**Personal Statement**

I am a highly motivated and ambitious individual with a passion for studying business management. I want to continue my fathers footsteps as he was the one who inspired me. I have always been fascinated by how businesses use strategies to survive the market or achieve success. I am qualified for this industry thanks to my solid analytical and problem solving skills. I can't imagine studying anything other than business management. The subject of business will help me gain a solid understanding of fundamental management concepts, how people behave at work and how the market is affected by external factors.

Throughout my academic career, I have excelled in an array of my iGCSE subjects, particularly in Maths and Economics which led me to pursue further experience in the industry. Through an internship at ‘Bank of Bahrain & Kuwait (BBK)’ I was able to shadow the HR and finance managers to understand the key activities carried out day to day. During my time at BBK I gained invaluable knowledge on key motivational theories such as the Taylor’s theory where managers motivate staff by organising employees’ work and paying by results. This is important as it affects the productivity of the employees, it acts as an incentive to work which would lead them to being efficient.

Eric Ries the author of the book ‘The Lean Startup’ discusses three aspects of business and their need for success. Divided into three parts, the book looks at the following: ‘Vision’ where a case is made for a new discipline of entrepreneurial management, ‘steer’ dives in the lean startup method in detail and ‘accelerate’ where techniques that enable lean startups to be quick. This book offers a methodical approach to starting/running a business, this has enhanced my mindset around the subject of business, helping to broaden my knowledge on new key concepts. The methodology of this teaches you how to thrive under pressure as well as being calculative in the decisions and risks taking.

Through my passion for business and seeing my father thrive in the industry, I was driven to set up my own business - using the methods developed by Eric Reis.Looking at a niche and gap across events in Bahrain, I decided to set up a food stand near the venues. Focusing on popular fast food, snacks and beverages, spectators were able to have a wide choice which met a perceived need which was once missing. Through this venture I have been able to develop my organisational skills, interpersonal skills and clear decision making - linking back to Mintzberg's three categories of management I was able to build good relationships with customers based on information to support decisions made. The most important factor when opening a business is passion. Thanks to my father who assisted me financially so that I could start my small business. I have worked very hard to make it successful.

I am a hardworking person with great communication skills and teamwork abilities, in addition to my experiences with business. With my drive, determination and enthusiasm for business and management. I am sure that it will make me a valuable asset to this university and to the business world in the future. I am looking forward to expanding my business knowledge and professional skills through this course. I am committed to take full advantage of this chance to advance my long-term professional objectives and build further knowledge in a subject which has fuelled my desire to succeed in the business world.