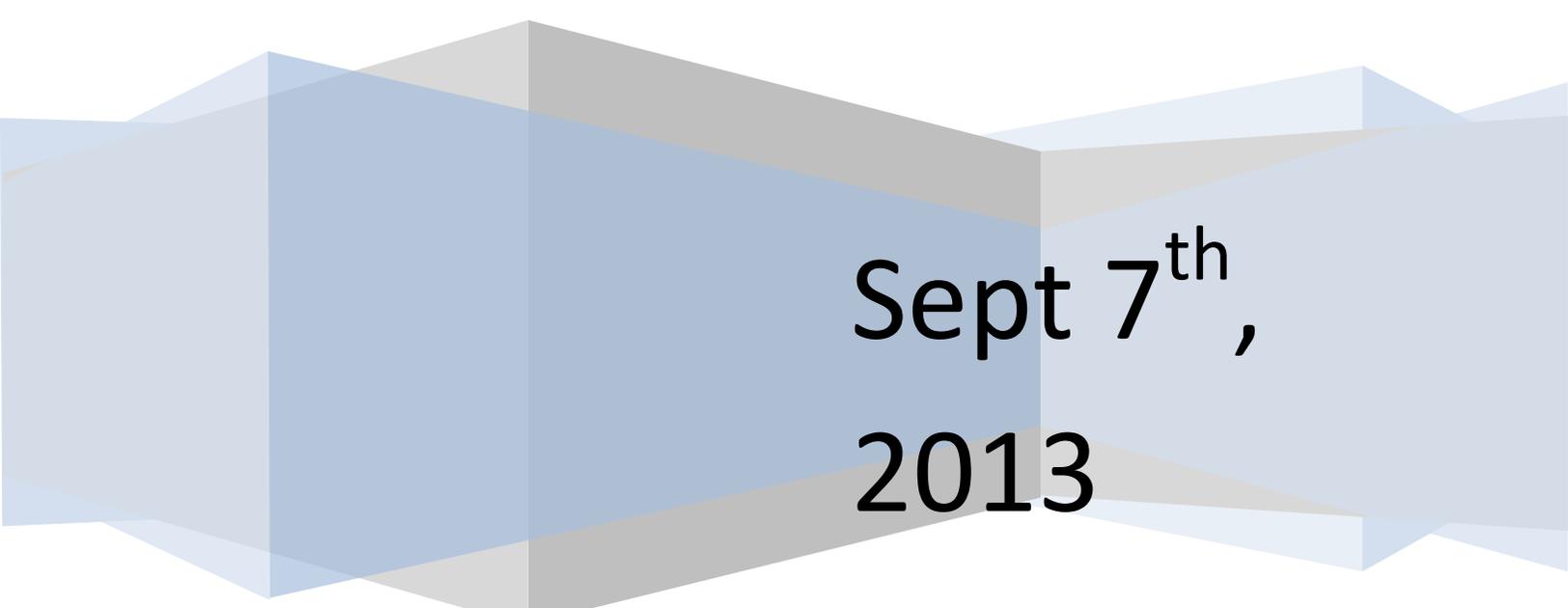


Student Profile

MRKT 4160, New Business Development

Mark Gamache 100191428

Submitted to: Neil Tracey



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- I was not sure if this picture would be sufficient, due to the picture not showing my face, but it is by far the most beautiful picture on my computer, which also shows one of my favorite sports I enjoy participating, snowboarding.

My Background

I am currently at the end of my third year in the BBA in business administration-marketing at Kwantlen. Last year I joined the golf team at Kwantlen where I receive a scholarship (as long as I keep my grades up), and allows myself to travel around the province and play different golf courses than the ones I typically play. I recently was promoted to the title of Golf Shop Manager at Surrey Golf Course, which I am quite proud of, as I am 24 years old, makes me one of the youngest, if not the youngest Golf Shop Managers in Canada.

Outside of Surrey Golf Course, I also worked at Future Shop for three years, starting as a seasonal sales associate in the Car Audio department, then working a mix of part time and full time for the remainder of my time at Future Shop. I started working at Future Shop after I graduated from high school, and credit my time there for helping me make the decision of taking a diploma, and eventually a degree in business.

Career Aspirations

As much as I love the game of golf, and enjoy working at a golf facility, I do not plan on working in the golf industry for the remainder of my career. Once I have my degree, I plan on aggressively pursuing marketing and managerial related jobs, and try to get as much experience

as I can. When I was young I thought I would just take the job that paid me the most, and that is how I would choose what to do for a living.

Now as I am getting a little older, I am starting to realize that a good work-life balance is important, as well as enjoying what I am doing for a living. I definitely do not have it all figured out yet, and do not know what my true calling is, I just know it is going to be something in the business/marketing field. My long term goal is to eventually be a consultant and work for myself. However I know this is something that I will not be able to do immediately out of university, and I will need more experience after I graduate.

My Unique Selling Proposition

My personal USP is that I am bold, committed and competitive. In terms of marketing, my belief is that the worst possible thing an organization can do when it comes to marketing is to play it safe, and be boring. The best thing any organization can do is be fresh, be bold, and be committed to everything they do. My business beliefs also carry through to my professional and personal life, and how I conduct myself. For the most part, I tell people what I am thinking, and I like to stand out and be different. I also try to commit fully to everything I am passionate about, both professionally and personal. Most of my failures and shortcomings have been associated with a lack of commitment and effort, thus I have worked really hard to commit to everything I do. I am also a highly competitive person who enjoys winning and achieving.

Purpose of taking this course

My main purpose for taking this course is that it is a requirement in the degree program for marketing. However, as I stated in my USP, I am not going to look at it as just a requirement, but will fully commit to learning all there is to do with business development and key account management. I look forward to working hard this semester, and will do my best to be one of the best students in the class.