

## **Why do you want to study this course or subject?**

The complexities of the business industry and how the business world operates around our everyday lives are of great interest to me. One of the key reasons why I am drawn to a business career is the fact that a successful business is forever changing and constantly developing and adapting. I want to be involved in business management where innovation and strategy lead to success and believe that a Business Management course is the way to achieve my goal. I appreciate that Business Management is an extremely demanding course, however, I have an appetite for success and nothing will stand in my way of achieving what I want to be.

## **How have your qualifications and studies helped you to prepare for this course or subject?**

Having the chance to study Business at both GCSE and A-Level has allowed me to perceive and understand aspects of the way the business world operates. Whilst studying Business, I involved myself in events such as The Real Business Challenge run by Coca-Cola and IFS Student Investor Challenge. These competitions have allowed me to gain skills and knowledge which I have been able to apply to real-life situations. My work experience at Promega helped in developing valuable skills including team-working, communication and creativity. I felt extremely fortunate to get this insight into a Business' workings and it proved to be a very useful experience.

## **What else have you done to prepare outside of education, and why are these experiences useful?**

Whilst completing my work experience during secondary school, I spent two weeks with the scientific research and development company, Promega. During this period, I spent the vast majority of my time in the marketing department whilst also being shown an overview of all the departments in the organisation. Completing a variety of tasks including researching potential competitors, creating promotional material and communicating with clients allowed me to grasp a firm understanding of how marketing operates. In addition to my exposure to marketing at Promega, I recently had a great opportunity to gain an understanding of events management. This came about on a recent trip to Belgium when I was working for a catering team at Spa Francorchamps Grand Prix. This opportunity proved to be an eye-opening experience where I was constantly working in a fast-paced and pressurised environment. Although it was incredibly hard work, my determined nature and our teams' commitment to the job allowed us to break-even two days into the week. This was a fantastic achievement for the company and something they were delighted about, and of which I am immensely proud. The Belgian Grand Prix experience helped me to further expand my knowledge of the Business world and I am now contracted to join the catering company A.C.E in a variety of events including Grand Prix's,

festivals and one-off events. I am a resilient, hard-working young woman who is constantly striving to and excel at everything I do. I consider myself to be a very ambitious person which is demonstrated by the number of opportunities I have taken on and the many successes which have come from these. I believe that holding down a job since the age of 13 shows that I am self-motivated with a strong drive for success. As a regional netball player and swimmer, I wish to involve myself in many sports clubs and also wish to complete some voluntary work. I also have a passion for travelling which anchors my ideal career, to work internationally in the business and experience cultures and countries which are currently beyond my knowledge. In 2018, I am taking part in an 'Inter-railing' journey across Europe where a friend and I are visiting 12 European countries in 1 month. This experience is certain to enhance my want to study Business on an international and global scale. I believe I will be well suited to university life as I have proven myself to be a very capable student whilst displaying the ability to work to deadlines and under extreme pressure.

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Fashion is at the heart of today's generation and has the power to create new identities and influence lifestyles. From the logos seen so often on the streets, to the renowned and timeless brands like Valentino seen on the catwalks - branding and promoting is the most vital piece of the entire process. I strongly believe that Fashion Promotion is the right course for me and the degree in which I will thrive. I have chosen a degree in Fashion Promotion as I believe it combines two of my strongest attributes; a creative flair and a commercial mind. There are several aspects of the degree that I am drawn to, for example, the opportunity for industry placement, fashion film and photography.

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In GCSE Media Studies, I learnt about the compelling ways in which brands communicate and draw consumers in and the psychology involved. I learnt in depth about marketing by studying advertising campaigns across industries. A Level Business Studies has given me a broader understanding of how brands operate on a daily basis, and has provided me with an apt knowledge of the marketing mix, trends and forecasting. Whilst studying Photography, I have seen major development in my work. I have fostered my own personal style and learnt invaluable portfolio skills. I have improved my time management, presentational, planning and organisational skills. This has helped me meet deadlines, organise my time and enabled me to present myself and my work effectively. For my current project, I am questioning traditional portraiture by conveying personalities through alternative images. Studying Spanish has taught me resilience, reasoning, cultural awareness, problem solving, attention to detail and most importantly communication skills which are essential in the fast moving industry of fashion. It has been proven that being able to converse and understand a second language improves our cognitive ability.

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In December, I will be taking part in a Fashion PR and Marketing short course at The London College of Fashion. During the evenings I will be visiting galleries and exhibitions that will further support my studies. This course will be covering topics such as; the fashion calendar, segmentation, the marketing mix, press releases, the use of social media and much more; thus helping me to hone in on and improve my marketing knowledge whilst introducing me to the fashion industry. During Year 12, I took part in Young Enterprise which allowed me and a group of peers to innovate, promote, finance and sell a product. Throughout this project, I established

a prominent role as Head of Marketing and Production, providing me with a comprehensive understanding of how essential social media is for promoting and how ingrained it is in the industry. During this project, we marketed our product effectively to a specific age range (30-40 year old women) by utilising Facebook and targeting primary school fayres where there were parents of attending students. I have always been an active part of my school's community; in debates, Student Voice, peer mentoring, sports competitions, drama performances, culture days and fundraising. I was also appointed a prefect of Business Studies where I support younger students, organise classroom displays and volunteer at open evenings. Working in a restaurant means the pressure of operating in a fast-paced environment has become a second nature to me. I have learnt how to multitask, how to deal with difficult situations, how to communicate and work efficiently as a team and how to satisfy different consumer needs. Working so closely for two years with the brand Pizza Hut has given me an insight into their marketing techniques — something which will translate well when studying how fashion brands do the same. I believe that the knowledge and skills I have developed will thoroughly support me in this degree.