



Statement of Purpose

The Visa Officer

The High Commission of Canada

Sub: Application requesting a study permit

Respected Sir/ Madam,

I, Aisha Khan extend sincere gratitude to the visa high commission for allowing me to express my desire to study in Canada. Having reserved a seat in the academic session of <add month> 2022 in a full-time MBA program at University Canada West, I feel very grateful to apply for this visa grant. I possess a rich working experience that has expanded my performance throughout my academic career and introduced me to a lot of opportunities that will outshine my entrepreneurial career after acquiring a formal degree in Master of Business Administration. Hence, I take this opportunity to introduce you to my profile and express my genuine intent to visit Canada.

Academic and professional background

I come from an educated family. Therefore, my parents always encouraged me to pursue academic progress. As a result, in 2011, I graduated from senior secondary school with an overall CGPA of 4.80. Having a great attraction towards business, I enrolled in Bachelor of Business Administration, which I completed in 2018 with the highest CGPA of 3.09 in my batch. Also, exhibiting great leadership, communicational, and entrepreneurial skills, I received four awards during my undergraduate years. In my graduating years, I learned about the nitty-gritty of business management, specifically marketing, services marketing, retail marketing, customer relationship management, and more which created a base for me to outperform the given tasks in my sales and marketing related profile at ALI Trades. I joined here as a Business Development Officer in July 2018 and stayed in this role until August 2020. By performing my duties at ALI Trades, I got an opportunity to apply my academic learnings and provide valuable input on strategic plans and the overall development of the company. After having proved my mettle in my given role, I was offered an opportunity to level up as a Business Development-Senior Officer effective September 2020 at the same organization. Since then, I have been providing impeccable services in the arena of decision making, forecast versus actual analysis, strategic planning, annual planning, ad-hoc information support, etc. Over time, I have thoroughly enjoyed my position and progression. However, I am doubtful about venturing into further growth without a full-fledged MBA degree. Especially, because in my country it is quite rare for women to crawl up the professional ladder beyond a certain point. Hence, by acquiring a full-time MBA degree, I am aiming to execute my entrepreneurial plans back home. Through this, I want to set an example for all the women in my country who aspires to do well in business.

Why Canada?

By studying in Canada, I wish to gather qualitative education experience at the postgraduate level which



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is a rare find in my country. Hence, I have chosen Canada to enhance my learning experience. The quality of education and its affordability is quite conducive. I am impressed by the way Canada offers a variety of opportunities keeping practical learning at the top. English being the second most spoken language in Canada adds to my preference for zeroing Canada as my perfect study destination. As a result of this, I would be able to develop better connections at my college and neighborhood. Furthermore, Canada offers a great learning experience for its international students by offering them rights equal to its citizens. It certainly talks volumes about the Country's high standards and moral values. Moreover, Canada being one of the most peaceful nations makes me feel a lot more secure about choosing to study here. Hence, I have finalized to pursue the chosen course in Canada.

Why not Bangladesh: My country has fewer institutes of great value as per my study expectations. However, by studying in Bangladesh, I would not be able to garner the international exposure available in Canada. At this point when I am aiming to embrace an entrepreneurial journey after the completion of my studies, I am more interested in studying abroad than in my own country. Moreover, an opportunity to get practical exposure in a Canadian working environment as a part of my curriculum makes me keep sticking to my idea of studying in Canada than Bangladesh. After acquiring a full-fledged international degree, I will be more than welcome to serve in competitive positions in my country. Hence, I will get a competitive edge over others. It gives me a binding reason to choose Canada over Bangladesh for fulfilling my academic pursuits.

Why Business Administration from University Canada West?

University Canada West offers its students with eminent infrastructure and learning support to enhance learning experiences. Also, to smoothen the educational journey, UCW provides several fundamental courses at the beginning of the MBA program that helps students in embracing comprehensive learning. By studying here, I will improve my learning experience by studying the trendiest management modalities. At UCW, I am relaxed about the quality of teaching as my research has convinced me about the implementation of modern teaching methodologies and hi-tech classroom offerings. Of all the subjects included in my course offerings, I am excited about studying Business Application, Business Analytics, Entrepreneurship, Leadership, and Consulting. Having a keen interest toward becoming an entrepreneur, I am eager to make the most utilization of my study in Entrepreneurship. This particular topic will give me valuable lessons to implement back home. Moreover, the UCW alumni working at reputed organizations like Siemens, Apple, Nestle, SAP, etc., boost my confidence about its employability ratio giving me hints about the comprehensiveness of this program. The university has a dedicated online portal for students to access lectures, seminars, workshops, and library material which strengthens my belief in its seriousness about offering a seamless study experience. Considering the many benefits of studying at UCW, I am eager to begin my studies here and embark on my educational journey.

Reasons to Return to Bangladesh

Family Ties

I am a married woman who lives with her in-laws currently. My husband resides in Australia on a bridging visa C (Class WC). As a result of this, I am responsible to take care of my aging parents-in-law in Bangladesh. Also, I have my parents, and sisters living in Bangladesh, for whom I have been complete emotional support for a long time. As my father is suffering from a kidney problem and my mother-in-law is a cardiac patient too, I have to return to my native land to fulfill my responsibility towards them. However, in my absence, my sisters will extend their earnest support to my family members. Soon as I will return to my home country, I will continue to serve my aging parents, and parent in-laws, as well as I, will pay gratitude to my sisters by supporting them through thick and thin. Considering my family conditions, I must return to my country right after completing my studies in Canada. Also, we possess huge movable and immovable assets that I will need to take charge of upon my return to Bangladesh, I am determined to return to my home country. Besides this, I do not share any family ties in Canada, which is a solid reason for me to head back home after completing my studies here.

Future Goals

Throughout my professional tenure, I have realized that there is neck-to-neck competition in every sphere of business. Hence, I have become more aware of the significance of business studies at the postgraduate level. Although I have received progression in my career, I have also concluded that a degree in MBA will offer me even more beneficial opportunities that will enable me to establish myself as the leading women entrepreneur in my country. My inspiration to pursue business studies at the master's level comes from back-to-back business events I have attended in my professional tenure. I have met professionals who have laid down the foundation of their scaling business startups after acquiring studies in Canada. Hence, I am excited to follow their footprints to carve a niche for myself. My international degree, combined with my professional experience will boost my growth back home.

Bangladesh is majoring among the fastest-growing economies and it is set to rank 24th by 2036 from a forecast of 41 in 2022. Many multinational corporations such as Chevron (petroleum industry), Unilever (FMCG), Standard Chartered and HSBC (Banking Industry), and British American Tobacco (Tobacco) exist in my country, that requires learned professionals. However, due to limited promotional opportunities for women in my country, I am determined to utilize my corporate experience in venturing into a profitable business. Through this, I aim to maximize employment opportunities for women by women in Bangladesh. I want to utilize my international learning and exposure to set a solid example of women's entrepreneurship in the male dominating society and break the taboos associated with women's leadership in my country.

Ability to fund the education

I come from a financially stable upper-middle-class family in Bangladesh that possess substantial properties in the form of tangible and intangible assets. We possess immovable assets worth CAD 593,554



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that I and my husband have to take care of upon my return to Bangladesh. My father and father-in-law possess an available fund of CAD 111,502 and a regular annual income of CAD 64,678. Owing to our strong paying capacity, my father and father-in-law have willingly agreed to sponsor my education in Canada. I have also paid a tuition fee of CAD 7,900 to UCW and deposited CDA<add figure> into the GIC account. I have also attached a proof of payment along with my family's financial details. My family is also supportive of paying for additional expenses that I might incur during my stay in Canada.

Language Proficiency

To fulfill the language proficiency criteria, I have also taken the IELTS test and have obtained an overall band score of 6.5 having no band less than 6.0 (Speaking - 7.0, Listening - 7.0, Reading - 6.0, Writing - 6.0). Enclosed, please find my IELTS scorecard for your kind consideration.

Conclusion

I am a law-abiding individual who respects the law and follows it devotedly. I wish to represent myself as the most befitting example of a well-behaved immigrant student. In this pursuit, I have also familiarized myself with the Canadian Immigration Laws and I have pledged to abide by the same throughout my stay. I assure you that I will add to the country's intellectual heritage and I will take full responsibility for my actions. I hope that I have convinced you about my genuine status as a temporary entrant in Canada that would support your decision in favor of my candidacy. Thanking you in advance.

Yours Sincerely,
Aisha Khan