efforts we made on social media have enabled the conservatory to expand and renovate the area. Working with the locals and releasing the turtles back to the ocean in person have developed a special bond between myself and nature while also learning marketing methods to increase awareness. I will continue to take care of the environment during my time at UW. Through SER-UW, I want to help build restoration projects and participate in environmental events,  to preserve and encourage ecological health around the campus. While also inspiring other fellow classmates to take action in safeguarding the earth.

Ultimately, I believe joining UW’s Foster School of Business will not only provide me with the tools to become a successful entrepreneur but also have the opportunity to connect with other environmentalists in hopes of bettering the ecosystem, while also opening my perspective on environmental issues. Moreover, UW has a welcoming community with one of the most diverse student bodies. I believe my cultural experiences would enrich the community while also learning different perspectives on business ideas that I could incorporate into my business to not only help myself but others.