

Short term long term
goal



**ASSIGN
BUSTER**

Growing up in a business-oriented family, I was taught early in life that while formal education can teach you how to earn a living, self-education can make you a fortune. That is why although I've already had a considerable amount of success in my business ventures owing to my raw talent and the aptitude for business that I have gained over the years, I realized that it was necessary for me to refine my business and thinking skills and I know I will be able to do this with the foundation of an excellent CEIBS MBA program. Throughout my life I have been always involved in various forms of business practices. As an eight-year old kid, I was already engaged in the art of trading cards for a profit. The ability to display a basic understanding of sales and returns was inherent to me right from the start. Since then, I have never lost sight of my goals of pursuing entrepreneurship. In college, my friend and I started a clothing import company which enjoyed considerable sales. I also joined the companies of AXA Advisors, Philip Simon Developments USA, Inc and later Shoesapart, Inc. to learn fundamental business structures and to have an in-depth scope into daily business operations. Despite these developments, I know I can still be better. Thus, my short term goal is getting accepted to the CEIBS MBA program. My recent trip to China made me discover the great business potential that it holds. Not only does it offer accelerated and extensive market expansion, China also offers a high level of penetration opportunity. I am confident that through the CEIBS MBA program, I will be able to build an extensive network of classmates and alumni and gather sufficient knowledge of the local market in China to streamline future business growth. Within a year of acquiring my MBA, I want to start a promising food business venture, choosing the initial location at a primary market to promote the brand and attract franchising interest. I want

to work on a modular menu that can be dexterously handled by a central kitchen in preparation for franchise expansion. I will focus on expanding to other markets within China. Meanwhile, I want to keep creating innovative and attractive menus to fend off competitors. As a long-term goal, I expect the company to reach a considerable scale and accumulate adequate capital within 5 years. I plan to expand the business into other sectors of the industry through name-licensing or self invested methods. Ultimately, I want to develop the business into a cross-industry company that has a lasting and recognizable brand. I am certain that with CEIBS MBA program's dynamic learning environment, together with my business experience, I will be molded into a successful entrepreneur who will be able to build a company with a stable business model, venture further to other industries as a corporation, and, at the same time, still be able to keep an eye out for new business opportunities.