

Different types of job opportunities in the market business essay

[Business](#)



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Introduction

A career plan can be identified as a comprehensive facet where an individual takes necessary actions and advancements during the course of their life time to achieve their professional goals and objectives. Therefore the person will concentrate in the preferred career or in selection of professions. Not only has that it involved many other different areas for example work, education, life goals and other activities. Further career planning involves establishing a individual's career objectives whereas developing educational qualifications, skills & knowledge to accomplish long term & short term professional objectives. (Mosa, n. d) Before starting this report I did not have a clear knowledge on what is a career plan. Yet in the course preparing this assignment I was able to gain an understanding about what involves in an apt career plan. Through this report I have identified more clearly about myself, the values, skills and abilities as well as the shortcomings and weaknesses. Apart from that I gained a good knowledge on the industry requirements that I need to improve in me in order to perform well in my chosen career paths which lead me to form myself as a good candidate in a precise manner. This assignment covers areas including personal insight to myself followed by career objectives, self-assessments, a SWOT analysis, and a brief review on the industry and employer expectations of a graduate, I also have outlined strategy for future development and the cover letter and resume for the job vacancy and selection criteria and timeline. In order to prepare this assignment I have gathered information from academic websites and papers and have set APA in text and end text referencing.

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Personal insight into my chosen career path

I'm a final year student at ACBT and studying double majors in marketing and management. I will be completing the degree on June 2013. During this course I have learned both theoretical and practical aspects of the field of business. I see myself as a good team player who tends to participate actively when working with teams and groups where I have proved my collaborative skills during my study period while engage in different group projects and presentation. Also I am a self motivated person and have the ability to work on my own. I'm a hard working person and tend to finish the work that I have started within the timeline and good at meeting deadlines which I learnt whilst studying for my degree by completing and presenting reports and assignments on due time. Some of the weaknesses that I have are I tend to hesitate when it comes to public speaking. My absolute career objective is to become an entrepreneur by starting up my own business and become successful. The major reason for becoming an entrepreneur is to be independent and to get away from monotony. This will lead me to make my own decisions and take upon responsibilities. Hence, in order to achieve this I need to acquire the necessary academic qualifications and practical and work experiences. Since I want to be an entrepreneur I believe that it is important to have the both managerial and marketing knowledge and experiences beforehand. So I'm hoping to start working as soon as I complete the degree and at least work for 4 years to gain experience.

Internal analysis (self-assessments)

Understanding about myself is very important because it allows getting a thorough knowledge about abilities and flaws within me. Therefore I have

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taken several tests that reflect the characteristics of my personality. 1. The Big five personality test shows that I am relatively open to new experiences and somewhat organized and reliable. Also it reveals that I'm neither particularly social nor reserved yet a good natured person with attributes like courteous and supportive. Further it shows that I probably remain calm in tensed situations. (The Big Five Personality Test. n. d.)2. According to Human metrics Jung typology test my type is ESFJ. It says that I have marginal or no preference of extraversion over introversion (1%) and slight preference of sensing over intuition (12%). Further it state that I have a moderate preference of feeling over thinking (25%) and marginal or no preference of judging over perceiving (1%). (Personality test . n. d.)3. The score of the entrepreneur quiz was 72 which state that I have the qualities of a successful entrepreneur with some weak spots. (The Entrepreneur Test , n. d.)4. The emotional intelligence test reveals that I have a very high emotional intelligence and the level of EQ which will be a driver of my high performance in the future. Yet it also stated that I need to improve on some areas like paying more attention to details and often reflect on my work. (Free EQ Quiz - n. d.)5. As the score of self monitoring test reveal I got a score of 44 which says I'm neither a high nor a low self-monitor. In other words I have attributes of both high and low self monitors to some extent. (Self-Monitoring, n. d.). 6. According to the locus of control and attributional style test I have received a score of 86 success orientation. The result further states that I have an internal attribution style when it comes to success and tend to interpret success as a result of skills, intelligence and nice personality. I rarely am attributing it to external forces. Thus, I am capable of

accepting the credit that I deserve and also my self-esteem, motivation, and general well-being positively benefit from this orientation. (Tests: IQ tests, personality tests , n. d.). 7. The result of interpersonal communications skill test shows my strength as I am a very insightful person and yet not able to communicate clearly to others. The test also reflects that I have an average communication skills and listening skills. I am also assertive when talking to others but comfortable dealing with emotions. (HTML Redirection. n. d.).

My goals and objectives

As mentioned earlier my prime objective is to start up my own business. I'm hoping to establish an event management company in Kandy Sri Lanka. The major reason that selected Kandy is, there are a very limited number of event planners yet there is a high demand for it. So I believe it will be launching a new event management company Kandy will be a success. In order to achieve this dream I have prepared an action plan and have set up career goals and objectives. The career objectives have been divided as short term, medium term and as long term.

Career goals

Acquiring academic qualifications and work experience as much as possible.
Find the first job as a management trainee and get experiences in marketing field
Learn more communication skills
Complete a diploma in event management
Starting up my own business and build a good brand. Save for a sufficient retirement fund.

Career objectives

Short term objectives Complete the degree at Australian college of Business and Technology in June 2013. Learn more communication skills by the end of 2013. Start working at a reputed origination as a trainee in 2014 and gain experience in marketing field. Join Unilever Sri Lanka as a management trainee in 2015. Medium objectives Complete the diploma of events management at TAFE SA in the end of 2018. Start work in a well reputed event management company in 2019 to gain more experiences in the industry. Startup my own business event management by the year of 2022 in Kandy, Sri Lanka. Long term objectives Expand the business in 2026. Hand over the well-developed business to the next generation and retire in 2043.

Job advertisement

20120706_Markerting Excutive(Ridgecrest. n. d.)

Research and understanding of the job market

As I mentioned earlier my ultimate career objective is to become an entrepreneur and start an event management company. In order to achieve this objective it is important to have thorough knowledge about the industry and the job opportunities in the market that will assist me in future.

Therefore I have conducted an industry research on Event management and about the companies that may help me shape up my career path.

Event management industry

Event Management is known as a multibillion dollar industry which is rising swiftly. With the masses of events that come about worldwide every day, it is not a surprise that event management is one of the fastest growing

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professions nowadays. Along with an assortment of part time and full time job opportunities. This industry has developed considerably over the past era to a large extent with diversity. The event management is turn out to be more and more essential in future. As a result of the growth in event management sector it has now become a professional arena of study structuring the execution of varieties of events, of different sizes and complexities, and lures on the skills and personalities of a widespread array of individuals, offering assortment of new job opportunities. (Career Prospects in Event Management and Planning. n. d.)The ROI that organizations request for presenting events is a crucial concern for event managers today, composed with the new technology, and disputes such as sustainability and ethics within the industry. Not only are the growth prospects are encouraging, but then again limited availability of competent event planners in the country is motivating demand for new job opportunities in the market and remunerations to new peaks. (Events Sector. n. d.).

Ridgecrest Asia

Ridgecrest was established in 2005 by two Wall Street experts, with the intention of providing products and services to the financial services community. Ridgecrest's incorporated general high performance transaction systems, web technologies, graphics and UI development. Also the company is providing variety of online solutions which would appeal to tech savvy consumers. (Ridgecrest. n. d.)Ridgecrest is consisting of an energetic team of multi-disciplinary experts and support staff. Who come from scientific, technical, managerial, and professional fields. The work environment at <https://assignbuster.com/different-types-of-job-opportunities-in-the-market-business-essay/>

Ridgecrest is a unique intermingling of work and fun, new strategies and approaches are constantly used to generate a paradigm move in individual and team behavior. Not only that Ridgecrest focuses on constant staff education, move with new technologies and new developments in the client business areas. The influences of Ridgecrest staff are abundant and diverse and reinforce the Company's important " Embracing Technology, Empowering People" philosophy. (Ridgecrest. n. d.)

Different types of job opportunities in the market

Event management is a fast growing industry with a wider range of job opportunities. Few can be mentioned as bellow. Trainee - This is the Entry level position. At this point it is required to work together with event managers and other positions during the preparation of events as well as involving in each aspect of the business from creative to customer service to operations. (WBR London - Event Management & Customer Service Career Path. n. d.)Event / Administration Assistant - this level requires supporting event managers in administration duties over and above assisting customer service. The position offers excellent career advancement with great employee benefits and lucrative incentives. (WBR London - Event Management & Customer Service Career Path. n. d.)Event Manager / Senior Event Manager -For this position they require at least 3 to 5 years of event management experience. Also entail capacity to negotiate with supplier, sourcing for venues and the logistical aspect as well as managing teams. Should be capable of taking the responsibility for executing an event, for instance from making presentations to communicating with clients and vendors. (WBR London - Event Management & Customer Service Career

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Path. n. d.)Deputy Head of Event Management- this position is responsible for line managing Event Managers in the deliverance of the events. The role is in charge for measuring the teams and then building and implementing development plans to support teams to progress. The position fit for individuals with a motivational leadership style. (WBR London - Event Management & Customer Service Career Path. n. d.)Head of Event Management - the Head of Event Management is responsible for managing the all departments of the organization in the delivery of flawless and profitable events with an exceptional service. (WBR London - Event Management & Customer Service Career Path. n. d.)

SWOT Analysis

Afore moving to the job market I believe it is vital to have a good understanding about myself. The best way to identify yourself is by conducting a SWOT analysis that will help to identify the abilities and weaknesses and also means to overcome those weaknesses. Hence I have conducted a SWOT analysis to identify the gaps between me and the industry that im hoping to join.

Strengths

The degree in Bachelor of Business in Management and Marketing form a well-recognized university Edith Cowen University Perth, Australia. Certificate in Human Resources Management from International College of Business and Technology. Diploma in computing from institute of information technology and computer systems. Having good interpersonal skills which will help me with future acquaintances in the industry. Good leadership skills that learnt

through the years. Self-motivated personality A reliable person. Having Problem solving skills and Creative thinking which is considered an essential aspect in event management industry. Having a good network of friends Enthusiasm to learn new things. According to the emotional intelligence test it reveals that I have a very high emotional intelligence which is strength for me.

Weaknesses

Having lack of professional experience in the industry. I have a strong need to finish things as quickly as I can and take it out from to do list, as a result, at times the quality of work waxes. Easily forgiving nature.

Opportunities

Having a high demand for the foreign degree holders in the job market. As I'm completing the degree at Australian college of Business and Technology I have greater chances of finding a better job because the degree is affiliated with Edith Cowen University Perth, Australia. Increased job availability in the marketing sector and management sector. I find this as a good opportunity since I'm studying a double major in management and marketing which will bring me better prospects in future. The demand for young graduates in the job market. Increased demand for event management planners in the market.

Threats

Recent changes in the global economy may effect on job market negatively. High competition in the job market due to the increased number of young and experienced degree holders.

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Gap analysis

As a graduate it is important to be aware of my skills and abilities as well as the Industry requirements in order to identify the gaps between you and the industry and to find means to fulfill those breaches. When considering the job advertisement that I'm applying for they are looking for minimum 1 year excellent track record in the field of sales and marketing. I find this as a major gap between myself and the industry because, since I'm still studying for my degree I have not gained any professional experience in the field of marketing. Hence I'm hoping to fulfill this gap by working at Ridgecrest and Unilivers to gain experiences in the corporate world. Another gap that I have identified when studying the job market is the lack of having CIM qualification. Although I'm having a well-recognized degree in management and marketing I have come across that most of the companies in Sri Lanka look for CIM qualified individuals. Since my ultimate goal is to start up an event management company I believe I lack professional experience in that industry. Although I have a good knowledge on management and marketing it is important to have specialized knowledge on the industry that I'm hoping to enter in future in order to set up a successful business. In order to overcome this gap I'm hoping to complete a diploma in the event management and start working at a well reputed Event Management Company in future.

Outline your practical strategies for progress your career.

As I stated above my goal is to become an entrepreneur and start up my own event management business in Kandy. Before initiating the business I believe I need to acquire more knowledge on the field and experiences.

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Hence I'm hoping to allocate the next eight years of my life to gain more experiences and knowledge on the process of launching my event management company. The initial step would be, soon after I finish my degree at Australian College of Business and Technology I'm hoping to work at Ridgecrest in 2013 as a business development executive for about 2 years in order to get more practical experiences in marketing field. By joining this company as a business development executive I believe I'll be able gain a fine experience in work environment and the field which may assist me when I establish my own company. Another advantage that I gain from this company would be, since Ridgecrest is mainly focusing on different types of online solutions for companies I also will be able to improve and adopt new technological knowledge as well. Thereafter I'm hoping to join Unilivers as a management trainee where I will be able to attain managerial experiences that will aid me when I lead my own business in future. After working for at least three years in Sri Lanka I will be moving to Australia to gain more specialized knowledge and experience in the field of event management. There I hope to complete a diploma in event management at TAFE SA in 2018. Soon after completing the diploma I'm looking forward to work at a well reputed event management company in Australia since there are many opportunities in this field. By working in an event management company I will be able gain hands-on experiences in how the process of event management works as well as enable me to improve my know-how on international trends and movements in this arena which I can adopt for my business in future.

What employers expect from me as a graduate

Employer expectations are very high especially regarding graduates. Above all they expect the graduate to be graduated from a qualified university as well as the degree should be well recognized. As I'm completing my degree from Australian College of Business and Technology this will be an added advantage for me since it is affiliated with Edith Cowan University, Perth, Australia which is a well-recognized university around the world. Not only that I'm completing the degree as a double major in bachelor of business majoring both marketing and business management. Further employers are looking for work experiences in a graduate for at least for a one year with a good track record in the specified area of work. Apart from the academic qualifications employers contemplate different skills from a graduate in order to identify whether the candidate is capable of accomplishing the allocated tasks effectively and efficiently. Since I have completed many assignments, presentations and exams during the degree program I have been able to acquire many skills that would and employer expect from a graduate. I can confidently state that I am reliable and an honest person who is flexible, goal oriented and self-motivated. The above mentioned traits are developed through years of different learning's and experiences which I believe employers are looking in a good candidate. Another aspect that employers expect from a graduate is the personal skills namely Leadership skills, good communicational skills and writing skills, research, analytical and evaluation skills, collaborative team work and abilities. The major reason that they look for such skills is, they expect a graduate to be capable of achieving organizational goals and objectives efficiently and effectively. Hence during

the study I have involved in many team works and tasks that reflect my personal skills commendably. Thus I believe that employers may seek the above mentioned set of skills and abilities from a graduate.

Cover letter and resume

10. 1 Cover Letter

Sonali Senevirathne, No. 98, Nuwaraeliya rd, Gampola. sonaszone@gmail.com +9477480158830th March 2013. Manager, Ridgecrest Asia (Pvt) Ltd. 113, 5th Lane, Colombo 03

Application for post of Business development executive

Dear sir/ madam. I am interested in applying for the business development executive position which was advertised on ridgecrest. lk. I'm a final year student at Australian College of Business and Technology and I will be finishing my Bachelor of Business majoring business management and marketing in June 2013 and it is affiliated with Edith Cowen University, Perth, Australia. I have already completed my diploma and advanced diploma with sound results. During my study period, I consistently received distinctions for Accounting, Marketing, E business systems which have enabled me to gain both academic and practical knowledge of basic accounting assessment tasks, marketing functions and networking and computing. I am able to achieve deadlines and prioritize work tasks in a busy work environment which I proven during my study period. My problem solving, leadership skills and communication ability have been developed through the range of activities including team work, examinations and presentations as well as my extra-curricular activities that have assisted others and my peers in

particular. I have completed certificate level in Human resources management at International College of Business and Technology with a fine knowledge in basic HR functions such as recruitment and selection, training and development, performance appraisals and more. I have also completed a diploma in computer studies at institute of information technology and computer systems where I achieved knowledge in areas of basics on IT, Microsoft, Flash, and Visual basic as well as computer hardware. As mentioned in the advertisement I will be attaining my degree in near future and I have fine communicating and written skills in English. Also have a thorough knowledge in computing. I am confident, dynamic, a quick learner and have a positive attitude. I am sure that my aforementioned abilities and contributions will ensure a good corporate fit and provide enhancements to your organization.

Attached is my resume and academic transcript for your perusal and I look forward to discussing my application further with you. Please contact me on +94774801588 or via email at sonaszone@gmail. com.

In the meantime, thank you for reviewing my application.

Yours sincerely, Sonali Senevirathne.

10. 2 Resume

Sonali Senevirathne, No. 98, Nuwaraeliya rd, Gampola. sonaszone@gmail. com+94774801588

Sonali Yashiyanthi Senevirathne

Personal Information

Date of Birth 30th January 1989 NIC 895303682V Gender Female Civil

Status Single Nationality Sri Lankan School Attended Mahamaya Girls' College,
Kandy

My Objective

A recent Business Management and Marketing graduate with drive to become an efficient young professional seeking position in your firm to utilize my skills, achievements and knowledge to ensure & contribute to the growth, goals and wellbeing of the company

Personal Statement

I believe I'm a person with a clear and a logical mind thru a hands-on approach to problem solving and an initiative to see things through to completion. I have a great eye for detail and eager to learn new things while enjoy overcoming challenges with excellent communication skills, interpersonal skills and IT skills. Having a genuine interest in business management and marketing will help me achieve a great position and my career goals successfully.

Educational Qualifications

Currently studying for the Bachelor of Business (Management & Marketing, double major) - Final year, from Edith Cowan University, at the Australian College of Business & Technology. Completed Advanced Diploma of Business (Management & Marketing, double major) in 2011, from Edith Cowan University, at the Australian College of Business & Technology. Completed <https://assignbuster.com/different-types-of-job-opportunities-in-the-market-business-essay/>

Diploma of Business (Management & Marketing, double major) in 2010, from Edith Cowan University, at the Australian College of Business & Technology. Completed Certificate in Human Resources Management at International College of Business and Technology in 2009. Completed Diploma in Computer Studies at Institute of Information Technology and Computer systems in 2008. Completed G. C. E Advanced Level in 2007, at Mahamaya Girls' College, Kandy. Completed G. C. E Ordinary Level in 2004, at Mahamaya Girls' College, Kandy.

G. C. E. Ordinary Level Examination

(2004)

Subject Grade English A Health & Ph. A Language & lit. (Sinhala) B Social studies & His. B Agriculture B Buddhism C Science C Dancing C Mathematics S

G. C. E. Advanced Level Examination

(2007)

Subject Grade Civil Technology C Economics S English Literature F General English A

Extra-Curricular Activities

Committee member of college Literary, Music and Drama society. Member of the college Badminton team. Member of college Media club. Member of college Astronomical society. Treasurer of college World Heritage Society. Committee member of college French club. Committee member of student council of Australian College of Business and Technology, Kandy in of 2009.

School Level Achievements

Placed second in the inter school art completion conducted by Science Society of Mahamaya Girls College Kandy. Represented school at the sky observation camp organized by Astronomy & Space study center the Sri Lanka. Represented house at inter house swimming meets. Represented house at inter house badminton tournaments.

Involved projects

Conducted a market research for ' Happy Land' (pvt) Ltd. as the final group project of Marketing Intelligence. As Marketing Communications final group project, delivered a thriving integrated marketing communications campaign for ' Pulse' night club. As International Business final group project, delivered a feasible project for ' Zesta' to execute operations in the Australian market after a comprehensive research. Organized a Child fund program in Sri Lanka for under privileged children as the final group assignment of Cultural Framework for Business. Developed a website to assist ' Happy Land Biscuits Pvt. Ltd.' employees on work life balance as the final group assignment of Foundations of Business Leadership. Successfully developed & launched a new product for Sri Lankan market, " Energize" energy boost toffee as the final project for New Product Development.

Non-Related Referees

Prof . Chandana . P. Udawatte

(B. Sc., M. Phil., Ph. D., C. Chem. Dip. Chem. Eng.)

Professor in Chemistry

Department of physical science and Technology,

Faculty of Applied Science. Sabaragamuwa University, Belihuloya, Sri Lanka.

Tel: 045 2280285 / 0773031087 Fax: 045 2280291

Mr. Indika Abeysooriyaarachchi

**Manager - Australian College of Business and Technology -
Kandy Branch**

ACBT Kandy College, 3A, Mahamaya mawatha, Kandy, Sri Lanka. Mob: 077-

3656633 Office: 081-2205800

Reference

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Sonali Yashiyanthi Seneviratne Date

12. Selection criteria

12. 1 Possession of appropriate academic qualifications

When considering my academic qualifications my basic academic qualifications are GCE Ordinary Level which I sat in 2004. I got 2 A's, 3 B's, 3 C's and 1 S's. Then in 2007 I sat for GCE Advanced Level and got 1 C and 1 S. I completed both A/L and O/L at Mahamaya Girls College Kandy. After sitting for A/L I completed a diploma in computer studies in 2008 at institute of information technology and computer systems where I gathered

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knowledge in areas of Microsoft, Flash, Visual basic and Information Technology as well as computer hardware. Then I joined International College of Business and Technology (ICBT) Kandy and completed certificate in Human Resource Management in 2009 where I have attained knowledge in basic HR functions such as recruitment and selection, training and development, performance appraisals and many more. Once completing the HR certificate I joined Australian College of Business and Technology and completed the diploma of business in 2010. Here I secured an HD, 2 D's, 2 CR's and 3C's. This reflects my fine knowledge in areas of Marketing, Accounting and E business systems. Afterwards I completed the advanced diploma at the same institution in 2011 and there I gained 1D, 2 CR's and 5C's. Currently studying for the final year of bachelor of business degree in marketing and management and it's a double major. By adding more qualifications will aid me for achieving my future career objectives fruitfully. In my opinion I believe having sound academic qualifications is a must for a person to perform well in their career and I believe that with the above mentioned academic qualifications I am qualified to engage in the current job opportunity.

12. 2 Demonstrated knowledge of your specific discipline area

The same as I stated previously I'm studying for the final year of my bachelor's degree. Since I'm studying Double major in management and marketing, I have been able to gain a wide knowledge on both streams. Not only that, this will bring a wider range of job opportunities for me in the corporate world. As mentioned above during the study period I have studied

many subjects related to management and marketing that enabled me to gain both theoretical and practical knowledge on both streams. The course was consisting of many assignments, presentations, researches and exams which I have completed successfully. Hence I have the confidence in my ability to perform well in my future career with the aid of practical and theoretical knowledge that I gained through studying these units and by engaging in the assignments and presentations. For the unit integrated marketing communications (IMC) as the final project we had to present an IMC campaign. Hence we were able present an IMC campaign for " Pulse" night club successfully. In the process we had to write a report and do a presentation. For the report we conducted a research on the industry, market, history, competitors and about the audience. After analyzing the gathered information we specified marketing and communications objectives which were required to complete the report. Accordingly we approached with an apt marketing communications strategy. By using proper primary and secondary communication tools we were able to present a persuasive campaign. Moreover for Marketing Intelligence, we had to conduct a marketing research for beverage industry in Sri Lanka for " HappyLand" (pvt) ltd. The use of theoretical and practical knowledge that we had in marketing side assisted us immensely to make these projects successful. The social responsibility is as important when working in business world. Hence the study of the unit Cultural framework of business helped me in gaining awareness on these factors as well. For this we conducted a child fund program for underprivileged children in Sri Lanka which was followed by a report and presentation. Not only that this unit also helped me to understand

the differences in cultures in different countries. As the first assignment we had to study different clusters of cultures around the world and do a brief presentation on business etiquettes in a selected cluster. I believe this knowledge will help me in future acquaintances in corporate world.

12.3 Demonstrated excellent written and oral communication skills

During the study period in diploma, advanced diploma and the final year units almost every unit had individual assignments and group assignments, final exams as well as presentations where I was able to complete those tasks successfully. Therefore that displayed my fine written and oral communication skills. In diploma and advanced diploma I had to take upon three business knowledge units. In these units we had to complete different types of assignments like report writing, script writing, presentations, minutes and agendas business plan and more. These assignments and activities helped me to gain a thorough knowledge on professional writings and further developed my writing skills. In addition there were subjects that mainly focused on written assignments and higher percentage of marks is allocated for reports. Few can be mentioned as cultural framework for business where I had submitted a report on diversity and culture, the IMC campaign report on "Apple", "HP" and "Sunsilk" for integrated marketing communications, the essay on HRM for management, the report on the global financial crisis for International business and leadership development plan for leadership where I was able to score above seventy percent for these assignments. Not only that the reports submitted for unit customer relationship management is also noteworthy where we had to summarize the

gist of the unit in 5000 words as the final project. Thus with the high marks that I have received, I can confidently mention that I have submitted well written reports which indicate my fine writing skills. Apart from the writing skills, I was able to improve my communication skills as well. During the study program most of the units had presentations some are individual presentations and group presentations. For instance the final presentation for International business on " Zezta" my group was able to present a successful presentation where we scored second best in the class. The individual presentation for customer relationship management was also notable where we had to create a poster relating to the concept of value creation for this I was able to present a creative poster on " Amya Lake" and received high marks for both poster and the presentation. I believe that I have performed well in the above mentioned situations due to my fine skills in written and oral communication. Moreover I hope the knowledge and experiences that I acquired while completing these assignments and presentations will assist me in my future endeavors.

12. 4 Proven ability to organize, schedule, prioritize and complete assigned tasks

Ever since my school life I have learnt many things about organizing, scheduling, prioritizing and meeting deadlines. During my school days I was an active member in many different clubs and societies. Not only that I have been able to take responsibilities by take upon positions like treasurer, assistant secretary and a member in organizing committee. We were able to organize successful events for clubs like Literary Music and Drama society, workshops for French club, different competitions' for world heritage day and

so on. By actively taking part in these events I was able to improve and gain first hand experiences in organizing, scheduling and prioritizing skills as well as leadership skills. All through the study at Australian college of Business and Technology I have able to improve my organizing skills by being an active member of organizing committee of student council Kandy and assisted others while organizing events like get to gathers and sports events. All the events have been a success due to the hard work of all the members of the council along with proper planning, organizing and scheduling. Additionally in academic level I have completed many tasks on time like group and individual assignments and presentations and at times we had to multi task and met deadlines effectively. Hence I believe the above mentioned examples are a clear proof that indicates my ability to organize, schedule, prioritize and complete assigned tasks effectively and efficiently.

12. 5 Proven high level analytical, research and evaluation skills

Up to now, during the degree program I have completed 22 subjects where all the units are assignment based and involved high level of analytical, research and evaluation skills. Hence we had to conducted research, analyzing and evaluations for different assignments. For instance subjects like " Marketing Intelligence" required in depth analysis on industries and market situations where we had to provide a report on " Happyland"(pvt)ltd whether they should introduce a new range of herbal biscuits for local market. In the process we conducted a research on the industry and the market, analyzed the data collected by qualitative and quantitative methods using SPSS software in order to evaluate and interpretation. Finally we came

to a conclusion that they should introduce the new herbal range biscuits to the market. As a result of precise research, analysis and evaluations our team was able to secure a distinction for the report and the final presentation. Another example can be noted as the final group project of "International Business" unit where we had to deliver a feasible report to a local company to expand their business to another country. For this our team selected "Zesta tea" as the company and to move the company to Melbourne, Australia. For this report we performed a comprehensive research on external factors like economical, legal & financial aspects that affects a company when expanding a business. The research was based on Australian market. We also closely analyzed the competitors, key players and key consumers in Australian tea market. By engaging in this project I gained a wide knowledge on the process of how a business going abroad with proper research, analyze and evaluations. One more subject that I came across in the degree program is that "Marketing Strategy" which helped me to improve my research, analyze and evaluation skills. In this unit we had to study many case studies and analyses them. In each week we have studied more than 10 cases and analyzed. Hence the constant practice helped me to polish up my skills in researching, analyzing and evaluations that may aid vastly in my future.

12. 6 A proven ability to contribute ideas and demonstrate initiative and flexibility

In order to be successful in the corporate world we have to contribute ideas and demonstrate initiative and flexibility. Therefore I had actively contributed ideas while working with teams both at school and at my degree

program where I had to engage in many group projects and organize many events. As mentioned earlier I have involved in organizing many events and at times I had to take the lead and give ideas in order to make those events a success. Once in a while we had to face conflicts between ideas of members which are inevitable when working with teams. Yet we were able to come to mutual agreements due to the flexibility in the rapports between the members. Another place where I developed my ability to contribute ideas and take initiative and flexibility is via sports. During schooling I engaged in extracurricular activities like badminton and swimming where I learnt how to work with teams and contribute ideas for the betterment of the team. Apart from these I have taken upon leadership while working with teams during the degree program where we had to submit assignments. In these situations I took the initiative and contributed ideas to the team and was flexible enough to listen to my fellow team members and change my ideas accordingly. This resulted in positive outcomes with minimum conflicts within the team.

13. Timeline

CAREER TIMELINEYear

2013

201420152016

2017

201820192020202120222023

2024

2025202620172043Completing the degree at ACBTStart working as a traineeJoining UniliversMoving to AustraliaComplete the diploma of events management at TAFEStart working at an event management companyOpening the business in Sri LankaExpand the businessRetirement

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