

Date: 08/10/2019

Subject: Study Plan

Respected sir/madam

I appreciate for allowing me to write my words to you, I am Joseph T. Williams. I have completed Bachelor Business Administration in Lincoln in 2019 from Afghanistan (University name).

Previously I have worked part time in China (company name). Which literally I have to check people's education and criminal background and that had given me great experience on how to deal with office work and how to behave informal situation. Honestly, since its my first office job that made me disciplined and on the top of that developed my communication skill because I was basically interviewing people. My job was tremendously challenging because I was very weak in managing and I have been just in my 2 semester in university, however after while I developed so much that I managed to do 4 hours work in just 1 hour but I stop working as an officer due to my study reason. After that I start working with a travel agency as a free agent, my job was to bring international student. Being as a marketer, I manage to bring over 15 students for different university in Malaysia. I had campaigned for blood donation and managed to prepare over 50 people for donation in university in Malaysia. As a matter of fact, I love my country. When I came China first I have improved mental and learned a variety of things that come not only from school, but the community and the environment at the current moment I still believe that my communication and marketing skill is not extraordinary I strongly believe that studying my MBA will give me another chance to expand my marketing skill dramatically, the reason that I have always emphasize in my marketing skill is because first of all I have great passion for it and second of all I have seen lack of marketing in Afghanistan market specially when it comes to it is famous goods such as (safaran, dry fruits, and carpet) there is no doubt that with proper marketing strategy in oversea such as India, middle east and Europe, we would 100% expand our export to third or fourth time, at the moment this goods are being export by illiterate people they do not have the knowledge on how to sell something with good price and sell them consistently, at the current moment big companies are coming to Afghanistan and exporting Afghanistan goods to oversee the reason that we could not do that is we do not have brand and enough marketing strategy to bring our own product to intentional market and I strongly believe that having an opportunity to study in China will prepare me for a better future and opportunity in my country.

As China island of business that would give me a chance to learn tremendous things. One thing that I have always planned and contemplated all the time is that I really want to participate in export business my target is and would the pomegranates as Afghanistan is the biggest producer of pomegranate it is still not famous around the world, it is because people do not really know on how to bring product to another country to make their brand popular in overseas and another reason could be people are not really keen to put effort and time and I have seen one major problem that is export goods to western and Asian country is extremely difficult it is because there are not proper management of government and people are smuggling goods and I think if we start to bring our own trusted brand and our own packaging in our country I think it would bring a tremendous amount of benefit to the government and to the people as

well as the owner of the brand. Meanwhile, I would do my research paper on custom related I would cover in my research paper on why exports is difficult to an international market with low budget.

Best regards

Joseph T. Williams