

Statement of Purpose

My purpose for applying for Doctorate in Business Administration is that I want to pursue a career in research, buying and blending of tea. I am a tea enthusiast and love everything about tea. Since I belong to the Hospitality industry, I am also interested in factors which enhance the competitive performance of a business. The manner in which, tea tasting, blending and buying can become more beneficial for the industry. The long-term business strategy, product development, manufacturing and distribution network of the same would be more result oriented, post pursuing the DBA.

My experience in Buying in the food and beverage industries has given me an insight to the real-life application of management theories.

I have always been an enthusiast who wants to learn and grow academically as well as professionally. In order to enhance my career development, I enrolled myself in Bachelor's degree in Business Administration from the Institute of Management Studies. Thereafter, I pursued MBA in Marketing from University of Wales and have recently completed my MSc in Management with Project Management at BPP University. My academic profile has given me in-depth understanding of the business and its operations.

Shedding light on my background, I have been bred and raised in India with a great exposure to Tea and affinity of people towards it. I have spent quality time of my life in the North East Region in India in Guwahati (Assam) which is known for the quality and quantity it grows for Tea

lovers. Starting my day from the Tea to winding up all the daily activities while enjoying the company of hot cup of Tea has become my passion now.

Considering my career advancements in mind, appreciation of the related issues in Tea management are essential for me. My confidence, aptitude, intelligence and professional experience demonstrates my capabilities of doing best in the field. My academic qualifications have polished my financial decision-making skill, operations management and service excellence. My fundamentals of project management are also clear which are important for effective decision making.

My previous experience with Westmill Foods as a Sales Account Manager has enhanced my sales strategies and brand promotion strategies. My responsibilities at Newby Teas of London as an Assistant Tea buyer and blender have also gave me immense understanding of the industry. I believe that the Doctorate programme in Bachelor of Administration in your institute will further strengthen my research skills and prepare me for challenging roles in my career.

There are two most important things in my life, one is my mother and the second is my passion for Tea. The only barrier that I could see in pursuing my passion is the short duration left in the validity of my Visa. It will expire in January 2019 and I am worried if I won't be able to get a scholarship before that.

I hope you will consider my academics, experience, professional capabilities and passion so that I can achieve my dream and continue working in the Newby Teas of London where I have learnt a lot.