

# Personal statement



**ASSIGN  
BUSTER**

Personal statement In line with the institution's mission, which is educating global leaders with the capability to create sustainable prosperity in the world, I have also established a personal mission, which would ensure that the overall mission of the institution is fulfilled. The mission that I have chosen is provision of high quality supplies in the form of food and beverages between the Western and Eastern cultures. Specifically, my mission entails exporting and importing of goods that include foods and beverages to and from the developing countries. I chose the developing countries because the markets in those areas have huge possibilities and opportunities that can be exploited by the people who can identify them. Since the institution's mission maintains the development of leaders who can create sustainability, provision of these goods to and from the developed and the developing markets will ascertain the idea of sustainability. Some of the best examples of companies undertaking similar endeavors include McDonalds and although this fast food giant may be very difficult to compete with, there are other opportunities in the markets that it has not yet ventured into mostly in the developing world. I developed this mission from an example of the McDonalds since the organization has been very effective and profitable in its line of business. Being an international student, I have found out that there are a myriad of opportunities existing in the export import type of business especially involving the developing countries. This is mostly because most of the main players in this business have over exploited and over competed with themselves in the developed world leaving very many unexploited markets in the developing countries.

I intend to exploit the unexploited opportunities so as to take advantage of the reduced competition in the developing world. Since this applies to both

import and exports, the developing countries also have many raw materials that can be brought in to the U. S to manufacture other products that could be intended for mostly the developing countries. In the developing countries, the markets there are not stable with regard to sustainability. I feel that I could help in easing up the problems in these markets if I venture in to this form of business. This would be in line with the institution's mission of creating sustainability. Bearing in mind that the developed countries have been exploited adequately, the developing world has been ignored to a significant extent ensuring that there is demand for the type of products that I intend to export. In addition, the developing countries have markets that mostly have quantity products instead of quality products. To fulfill the organization's mission, my personal mission will ensure that I provide high quality products. This will be an advantage for me because I would acquire customers in the developing countries who have been looking for quality in their countries but got quantity instead. Although the developing countries have been ignored by most companies, the opportunities are being increased by the advancing living standards in these countries. Therefore, the developing world would provide the perfect market for my business so that I can fulfill the quest of my institution's mission as well as my personal mission in ensuring that the developing world has become more sustainable with respect to provision of high quality products, which are in high demand but in low supply in these regions.