

Le Phuong Dieu
220/76 Nguyen Oanh Street
Go Vap District
Ho Chi Minh City

April 21st, 2021

To whom may it concerns,

I would like to express my interest to apply for your Master of Business Administration program in August 2021. This ambition was formed by my goal of becoming an effective and motivated business professional to run my own business in the next five years. My journey to achieve this goal began when I graduated at Hotel Institute Montreux, Switzerland with a Bachelor of Business Administration degree. I have more than four years of experiences in Hotel, Travel & Tourism and Event Industries as Front Office Associate, Senior Sales Executive and Business Development Manager.

A few years after graduation from Hotel Institute Montreux and experiencing many different positions in my previous works, I completely understand the importance of enhancing specialized knowledge. In these roles, I have been faced with the challenge of making important decisions that have a longstanding impacts on the well-being of the business and leading a team which has different personalities and ages. I have realized they are the major challenges based on the fact that I have not had the adequate knowledge and skills that would ensure the strategic planning and relevant decisions for the business.

After carefully reviewed the details of your program, I was more than satisfied with the policies, the diversity of culture and environment at your institution. It will gives me great opportunities in developing the mindset, as well as leadership, analysis and management skills which I have acquired during my time working in the Business Development field. Moreover, I will have the chances to interact and build the strong network with business people with great management skills. Therefore, I can have the overview of business world, expanding my capabilities and understanding different point of view to adapt faster. This is truly one of the main prospects that have motivated me in pursuing the MBA program.

I also have the ambition to develop my career into one of the most influential people in the business environment. I am a dynamic, enthusiastic and highly motivated person who always chase the self-development and the growth of society. I believe this MBA program will provide me with many opportunities to gain business knowledge that I would need to get the wise vision and become an

inspirational leader and run my businesses in the future. By earning a Master's Degree, I can continue to expand upon a wealth of knowledge and prepare for a life of constant learning.

Therefore, I am confident that I will be a valuable candidate to the program and I will contribute to its success as it contributes to my career development and the capacity to be an effective professional in the business world.

I have enclosed my resume along this letter, I hope that it can explain my skills and experiences.

- Five years of experiences in Front Office Associate, Senior Sales Executive and Business Development Manager
- Core competences such as strong negotiation skills, fast learning, problem solving, etc
- Achievement Certificates
- Effective communication in a multi – cultural environment within local and international companies
- Fluency in Vietnamese and Advanced in English

I am very glad if we can meet in the interview sections. If you need further information, please do not hesitate to contact me by my given email or phone number.

Thank you for your consideration and I look forward to hearing from you.

Sincerely,



Le Phuong Dieu