

UCAS PERSONAL STATEMENT UPLOAD FORMAT EXAMPLE

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This is an example of the best way to format a UCAS undergraduate personal statement so that it meets the criteria of being fewer than 4000 characters and 47 lines. It is intended to help you to understand the best way to format your document – the actual content should not be copied.

Coming from an entrepreneurial family, I have witnessed the joyous successes and debilitating failures that come hand in hand with running a business. Watching my parents develop their home health agency and successfully navigate unpredictable business challenges in the face of the pandemic has inspired me to pursue a career in which I can apply business theory and creativity in equal measure. Consequently, I have chosen to read for a Business degree with a focus on management, with the intention of developing my technical and analytical understanding of business theory and the aspects of social science that will underpin my future endeavours.

I have pursued a number of learning opportunities in preparation for higher education. In my AP Microeconomics class, I learned about the market structures that dominate today's economy and the strategies businesses use to overcome competition. Studying game theory, I grew increasingly interested in understanding behavioural economics and the specific factors that alter consumer decision-making. To further this interest, I read 'Thinking Fast and Slow' by Daniel Kahneman. He discusses the ways in which two central systems that control the human thought process work together to formulate our perceptions, with one reliant on instinct and the other requiring greater consideration. I am looking forward to further understanding the physiological aspects of business during my undergraduate studies. To further develop my understanding of business principles, I joined Distributive Education Clubs of America (DECA). Collaborating with fellow students, I developed a franchise business plan for Cafe Du Monde in New Orleans, strengthening my financial and logistical knowledge. Courses such as Mathematics and English have aided my development into a broadly educated and well-rounded individual, providing me with problem-solving, analytical thinking, and persuasive communication skills. Attending lectures by world-class professors at the University of Pennsylvania Wharton Leadership Business Academy, I gained a foundational understanding of effective leadership strategies, risk management and competitive advantage. The Saturn Parable Simulation, a team race to determine who can land on one of Saturn's moons first, was particularly illuminating as it highlighted the importance of teamwork and cooperation in a business setting. I was able to apply these skills when working at the Hot Taco Food Truck. Operating each station, taking orders, preparing side dishes and drinks and garnishing plates of food allowed me to continuously improve my time-management and communication abilities. As the company's longest-standing employee, I garnered the respect and trust of my bosses, resulting in additional responsibilities such as training new employees and introducing a dessert menu. These experiences motivated me to pursue a personal business endeavour. During the summer months, I operated a farmers market stand selling homemade Russian-style doughnuts called ponchiks. My tasks included creating original recipes, budgeting for supplies and ingredients, marketing my business through social media and managing a team of three staff members. Running this stand taught me to think in a more detail-oriented and organised manner whilst maintaining a calm and efficient work environment; qualities that will aid the success of my undergraduate studies.

Throughout my high school career, I have focused on developing the depth of my theoretical understanding and practical experience of business theory, and these skills have instilled in me tenacity, organisation and the ability to apply effective strategies across a range of business scenarios. I believe that this strong knowledgebase will both support my undergraduate studies and form the founding principles of my subsequent career as a successful restaurateur and entrepreneur.