

# Business School Admission Essay

Treasuring my dream of being a successful entrepreneur and take over my family business, my objective in five years of graduation is to lead the marketing and management department in my family corporation to a better development.

Nurtured under a strong familial influence of business, I interned in my father's company since I was in senior high. The vicissitudes of business transaction, the sophisticated rules of operation, and the atmosphere of the whole company dedicated their efforts in making something big and new was so arresting that I could never resist its charm on my mind. Particularly, the interaction and communication among colleagues and companies deeply interested me in its magic of uniting all possible resources to make something great. Therefore I joined the family company, Zhonglian Industry Co.,Ltd of Shenyang city, as one of the board member ever since I became a freshman, and served in department of marketing, wherein I became the director in the sophomore year.

One of my highlighted projects was the contract with Fushun city government. With preliminary contact beforehand, we understood that the Fushun city of Liaoning province was on the fringe of changing its public transportation vehicles from traditional oil-consuming to natural gas-consuming to response the newly released policy series of eco-friendly development. Then, I led my team worked for weeks and presented a comprehensive marketing research with detailed cost and profit anticipation, risk assessment, developmental trends, derivative industries, and other major factors an investing corporation may concerns. With the board's permission, we successfully established a cooperative relationship with the leading energy company in China, The China Gas Holdings Co., Ltd. to further our chance in business model making and the thereafter biddings. Before we finalize the proposal to the board, however, I noticed that the government was somehow hesitant on the very project whereas genuinely wanted to actually initiate the project. I then use the the summer break in China to further negotiate with the government sides while assigned my team with numbers of potential factors to research before found out that there were series of policies on budget saving and strict reporting system that made the government's decision hard to make. With resolution in getting the contract for the company's strategic expansion into Fushun city, I drafted a proposal in which depicts a full business model of upgrading the buses for the entire city with numerous natural gas station planned and built in the same time without a single charge for the city government, in exchange, local government would grant us an exclusive right of operating the city's clean energy and natural gas stations with our cooperative partner. Before I presented the very proposal to the board, many of them thought I was out of my mind and the costs would be too high to be actually profitable in the foreseeable years; however, after the detailed the analysis and assessment enclosed got carefully scrutinized, the board and our partner agreed with my plan, which finally stood out of all our competitors and won the contract. The very contract formally established the leading role of our corporation in one of the biggest city in our province.

Practice in business management and marketing enlivened all what I've learned in the real-life, whereas I was clear that there were yet so many knowledge and techniques to be studied. Therein lies my motivation of applying for a systematic training and a higher degree of study, and the program available for emerging business leaders in Santa Clara University is just a perfect match for a academic training, strong connection building, and the wonderful environment in Silicon Valley which conceives countless opportunities. With a successful working history and a proactive mind in working and networking, I would be acquiring what I need academically and socially while being contributive and productive for the platform I would be a member of.

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