**Statement of intent**

I'm writing to say how really interested I am in getting a student visa so I may pursue the **MA in Marketing and Brand Management degree at the esteemed HS Fresenius** in Germany. Having an Indian passport, my name is Sinchana Kashyap. I have been accepted into the MA in Marketing & Brand Management program, which starts soon and calls for my actual attendance at the university. English is the program's language of instruction; my English is evident from my **IELTS test band score of 8.0 overall**. The chance to advance my study in Germany and support the international business community excites me.

Having finished Christ (Deemed to be University), Bengaluru, India, with a **Bachelor of Commerce** with a concentration in Banking and Insurance, I have a good academic background. A **CGPA of 8.81 (German Grade: 1.5),** I performed particularly well in courses including Financial Accounting, Corporate Law, Cost Accounting, Financial Management, Management Accounting, and International Banking during my undergraduate studies. I finished my Pre-University Exam with a **German Grade of 1.1** and my secondary schooling with a **German Grade of 90%** before this.

Apart from my intellectual success, employment and internships have given me real-world experience. Currently employed at **Godrej Properties Limited in Mumbai, India**, I am part of the **CP Sales Department** and oversee channel partner screening and networking as well as sales targets achieved via alliances. I have also worked for **AGE19 Enterprises in Uttar Pradesh**, India, doing customer experience research, report writing, **social media marketing, and brand research; Apollo Hospitals in Bangalore, India**, where I learned document verification, data entry, and vouching.

My undergraduate studies gave me the chance to engage with students from many backgrounds. This encounter piqued my curiosity in the subtleties of cross-cultural communication and management techniques. I came to see that success in the globalized corporate scene of today depends on a thorough awareness of foreign management techniques. This insight inspired me to go for more study in this subject; the MA in Marketing & Brand Management program at HS Fresenius exactly fits my goals.

**I wish to learn thorough understanding of techniques for brand positioning and all around communication**. To run different worldwide teams successfully, I want to become very skilled in intercultural communication. I want to understand how to negotiate the complexity of running worldwide supply chains and businesses. I want to know the legal, moral, and governmental systems controlling trade and business worldwide. I want to improve my analytical skills so I may make wise selections in ever changing global markets. I would like to investigate developing markets and how they might affect world corporate dynamics. I want to have knowledge in risk management and strategy planning for multinational companies. For effective worldwide commercial projects, I want to acquire cultural intelligence and a global perspective.

**Selecting Germany for my further study was motivated by the nation's stellar reputation for research possibilities and high caliber education.** Germany is the country I wish to study in since the educational system there is well-known for its adaptability and pragmatic approach that fit my learning style. Germany presents a pleasant environment and great cultural variety that I wish to experience. Studying in Germany will, in my opinion, enable me to develop personally and professionally as well as expose me internationally and offer a more complete view of marketing.

**HS Fresenius is the perfect fit for me because of its extraordinary standing and dedication to academic success.** I am exactly what the institution emphasizes practical learning via case studies, projects, and internships. Classes such Strategic Marketing, Brand Strategy and Positioning, Consumer Behavior, and Advanced Market Research Methods particularly appeal to me. These classes will provide me with the technical know-how and people skills required to succeed in the fields of marketing and brand management. Essential for success in the worldwide corporate scene, the varied student body and foreign partnerships at HS Fresenius will present priceless chances for cultural interaction and networking.

After finishing the MA in Marketing & Brand Management degree, I want to land a leadership post at a global company running in Germany or India. Short term, I want to apply my expertise of **strategic marketing, brand management, and consumer research** working as a **Brand Manager, Marketing Strategist, or Consumer Insights Analyst.**

I am sure that the MA in Marketing & Brand Management program at HS Fresenius will provide me the required information, abilities, and experiences to succeed in the ever-changing industry of marketing and brand management. My solid academic foundation, commitment, and love of cross-cultural communication will help me to welcome the chances and difficulties this program presents. The opportunity to follow my goals and support the worldwide corporate community makes me appreciate.

**I appreciate your attention; your favorable answer will be much awaited.**

**Actually,   
Sinchana Kashyap**