
My Personal Statement for Business Management Degree

There has never been a better time for businesses to evaluate the foundations in which they are built. Brexit, The global banking crisis and the development of the economic landscape have made it crucial for both new and existing businesses to implement revolutionary strategies in terms of management and marketing if they wish to compete in today's fiercely competitive markets and thus makes this opportunity to study a degree in Business management is made ever more appealing.

Being invited to attend work experience from Chris Heaton-Harris, Local MP, in the houses of parliament enabled me to gain an insight into the wider picture around businesses, and the ways in which they are affected by external influences brought into practice by new laws such as the Sugar tax' introduced in April 2018. I also had the opportunity to market an event in which would appeal to Chris's constituents. Adding to this, work experience at the NFU Mutual which involved meeting clients aided my understanding of how businesses seek to develop relationships to improve the performance of the business along with building relationships. What's more, the chance to visit the Investment management sector of the NFU helped me to assess the importance of financial management within businesses. Attending work experience at Simon Cox Marketing' gave me the chance to explore how a business can manage itself to reach customers and attract new opportunities. Furthermore, this opportunity revealed the diversified management styles that are evident within every organisation.

The study of A-level Business has given me a substantial insight into the ways in which businesses are managed not only to obtain their financial goals, but to satisfy the needs of their customers and attract new customers through effective use of marketing; the area in which I have a strong interest. The study of business has also presented me the opportunity to explore different management styles such as Maslow's hierarchy of needs' in which can be implemented into modern day management. Studying History has helped me to develop my analytical thinking and make concise judgements after looking at two sides of a debate. My study of Economics has enabled me to gain a wider perspective as to the economy as a whole and how the decisions by the government can have an incremental effect on businesses and the ways in which they are managed. The completion of my EPQ has also enabled me to broaden my understanding of what it takes for a business to be successful in the current economic landscape. I was able to delve into existing factors that may influence the ways businesses are managed such as Corporate social responsibility.

Working as a Waiter for two years has helped in developing my social skills when interacting with customers and has also contributed to my understanding of how a small business is

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managed. Changing ownership has meant that I have experienced and adapted to numerous different management styles within the business, each presenting its difficulties.

Having been enthusiastic about sport for many years, I have had the chance to represent Northamptonshire in the Under 16 Hockey squad which reached the National finals. Adding to this, I play football regularly for Crick, a local team. In summer 2017, I was able to partake in National Citizens Service, a four-week programme during summer in which led to our group planning, managing and marketing a charity event for a local Kids charity, Kid's Aid'. This strongly helped my leadership skills and gave me the hands-on experience to market an event. Outside of School I also enjoy partaking in Future learn courses. One I have recently completed was Management and Leadership'. This has helped with myself motivation and also time management whilst fulfilling my curiosity.

The prospect of studying a Business management degree is a tremendous stepping-stone to enable me to pursue a career in an Organisation that is challenging, yet allows me the opportunity to progress in my career. I believe that my dedication to succeeding would strongly benefit both me and the Business school.

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