**BOSTON UNIVERSITY: QUESTROM MBA**

**GOAL**

**Immediately post-MBA, my goal is to work as a**

Targeted Job Role: Consultant

Target Job Company: Boston Consulting Group

Industry: Management Consultant

**In 5 – 10 years post-MBA, my goal is to work as a**

Targeted Job Role: CEO

Target Job Company: My own company

Industry: Digital Technology

**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 driven by MSMEs (Micro Small and Medium Enterprises) where they contribute 60% to total GDP and absorb 97% of employment. This includes Indonesia’s digital economy that is valued at US$ 70 Billion in 2021, one of the biggest in the world due to the rapid growth of its e-commerce sector, contributing 70% of the total digital economy. To sustain this digital economy growth, Indonesia’s government has implemented various programs such as MSMEs Go Digital to support digitization of MSMEs. This results in twice the number of digitized MSMEs in 2021 compared to 2020. However, adaptation of digital technology among MSMEs in Indonesia is still low with only 22.5% used for productive purposes due to lack of digital literacy. 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 to drive faster growth.

My experiences working for Kantar, a data and consulting company, have helped me understand how powerful technology is in driving business growth as I work with different clients to help them grow through market research data. Working in Kantar made me realize how powerful data is when used correctly such as understanding buyers better and gaining the upper hand against competitors. If understanding consumer behavior data such as purchase size and frequency can be very powerful then other technological advancements will surely drive significant growth for businesses. Utilizing online marketplaces, usage of digital payment systems, automation of financing and manufacturing process, and effective digital marketing are several ways to help MSMEs grow faster. However, lack of appropriate digital infrastructure, digital skills, and access are holding back digitalization of MSMEs.

In order to tackle the issue of digitizing more MSMEs in Indonesia, my long term goal is to help solve this issue through running my own company that helps promote, educate, and give digital technology access to MSMEs in Indonesia. It will be a consulting company for these MSMEs especially those in far out regions with digital gaps. For example, local manufacturers in remote areas such as coffee farmers, blacksmiths and also carpenters can be introduced to digital technologies not only to conduct business but also to transform their business model and strategy digitally. With my company, I hope to connect unreached MSMEs with digital technology companies of Indonesia.

Prior to running my own business venture, I plan to gain experience in a top tier management consulting company and focus on digitization projects in hopes of learning how data and technology can be translated to effective business strategies. By doing so, I aim to learn more on how rural MSMEs work and understand better the challenges they face 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 resulting in a faster learning pace.

However, I believe that I am still missing several skill sets, especially the knowledge in running my own business, hence enrolling in a Full-Time MBA program will help fill the gap. With an engaging community in digital technology and innovation, Boston is one of the top places to pursue my MBA, especially Questrom Business School where it emphasizes on technology. Questrom’s MBA will help me pursue my goal through the wide varieties of electives available to shape my career where I plan to mix between Business Analytics to understand better on utilizing data for business growth and Management Consulting to learn on helping other businesses solve their problems through a technological perspective. I am also keen on working with Professor Iain Cockburn as his focus on innovation and artificial intelligence can help me have a wider perspective in exploring digital technologies suitable for MSMEs in developing countries.

With a long term goal of being a driving force in solving digital technology adaptation problems for MSMEs in Indonesia through creating my own company, I believe that getting an MBA education will help me get closer to my goal. As my plan is to run my own company to give technology access to MSMEs throughout Indonesia, Questrom’s Full Time MBA will surely help me in having the skill sets needed 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 Full Time MBA.

***OLD ESSAY DRAFT***

Starting from a simple stone tool made 2 million years ago, technologies have now evolved from helping us finish a certain task to helping make decisions for us on a daily basis. Growing up, I have always been fascinated by technologies and how impactful they are to people’s lives. 10 years ago, I would not have imagined ordering food and goods online would only be a click away and now it already feels natural. Hence, I tend to keep my lifestyle updated with the latest technologies, ever since I was a child when mobile phones and the internet were first introduced. This has helped me along the years to be more efficient and independent such as being able to order taxis online, finding more resources for education and more ways to learn, plan my days more thoroughly and effectively, etc.

Zooming over to recent years, I found myself in a dilemma where the fast growth of technology also has several drawbacks and negative impacts on society. Firstly, technologies can create more problems instead of solving them, especially if the environment is not suitable for the technology to be implemented yet. For example, the web and cloud services that store our personal information pose a risk of privacy breach if it is not protected properly. Secondly, technologies can increase inequality in society where low-skilled laborers are replaced through automation and only higher educated workers are in demand. Automation of manufacturing processes, cashierless retail stores, and automated parking payment systems are but a few examples that replace low-skilled workers. As a result, more affluent people are able to grow faster than lower class people that struggle with their limited resources and education. Lastly, is that higher educated people adapt better to newer technologies hence societies that do not have a proper education will be left behind. This is seen among more rural areas where people who have less education choose not to use newer technologies even though it is available for them. This is seen in the rapid growth of online commerce in Indonesia where it is seen that their impact to local rural businesses are still limited due to people choosing not to be involved as they are not well educated yet on the technology of it.

Coming from a developing country, Indonesia, these drawbacks are recognizable as social gaps and differences in infrastructure are easily seen, especially with the rise of technology companies in Indonesia in recent years. I realized this especially when I went to university where it was the first time I enrolled in a public school in Indonesia. I was exposed to different kinds of people from all over Indonesia with different backgrounds with different lifestyles. With many interactions with different kinds of people from group work and extracurricular activities, I found out more on how different people adapt to technologies on their everyday lifestyle. For example, there are people who choose to have their lunch delivered to campus while there are also people willing to walk outside campus for a take away. Several people are also more comfortable in using ride-hailing services while some still stick to waiting in line for a public transport.

After realizing the differences of adaptation towards technology, I became more aware of its impact on a wider scale. Jakarta, Indonesia’s capital, is enjoying the rapid growth of technology and rapid exposure of data. On the other hand, more far out regions with worse infrastructure are not able to adapt to these changes. As a result, smaller businesses from more isolated regions are not able to compete with bigger businesses coming from the capital city. For example, online stores are not adapted well in more rural areas compared to urban areas. This is not because of lower awareness but because the business owners choose to not participate in an online marketplace due to difficulties understanding it.

Moving forward, accessibility of technologies should be spread even to all social economic classes hence advancement of technologies should be well thought out especially in a developing country such as Indonesia. From my research, Indonesia’s economy is highly driven by MSMEs where they contribute 60% to total GDP and absorb 97% of employment in Indonesia. To be more competitive, these MSMEs need to be able to adapt to newer technologies. Several major improvements have been made to ensure equal access to technology and this is also supported by the government. For example, digital payment systems that are rolled out by the government to help MSMEs have faster and more reliable payment system. As a result, small stores can also enjoy the benefit of having this new technology implemented in their business.

My experience in Kantar, a data and technology company, enforces my belief of the importance of data and technology for businesses. Working in a research company that handles multinational clients helped me realize that these major corporations depend heavily on data to reach a business decision. However, MSMEs, especially small businesses may not have the liberty of relying heavily on data as they may not have the means and capital to do so. For example, a small family store can navigate their business better if they can understand what their customers usually purchase and see the local trends through data and technology. I believe if data and technology can be easily accessed by these MSMEs then they would grow exponentially and drive developing countries such as Indonesia where their economy rely on MSMEs.

With a background in engineering and almost 4 years of experience in a multinational data and consulting company, I am used to problem solving and doing critical thinking in a fast-moving environment. I believe this will benefit greatly for my future endeavors especially in giving equal access to data and technology to MSMEs in developing countries. However, I am aware that I still have gaps in knowledge especially in running a business and honing my entrepreneurial skills that Questrom Business School can help provide. With a short term goal of having a career in an international consulting company with focus in technology and also a long term goal of leading a technological company that promotes digitalizing MSMEs, business skill sets and the innovative and tech-savvy environment that Questrom’s full-time MBA have will help greatly.

I believe that filling that knowledge and skill gap while also sharpening my business acumen through Questrom’s Full-Time MBA can help me realize my goal in establishing an environment that supports equal access of technology and data to MSMEs in developing countries. Shortly after graduating from Questrom’s Full-Time MBA, I am planning to have a career in a world leading consulting firm such as Boston Consulting Group (BCG), McKinsey, and Bain and focus more towards the technology industry to have hands-on experience on how data and technology can help businesses. After a few years, I plan to run my own company that will work closely with the government to promote data and technology towards MSMEs especially in developing countries. I believe that working closely with government officials will have a bigger impact.

Full-time MBA in Questrom Business School can help greatly for my career goals as the curriculum itself can be adjusted towards selecting different kinds of electives that can shape and focus my career better. There are already classes dedicated towards digital technology such as Business Analytics, Digital Product Management, and Internal and External Technical Consulting. Other than that, classes also use real data to solve real problems hence the learning experience will be relatable. There are also many opportunities to learn outside of class through different learning communities that will greatly benefit my networking with other students, professors, and alumni. Innovation and entrepreneurship can also be honed further through several electives and through BUild Lab to prepare myself for my long term goal of having my own company. Apart from that, a global experience, especially the Asian Field Seminar in Vietnam, will be very helpful as to implement my study to a developing country’s environment. I am also planning to have high participation in extracurricular activities such as case competitions, Link Day, and even joining treks. Most importantly activities in student clubs are also important especially the Business Technology Club and Consulting Club can best help me achieve my career goals.

In parallel, my experience in Kantar as a consultancy and data supplier company will also play a big role in my studies where I can learn better what companies need to excel further and how important is data for them to make decisions. This will also be leveraged further in my studies where I can get a certificate in Business Analytics in Questrom’s full-time MBA. Hence, not only will I understand further on making an impact on society but also understand better how data can help businesses, especially small and medium businesses, to thrive further in society and be able to compete with bigger companies.

**OPTIONAL ESSAY**

*If you have additional information to bring to the attention of the Admissions Committee, you may address it in an optional essay of no more than 250 words. Acceptable topics for the optional essay include gaps in post-college work experience, choice of recommenders, and concerns about academic/test performance.*

I consider the GMAT score to be low as I feel it does not reflect my capabilities. The GMAT exam itself was the first exam that I took and considering the limited time I prepared for the exam I feel like I can score better. Therefore, with better planning and preparation, I am planning to take another GMAT exam in April to prove my management competencies.

**QUESTIONS FOR DISCUSSION**

1. With a background in engineering and philosophy, what made you decide to start your career in consulting (BCG)?
2. How does your engineering background help your early career in management consulting?
3. What made you interested to focus your career more into tech? In this case OVO as a digital payment system
4. Is digital payment system (fintech in general) sustainable?
5. Who are the users of “paylater” feature? Does it really help them? Does it really generate income to the company?
6. How does the business model work? Where do revenues come from?
7. What’s the objective or problem to solve?