

MBA ESSAY : AFTER

What do you see as the biggest challenge you would face as a student in XXXX's IMC program, and what strategies you would use to overcome it? (400 words)

One of my greatest challenges is to realize that despite all of the sophisticated analysis that I will learn at XXXX -- ultimately, it is the client, and interpersonal interaction among managers that often determines the success of marketing initiatives. "Brilliant" analysis may be useless if we cannot convince our clients to use it. In addition, we need to sometimes look at the "possible" not the "ideal." Especially in emerging nations like Taiwan, our clients may not have the resources to implement our strategies, which may include insufficient human resources skills, systems, and staff. This potentially could lead to frustration.

During my involvement in the Graduate Institute of Intellectual Property, I worked on the "Due Diligence Project" that involved evaluating the patentability and potential commercial application of reported inventions from the Science Council in Taiwan. For each reported invention, we gave our clients strategic commercialization advice based on the patents, regulations, market analysis and our financial projections.

In one particular case, we evaluated a bidirectional optical scanner imaging module, which can be used to assist mammography with improved accuracy for breast cancer diagnosis. We were excited with our initial analysis, and concluded that it could be extremely lucrative as it could be sold to hospitals and other medical organizations. However, we overlooked the simple problem that the school lab did not have the manufacturing capacity to make its own mammography equipment.

Even if the lab the were committed to developing its own equipment, the payoff would not be large enough to justify the required commitment of time, energy, and resources. Considering the lab's resources, it was optimal to sell the technology to a big medical equipment company instead of manufacturing the product on its own. In that sense, our analysis was not beneficial to the lab because it simply was not feasible given the limitation of our client's resources. This experience showed me my client's needs come first -- I cannot subordinate my client's needs to suit my own analysis. I

must be cognizant of my client's limitations and capabilities.

In addition, I must consider environmental forces that will effect the decision including the actions of competitors, suppliers, customers, or other factors that could potentially nullify my strategy. In summary -- my greatest challenge at XXXX is to not become too enamored with the analysis techniques, and always remember to conduct a "reasonability" check given my client's specific needs.

TOP  Admit