**Statement of Purpose**

**Introduction**

Time is money, and nobody sets out to waste it. At a core of a business lies its finances, and how it allocates this resource to expand further. It is obviously a very delicate balance, and requires constant maintenance. An international MBA degree will give me the management skills I need to ensure that finances are carefully kept in balance to allow the investments to thrive.

To introduce myself, I am Sivalanka Venkata Harsha Vardhan resident of Hyderabad, Telangana state, India. We are 5 members in the family. My father is working with Vivimed Labs Pvt ltd and my mother is a home maker. My younger brother is working in a government organization. My wife is working with Wells Fargo as a Senior QA Analyst.

**Education**

Brought up in a family where the highest importance is given to education, I developed an exceptional interest towards studies and learning new things. Right from my schooling till bachelors in Automobile Engineering in 2012, I have always been a person striving for excellence and the same has helped me perform well with distinction in academics. Coming to my educational background, I have done my 10th from Kendriya Vidyalaya in 2006 and scored 85%, after that I have completed my 12th from the same institute and scored 77% in 2008. In 2012 I have completed my B.Tech in Automobile Engineering from Mannan Institute of Science and Technology under JNTU, Hyderabad and cleared with first class.

Although having done bachelors in Automobile engineering, my **robust zeal** to excel in handling business has driven me to pick up a career in the **field of management**. In fact the technical knowledge gained in bachelors has helped me in handling the management roles proficiently in all the companies I’ve worked for.

**Professional Experience**

After completing my graduation I have started working. My first job was with Harley Davidson as Sales consultant in 2012, where sale of Harley Davidson bikes was my prime responsibility. Product demonstration, upcountry marketing events, customer engaging activities, cold calling and other promotional activities were a part of methodologies to achieve the targets set. After Harley Davidson, I joined Volkswagen Deccan as Service advisor in 2013, where reception of customer vehicles to perform the repair jobs, customer handling, generation of revenue, post service follow up to ensure customer satisfaction and customer retention contributing to the organization success were the areas of utmost importance. My hard work and dedication had fetched me recognition and I was awarded the **Star Advisor award** from Volkswagen for my best performance. The efforts I had put in to excel in the job helped me climb up the ladder and I was promoted as Front office manager. This was period I started handling the entire front office team, monitoring their performances. Understanding the management perspective to run the organization proficiently managing employees, customers and hierarchy in a balanced way was the most important skill I had acquired. Then joining Mody Ford as Assistant service manager in 2017 was the next climb I had made in my career. In this organization I was responsible for the entire business management and was accountable for operations of the workshop. My tenure in this organisation helped me strengthen a lot of skills like team management, goalorientation, driving business operations, work delegation, business promotion, and strategyapplication for smoother business operations. In 2019 I had joined Tata Concorde Motors as Marketing Manager – Sales & Service for Hyderabad business unit. My last job as Marketing Manager in Tata Concorde Motors was one of the excellent opportunities I have received in my career to grow in the field of management. My role in the organization had **Brand promotion, Generation of business, increasing the customer base, market penetration, increase in sale of product & services,** **manpower handling and revenue generation against targets**, as the prime areas of focus. The management skills acquired from the experience I’ve gained, working for companies Tata Concorde Motors, Mody Ford, Volkswagen Deccan & Harley Davidson have laid the foundation for my outstanding performance in my career.

**Why higher studies?**

While working in the field of my interest and passion, there’s this one question I started posing to myself, **how will I be able to grow to the stature of handling business globally and become well versed with the strategies, applied by the giant MNC’s?** After a meticulous research I had decided to pursue **MBA** &my research had come to an exciting point when I figured out about the **MBA International business** program. After understanding the nature of the program, I had come to a conclusion that this program is the perfect answer to the question I pose to myself.

**Why MBA International Business?**

Obtaining an ordinary master’s degree in business administration will not suffice my aspiration to be globally competent. So is the reason why I’ve chosen the program of **MBA International Business**, as this specialization facilitates me with the art of International Business Leadership. Courses offered in this program like Global economic competitiveness and Managing a Global Organization will empower me with the confidence to move across the international borders into exciting opportunities in the global market. This program will allow me to be a part of internship opportunities through established companies which will help me gain hands-on experience in international business. MBA International business degree will help me handle diversity better and expand my professional network.

**Why Canada?**

Speaking about obtaining an MBA International Business degree, there are multiple aspects in which **Canada** stands out & above the crowd. For me **Canada is a perfect destination** for international studies as it has got some of the world’s finest **research facilities and academic institutions**. As per stats 60% of the Canadians possess a degree from college or university, which is the highest rate in the world. This clearly speaks the amount of importance being provided to education in Canada. It is no big surprise that students from various parts of the world are applying for education in **Canada** as it has been **ranked 3rd** in the world for education.

**Why Trinity Western University?**

**Trinity Western University (DLI O19347055392)** is one among the top ranked universities in Canada. At this university, as a part of this MBA program, a travel course for Comparative International Management with an applied research is being provided, which is one very good tool for me to understand the management practices in variety of countries and cultures. In addition, **Trinity Western University** has **3 faculties** who hold the **Canada Research Chair**, which itself proves that an intense focus is laid on research oriented study. At this university an emphasis is placed on being innovative and progressive to be prepared for the global business environment that is changing in constant. Master’s degree from this university will help me with the wide range of knowledge and specializations to achieve my goal.

**Language & Financial Ability**

Having undergone the English language test (IELTS) & scoring reasonably well with L8, S7, R7, W6.5, I am confident of communicating in Canada hassle free. Coming to the financial aspects, 1 year tuition fee (19,047 CAD) has been paid. I have 10,025 CAD deposited in GIC and taken an education loan of 38,516 CAD for the remaining tuition fee & other expenses. Apart from the above mentioned, I have got immovable properties in my home country. A supporting document has been attached for your reference. My father earns Rs.7.20 lakhs (13,350 CAD)and my wife earns Rs.8.5 lakhs (15,800 CAD)and my younger brother is earning Rs.10.8 lakhs (20,000 CAD) per annum. This leaves me relieved of the worry of managing my family in my absence.

**Future plans**

After commencing the studies, I will come back to my Home Country as I am the elder son and I have my responsibilities towards my parents and my family. I am sure that with the international degree from this renowned university I will be able to conquer top position in top-notched companies in India, also leading to a growth in my pay package, around 2-3 times from my current package. I can apply in MNC’s like Tata Sons Pvt Ltd, Toyota Kirloskar Motor Pvt Ltd, Mahindra & Mahindra Ltd, Maruti Suzuki India Ltd, Red Bull GmbH for the positions like Marketing & Sales director, Business development Head, Supply chain management head. Furthermore, I will be capable of doing some good work to alleviate the living standard of my people so that they can also match their pace with world.

I rest my statement of purpose with an expectation and hope that I’ve responded to all the concerns and anticipating an approval for my study permit application.