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Business School Essay

For the past two years, I've worked as a special taskforce member to acquire a casino machine supplier license in Nevada. Its primary purpose is to obtain a selling point for negotiations with casino operators concerning future casino business in Japan, coinciding with Japan's imminent casino legislation. So far, roughly 80% of the licensing process has been successfully completed.

Through discussions with our CEO, I realized that casinos could stimulate the Japanese economy by attracting visitors from all over the world and by creating job opportunities for local residents. A casino would also be the best choice for our company, considering its potential market scale and the resources we accumulated through our current businesses. Although I was initially skeptical of casinos' viability in Japan due to concerns like money laundering, I was convinced by our CEO's detailed plan and his conviction that we would be able to realize it without negative consequences.

Based on our CEO's foresight, my company considers the casino business its growth opportunity. To become a casino operator in Japan, the cross-border M&A that gives us casino operation skills is critical. Thus, we plan to execute an M&A with foreign casino operators within five years.

My short-term career goal is to hold a leadership position in post-merger integration (PMI) for said M&A. As a legal advisor, by collaborating with internal and external finance specialists, I've worked on large scale M&A projects, such as the group restructuring which took place in 2015 involving 12 group companies. Through these projects, I realized that implementing effective management is vital for PMI and that effective management for PMI is to monitor internal and external operation processes and to make decisions before problems deteriorate, taking contract matters into consideration. In fact, we failed at some previous PMI projects because we couldn't perform these tasks. I have honed my project management skills and bolstered the legal insight necessary for a successful M&A—my experiences in M&A make me an ideal candidate to run PMI, given that understanding of M&A processes is integral to PMI. However, since I have no direct experience in PMI, I need to improve management perspectives to hold the leadership position in PMI for our future casino business.

Meanwhile, my long-term career goal is to become the director of the casino business and create business strategies that differentiate us from other casino operators, including those in nearby countries like South Korea and Macau. To stay attractive over the long haul, marketing will be a critical factor.

Thus, my goal at Anderson is to learn management and marketing techniques, especially as it pertains to the entertainment industry. In particular, "Takeovers, Restructuring, and Corporate Governance" will strengthen my management perspectives. Nobuaki Iwaoka (Class of 2015) relayed to me that Professor Greene bases his lectures around his extensive real world experience. With Entertainment as my chosen specialization, "Entertainment Marketing" and "Entertainment Strategy" will teach me marketing theories and business models effective in the entertainment industry.

UCLA's Applied Management Research program will enhance my global leadership perspectives, and thus, empower me to lead the PMI process. I will contribute to this project by enhancing new ideas among team members and integrating these ideas to reach the most balanced solutions while creating mutual trust among team members—something I have shown a knack for in the past. For example, my colleagues used to work independently to avoid conflict, but I persuaded them to discuss various opinions without fearing possible conflict. Soon after, I was promoted to manager of a 6-member overseas legal team. Adopting an open discussion style enabled us to create effective solutions.

Moreover, resources like "Center for Management of Enterprise in Media, Entertainment & Sports" will further my growth. There, I can attend the speaker series, "Entertainment That Matters", where I will learn the nuances of driving social change through entertainment businesses. I also intend to join "Entertainment Management Association" and attend the "Entertainment Career Night", where I can discuss and develop ideas with company executives with whom I can discuss business ideas I create for casino businesses in Japan. Such experiences will prepare me to navigate the role of director of business for a casino, through which I hope to impact the Japanese economy and society.

In September 2016, I visited Anderson, where I spoke to XXX(Class of 2017), who convinced me that Anderson would grant me opportunities to test out and collaborate on my ideas.

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