



UCAS Personal Statement: Business

My parents immigrated to England from Ghana when I was still too young to remember. They worked tirelessly throughout my childhood, lifting us out of poverty and eventually opening their own restaurant. This experience inspired me to focus my education and career on business, as I have witnessed firsthand the potential that exists when hard work, business acumen, and persistent motivation are combined. I consider myself thoroughly British, both in my outlook and my cultural proclivities, and because of this I am determined to receive my business education in a British university.

I have always performed well in school, which is another vestige of my parents' influence. For my A-levels, I was especially interested in courses on maths, accounting, economics and business, as I view these as the fundamentals that I will need in the future. I also served as the Class Prefect and the head of the African Students Association, roles which gave me a chance to make new friends from all walks of life while honing my leadership, public speaking, and organizational skills.

In my free time, I enjoy fitness and sporting, and I have been active in my school's football and cricket teams. I am a huge movie buff, and I have recently been spending much of my leisure time watching old classic movies, especially British films. I also genuinely enjoy working at my parents' restaurant, which is something that started as somewhat of a necessity yet has grown into a role that I find fulfilling and interesting. In addition to serving customers and acting as host, I also regularly handle budgeting and accounting issues. I have also helped update and design new menus, using the graphic design skills I gained from art classes. This has become almost second nature to me, so I sometimes almost forget that I am, in essence, gaining experience at running a small business.

A university education in business will give me a new range of tools and much broader potential for my career. I look forward to developing more specialist knowledge of digital marketing, international business, and e-commerce, as areas such as these will be increasingly important in years to come. I also plan to continue getting involved in the community through extracurricular activities, positions in school clubs, and possibly employment outside of school, as these will help mold me into a more well-rounded and diversely capable person.

In ten years, I see myself with a professional career in business, possibly in marketing or management, though I am keeping my options very much open at this point. I hope to one day open my own business, using the tools that my parents instilled in me to continue creating greater wealth and greater possibilities for more and more people. I believe that I have the leadership skills, the motivation, and the passion needed to achieve my goals, and an education in business from a British university will aid me tremendously going forward.