

I have developed a deep interest in accounting and its principles through 'Accounting Made Simple' by Mike Piper. Here I first learnt the basics of accounting such as the accounting equation and how to prepare the end of year financial statements. I believe accounting is an integral part of our day to day lives; we have all applied an accounting principle at least once in our life; take the case of a person checking how much money they have spent and how much money they have left, this relates to the work of an Accountant in the real world who would see the expenditure of a business and how it would then budget for the rest of the year. My interest in accountancy further developed when I spoke to a family member, who is currently working as an Accountant, as she explained to me what her role is in the company and this inspired me to look deeper into field and made me want to pursue a career in this area of work. By studying a degree in Accountancy, I hope to deepen my knowledge and understanding and work my way up to become a Chartered Accountant. I especially enjoy doing complicated calculations in accounting and like finding the solutions to the questions. However, even when the solution is difficult to figure out, in accounting you can use a number of alternative methods to find the answer; I relish the challenge and creativity of such tasks. Studying Business has given me an insight to the ways in which businesses operate in the real world and how they compete against each other using concepts such as innovation to outmatch their rival business and improve their overall profit margins. An interesting case study I have read recently was about ASOS and how they exploited the online retail market in order to outgrow their competitors and increase the number of sales. This was their primary growth tool and along with the use of excellent customer advisers ASOS have been successful in the online market. Economics on the other hand, has showed me how the economy works as a whole and how we can use macro-economic data to analyse the state of our own economy. It has furthermore taught me the behavioral side of economics such as how businesses operate to entice consumers using things like nudges and how consumer behavior is influenced by factors such as social norms, hence economic agents don't act rationally all the time. My interest in accountancy further developed when I completed work experience for the charity British Red Cross. Although I was told the job would be to interact with customers and help with organization, I was directed to do much more than I initially thought; as the place didn't have computers to record transactions made, the sales had to be recorded physically on a book. I was assigned this job and had to write down the sales made, and the total money made at end of the day. Here I first realised the most basics of accounting was vital for even the smallest of businesses. Moreover, through work experience I was able to develop my communication skills and tackle any issues customers had resolving them quickly and calmly. In addition to this, I completed and graduated from NCS in 2016 in which I was able to increase my independence and confidence as I worked in a team and took leadership. I have further participated in a fundraising car wash event where we came together as a team and helped raise money for the children's charity 'Happy Days'. I also have partaken in the Student Investor Challenge where I invested virtual money onto the London Stock Exchange and had to judge the market conditions in order to know when to buy and sell to

achieve profits; this allowed me to gain an understanding of how the real stock market worked and how a combined number of external factors would lead to market fluctuations, which could affect your company share prices both positively and negatively.