

BUSINESS

I aim to study business management in higher education because I believe that it is at the top of the hierarchy of a business structure. I would love to set up and open my own business or even a chain of them. I have always aimed high in life and my dream is to live and work with my own business in North America, preferably in New York. In the past couple of years my father and I have been doing wedding photography and in the past few months we have been trying to establish a photographic studio. This is only a part time hobby for my father and I, but we would like to set up as a full-time business eventually. My father is an estate agent for John Francis and I have been involved in a week work experience with him. This experience involved viewings, evaluations, phone and e-mail enquiries and general office duties. I thoroughly enjoyed this week as I could see for myself what selling houses was like, although we didn't make a sale in that week, I met and learnt how to talk to a variety of different people and how to deal with any enquiries or problems. Once I get my degree in business management, I will either then go on to study for my masters or try and get an internship with an Anglo-American business. My father has a friend, whose daughter owns a perfumery in New York and has said if I want work experience out there, he can ask his daughter.

I have thoroughly enjoyed studying Applied Business at A-Level, more in certain areas than others. Although I did not study any means of mathematics at A-Level, I find I can excel at the economic and finance areas of the business. Learning about how to fund a business, through taking out a loan or selling shares to learning about profit and loss, by working out cost and revenue. Another area I have enjoyed learning about has been motivation and theories around it. For example, Taylor, Mayo and Herzberg. My favourite being Maslow's hierarchy of needs, from physiological needs to self-actualisation. I have enjoyed the coursework involved as I have been able to study and research local businesses and see how they are structured and how to improve their marketing strategies, their overall selling point, etc. Twice I have been involved, within a group, in an enterprise day for the whole of our school. Our group came third in one and second in the other. I am currently designing a phone app for a competition, working with a local techno centre. The winner will have a chance to design and sell this app alongside designers at Vale of Glamorgan University. I have a couple of ideas that I am working on at the moment and will be pitching them to our teacher, who will be sending the best through, in November.

I like to keep social and be involved in activities outside of school as much as I can. For much of my life I have played rugby for both my school and the local side. In many games I have been captain in which, I would have to keep my team disciplined and motivated. One year I was awarded with the Sparta Shield, for best endeavour, to do something with great effort. This summer I was awarded a RYLA (Rotary Youth Leadership Award) where a group were situated in the Brecon beacons for a week, taking part in activities such as canoeing, orienteering, navigation, caving, etc. After this week I had to give a presentation to my local Rotarians about my experience to be awarded with my certificate. This was an excellent experience for me as I was part of a team, learnt to be a leader, made new friends and enjoyed new activities. I have had many summer jobs where I have been part of a team and the team leader alternates, to give all staff the opportunity to lead.

I thoroughly look forward to the challenge of a demanding degree choice and I am confident that I have the academic ability, determination and personal qualities to make a success of it.