Ho Chi Minh City, 25th January 2018

**LETTER OF STUDY PLAN**

To: Canadian Consulate General In Ho Chi Minh City.

Dear Sir/Madam,

First of all, I would like to send my best wishes and my deep gratitude for your time and consideration of my student visa application to Canada.

My name is **XXXX**, by this letter, I would like to explain reasons as well as my study plan in detail in order to apply for study permit for Post Graduate Certificate named Brand Management in Algonquin College at Ottawa, Ontario.

My family consists of five members, including my parents, my brother, my sister and me. Both of my siblings got married and live independently while my parents still run their business in manufacturing brick in my hometown, a province in the middle of Viet Nam named Binh Dinh. In my parents’ childhood, they had to stop studying at school when they were just 15 years old to earn money and they lead a strenuous life working so hard to give us better condition. Understanding that, I took a promise to myself that I have to keep trying my best and moving forward to obtain my big dream: developing my parents business and expend it to global market. My determination and diligence helped me achieve good results during 12 years at high school which are the solid backgrounds for attending to the Foreign Trade University, one of the most prestigious universities in Viet Nam. I chose the major named Business Administration which focus on International Business Management to meet my needs in supporting my family business. During 4 years at Foreign Trade University, I studied about Principles of Marketing, Finacial Administration, Administration Science, Economic Laws and many different subjects related, which help me to enrich my knowledge about how to manage a company.

After graduated, I realized that most of lessons I had learned at university are not enough for me to help my parents because they are so heavy in theory and lack of practice. Besides, I found some of them are different to what has happened with my parents business. By those reasons, I decided to apply to some companies in the field of construction to understand the business process and to make clear which factors affect investors and contractors to choose a building material supplier. Fortunately, I became a director assistant in **XXXX** construction Co., Ltd – a company focus on design and construction of civil works based in Ho Chi Minh City. During a 3-year period working with the director, I had opportunities to gain many practical skills such as communication, handling paper works…. I also learned a lot of experience in financial management, risks prediction or controlling the operation of the company. Moreover, I found out the important shortcoming that neither the An Lam company nor my parents business have, that is all about “brand”. My company has lost many construction contracts because the name AnLam was not strong and famous enough to persuade the customer’s choice. Besides, when our company research to choose some building material suppliers, their brand name or their reputation in the market are  important factors for us to consider. I also realized that my parents business has faced up to many difficulties to compete against other competitors in the brick industry, in spite of our effort to improve the quality, price and customer service. I known that in every sector of the economy, with the rapid development of communication as well as social network, if I want to succeed in creating – protecting – developing a brand, I have to learn more knowledge and improve more skills specifically about it. I looked for some specialized courses and training programs on brand management in Viet Nam, but they did not meet my demand. For those reasons, studying abroad appears in my mind and I determine to carry out this.

I researched and attended some oversea study workshops and mini fairs in Ho Chi Minh City. I was fascinated by a wonderful  photograph captured the maple forest in Autumn in Canada. After that, I tried to get more information about Canadian advanced education and their living standard. I known that Algonquin College in Ottawa, Ontario is one of the biggest and prestigious public colleges with diversified programs and modern facilities, especially this college is located at the beautiful and peaceful capital. Another reason for me to choose Algonquin is the interesting curriculum which described very detail on the website about learning outcomes, what I can learn and what I can do after completed the program,… Moreover, I found that Post Graduate program in Brand Management at Algonquin College is exactly what I has been looking for: a full-time academic program within 1 year of duration including 13 specialized subjects with necessary knowledge and skills in brand management major such as: Brand Strategy, Brand Consulting, Managing Brand Reputation, Brand Measurement and Delivering Brand Campaigns,… I really hope that the teaching and learning methods combining theory and practice will help me to absorb better, as well as the studying and living experience in a developed country with international environment will make me more confident and more mature, which can support me a lot to prepare for brand manager roles which I can apply well in Viet Nam to develop my family business.

As planned, I will start the course at Algonquin College on 7th May 2018 for the English program and after that my main course will begin on 5th September 2018. After the completion on 30th June 2019, I will come back to my hometown, pursuing my career in higher positions and support my parents’ business. I surely will try my best to make my dream come true by all the valuable knowledge and skills I had learned in Algonquin College to contribute a strong reputation for my parents’ brick manufacture, improve the role of my family’s company in the building material field, then spread and expand the market to the global network. I also bring the beauty in Canadian lifestyle to Viet Nam to create new positive working style for my staffs, which not only help our company but also effect positively to the working environment in a part of human resource in Viet Nam.

Last words, I would like to thanks for spending your precious time and your consideration again. I am looking forward to getting your approval for a visa so as for me to carry out this learning opportunity. If you need more details on my applications, please contact me with the following address:

Name: **XXXX**

Tel: **XXXX**

Address: **XXXX**.

Yours faithfully,