

從 Southern Taiwan University of Science and Technology 畢業後,我到 Grand Hall Enterprise Co., Ltd., 一家全亞洲最大的戶外瓦斯烤肉爐具之研發與製造商上班一年.幸運的碰上 Grand Hall 要把「Eternal water heater」這項原本只在美國銷售的產品拓展到台灣市場的時期.由於台灣的通路及銷售手法與美國完全不一樣,我們新成立的部門必須整個從頭建立起,也因此讓我有接觸行銷領域的契機.接觸後才發現當初大學修過的行銷管理與企業概論都只是初階而已.再加上,某日主管請我把英文版的操作手冊及產品維修手冊都翻成中文,這項工作對較專精日文的我來說這可是一項挑戰.最終,我是克服了困難,完成了翻譯.但這個任務讓我了解到英文的重要性及很多專業領域需要加強,這激起我想要進修的強烈慾望.

大學期間,我主修日文.因為台灣和日本有許多的貿易往來,所以我也廣泛選修如日本經貿.企業概論.行銷管理等商業科目,以拓展自己除了日文以外的能力,同時為自己開發未來職場的可能性.這些課程除了教授理論以外,學校也經常請業界的講師或畢業的學長姐來演講,使我們能更早接觸社會的事務並培養獨立思考的能力.課業之餘我也積極參與校內外或系上的社團活動,例如擔任班級幹部.應用日文系系籃隊長.環境清潔義工等.由於個性樂觀獨立,從 12 歲開始便離開家自己到台灣南部住校念書,並且在大學四年級時以交換學生身份到日本 Kumamoto University 讀書,讓我有認識到異國文化及與外國學生交流的機會.這些經驗也使我在人際關係的溝通處理上更圓滑圓滿.儘管因為熱衷於經營社團的關係,導致大學時期無法從事打工的工作,但是只要暑假一到我就會去嘗試不同的短期打工.大二暑假,我到 Pronology Services Inc. 的 Production Section 上班,雖然工作內容乏味像機器人一樣重蹈覆轍的做同樣動作,但我也從中學到基層員工的想法及感受,造就現在很能將心比心.替人著想的心態.在一年的服役期間我有幸分到 National Immigration Agency Entry & Exit Control Section, Taiwan 服役,在這邊服役常需處理法院或各機關傳來的緊急案件,處理上必須非常小心,如果稍有差錯可能就讓通緝犯逍遙法外,讓我學到做事必須謹慎注意細節.不僅如此服役期間我也會趁晚上休息時間或假日加強英文能力,為爾後進修打好更好的基礎.

在經歷過不同的工作類型後,我確立了以企業管理為主,英文為輔的學習目標.期望能進入貴校研究所,繼續深造,在全球化的趨勢下,提升自我競爭力,具備專業的企業管理能力及國際視野,使自己無法被他人取代.

進入研究所後,我的主要研究目標如下:

- 專注於 Marketing 的課程
在現今的社會中沒有滯銷的產品,只有不會行銷的公司.我將鑽 Marketing,修習如 International Marketing 和 Marketing Management 課程,並用所學的觀點來分析市場情勢及策略規劃;研究市場管理方面的科目,以培養更全面的思考模式.更多元的行銷知識為目標,並把握實習機會活用.
- 鑽研 Consumer Behavior

了解消費者的行為及想法,有助於制定更有效的行銷策略.因此,我將致力於研究消費者行為及心態,並配合市場分析.管理等所學,讓自己的專業能力更多元.

- 探討不同國家文化上的差異,並學習其解決問題的思維模式

由於全球化的影響,了解不同國家的人在面臨各種情況下是如何做分析以及決策是非常重要的.籍著與來自不同國家及背景的同學們切磋和討論,我可以拓展自己的視野和思考的全面性.

期盼能進入貴校系所就讀並提高自我的競爭力.在完成碩士學位之後,希望能回到台灣的外商公司貢獻自己所學,應用自身的專業知識及能力使公司更具生產力及競爭力.

After graduated from Southern Taiwan University of Science and Technology, I worked in Grand Hall Enterprise Co., Ltd., a leading company in research, development and production of outdoor gas barbecue grills in Asia, for a year. Fortunately, during my employment with the company, Grand Hall was introducing the product "Eternal Water Heater" previously available in the U.S.A to the Taiwan market. Since Taiwan sales channels and marketing strategies are completely different than the U.S.A, our new department had to start from zero and this gave me an opportunity to get to know more about the marketing field. This was how I realized that the courses on Marketing management and Business theories taken in university were merely introductory. At the time, I was also given a challenging task when my supervisor requested that I translated English operation and product maintenance manuals into Chinese though my linguistic strength is Japanese. Finally, I overcame this difficulty and succeeded. However, this assignment led me to understand the importance of English language and the need to improve my professional knowledge. As a result, it provoked a strong desire to pursue further in education.

During my study in university, I majored in Japanese because Taiwan and Japan have frequent business trades. Additionally, I selected Japanese business, Business theories and Marketing management, etc. as my elective courses in order to develop my other skills and career perspectives. These curriculums did not just focus on theories and concepts, but also offered seminars given by leading industry practitioners or academicians. Therefore, we were able to get in touch with social affairs at early stage and nurtured our ability to think independently. As my extracurricular activities, I participated enthusiastically in numerous community activities, for examples, served as one of class leadership, the captain of Japanese department basketball team and volunteered for environmental cleaning, etc. Due to my optimistic and independent personalities, at age of twelve, I left home to a boarding school in southern Taiwan and also at my fourth year of university, I was an exchange student at Kumamoto University in Japan, which gave me opportunities to learn different cultures and to communicate with students around the world. These experiences had improved my interpersonal skills and to communicate and to interact with others more smoothly and effectively. Since extracurricular activities took most of my leisure time, I was not available to obtain a part time job during school terms; however, I attempted different temporary employments during my summer vacations. In my summer vacation during the

second year of university, I worked in the production section at Pronology Services Inc. Although the contents of work were insipid and repetitive, I learned the thinking and the feeling of a junior staff within an organization. Consequently, it established my mindset to see things through other people's eye and to consider for others. During my obligated military service, I was fortunate to serve in the Immigration Agency Entry and Exit Control Section, Taiwan. In this department, I had to diligently deal urgent cases from the courts or government organizations as if there was a single mistake, a wanted criminal would be at large. Thus, I learned to handle tasks more discreetly and pay attention to details. At night or on holidays, I would study to strengthen my English in order to build a better basis for furthering my education.

After acquiring work experiences from various industries, I have set my goals to major in Business management and minor in English. I would like to pursue advanced studies by enrolling in your MBA program. I expect to gain competitive edge, excel in Business management, have a global outlook and become irreplaceable in the world of globalization.

After enrolling in your MBA program, my academic objectives are as followings:

1. To focus on Marketing

In today's society, there are no products that cannot be sold only companies that do not know how to market. I will focus on Marketing by taking courses such as International marketing and Marketing management and then apply the acquired knowledge to analyze market trends, strategies and plans. By studying in Marketing management, my aims are to develop a comprehensive thinking methodology and diversified marketing knowledge, and then execute them once opportunities are offered.

2. To specialize in Consumer behavior

Understand consumer behavior and perception will assist to create more efficient marketing strategies. Therefore, I will study consumer behavior and psychology. Together with my knowledge in market analysis and management, I seek to diversify my professional skills.

3. To understand cultural differences and learn different methods of problem-solving

Due to the influence of globalization, it is important to understand how people from diverse cultures would analyze and make decisions under different circumstances. Through exchanges on points of views and discussions with multicultural peers from different backgrounds, I will be able to broaden my vision and to enhance my comprehension.

I expect to ameliorate my marketability with your MBA program. After finishing the program, I hope to work at foreign company in Taiwan and use my professional knowledge and skills to increase productivity and competitiveness of the organization.