

SAMPLE AFTER EDITING

This is an example of how your final essay will look after you make changes suggested by our editors.

OUR EXPERTS DO NOT MAKE CHANGES IN THE DOCUMENT. They give suggestions which you can accept or disregard.



Business School Admission Essay

Motivated by my dream of becoming a successful entrepreneur and taking over my family business, my objective five years after graduation is to be leading the marketing and management departments in my family corporation in new and more effective directions..

Nurtured by my strong familial commitment to business, I began to intern in my father's company when I was in senior high school. The vicissitudes of business transactions, the sophisticated rules of operation, and the atmosphere of the whole company dedicating its efforts to making something big and new compelled me deeply. In particular, the interactions and communication among colleagues and companies fascinated me, for it magically united all possible resources to make something great. Therefore I joined the family company, Zhonglian Industry Co., Ltd of Shenyang city, as a board member when I became a freshman, and served in department of marketing, of which I became the director in my sophomore year.

One of my most successful projects involved a contract with the Fushun city government. During negotiations for the preliminary contact, we understood that Fushun was on the fringe of converting its public transportation vehicles from traditional oil-consuming to natural gas-consuming, in response to the newly-released policy on eco-friendly development. Consequently, I led my team over a matter of weeks to present comprehensive marketing research with detailed costs and anticipated profits, risk assessment, developmental trends, derivative industries, and other major factors that concern an investing corporation. With the board's permission, we successfully established a cooperative relationship with the leading energy company in China, the China Gas Holdings Co., Ltd., to further our chances in business model making and subsequent bids. Before we finalized the proposal to the board, however, I noticed that the Fushun government was somewhat hesitant, whereas we genuinely wanted to initiate the project. So during the summer break in China I actively negotiated with the government side, assigning my team numerous potential factors to research before I discovered that there was a series of policies on budget savings and strict reporting systems that complicated the government's decision. Determined to secure this contract in order to promote the company's strategic expansion into Fushun city, I drafted a proposal depicting a full business model upgrading the buses for the entire city with numerous natural gas stations planned and built in the same time without any charge to the city government. In exchange, local government would grant us the exclusive right to operate the city's clean energy and natural gas stations with our cooperative partner. Initially, the board was highly skeptical of this proposal, fearing the costs would be too high to be actually profitable in the foreseeable future; however, after they further scrutinized the detailed analysis and assessment, the board and our partner agreed with my plan, which ultimately made us stand out from our competitors and win the contact. This contract formally established our corporation's leading role in one of the biggest cities in our province.

This experience exemplifies the kind of proactive thinking, determination, collaborative orientation and effort that I will bring to the MBA/MS program at Santa Clara University. Despite this firsthand experience in business management and marketing , but I recognize that I lack knowledge and effective strategies. Therefore, I want to gain more systematic training, so as to ready myself to lead the company. The program for emerging business leaders at Santa Clara University is the ideal context for me, due to its rigorous academic training, rich network, and the wonderful environment of Silicon Valley, which conceives countless opportunities. With a successful working history and a proactive mind for working and networking, I would acquire what I need academically and socially, while contributing my experience and perspective tot he community.

Need to impress the admission committee?

Our editors can assist you get enrolled.

[Order Now](#)