

# MOTIVATION LETTER

Dear Sir/Madam,

It has been a long journey in the academic life and joining an institution of higher learning was one of my best moments in life. At this juncture, I have been encountered many things in life including those that entail the most vital decisions in my life. It has come to a point when I have to make a critical decision that will affect my career path. I have decided to take retail management as my specialization course. That has become my decision due to several reasons that I am ready to express in this letter.

I have always admired retail managers keeping in mind that the retail industry is expanding at a high rate across the world. Big retail companies have indicated their capacities to expand in the future through innovations and creativity. Such companies include Amazon.com and eBay. It has come to my mind that such companies provide great chances for many individuals that fall under the category of retail practices. Most importantly, I have great management skills that I have been able to learn throughout my life. I am able to plan, organize, direct, coordinate and control activities in life. That provides me a foundation that will enable me to succeed in the retail field.

Furthermore, I believe that I have the necessary traits to undertake retail management. I have conducted several personality tests that have proved my traits as results-oriented, natural leader, cheerful and a good listener. Other traits that have emerged in my tests include effective communicator, strong negotiator, and patience, professional and service skills. Fortunately, I have realized that these traits much effectively with those that have been generalized to be for those in the retail management field. I also have the knowledge that retail management is not only about leading the people, but also about overseeing all factors that make store

work including events done behind the scenes and sales floor. In addition, I have basic information on the course having passed through management classes in my previous classes. The classes have brought the assurance that I can easily sail through retail management.

Moreover, I believe that there are unlimited benefits in retail management. The benefits range from flexible working activities to scope as well as variety. In that case, opportunities in the field are endless and include operating a market stall and shop management. Having grown up in an environment where people are hardworking and determined has also triggered my choice in retail management. The field requires an individual to be hard working and a time manager. These are the two major values that I have grown up with and I believe that I have the ability to transfer them into the course and later into my career. On another note, I have learnt the importance of creativity and innovation that have emerged as major components in the retail market. I have been perceived as creative and innovative by my colleagues after illustrating amicable skills during group works and other related tasks. That has enabled me to think of a field where I can apply my skills in order to transform the retail industry.

To wrap it all, keeping updates of technological changes across the world is also a drive towards choosing retail management. I am interested in new technological changes especially in online marketing and retailing. That has enabled me to learn new ideas in the retailing field such as e-commerce and business models including subscriptions and affiliation in the retail industry. That way, I believe that I have all that it takes to undertake the course. I also believe that retail management has many opportunities to offer in the future, not only for career development, but also for personal development.