Sample SOP for MBA in Australia: University Statement

Applicant profile: Sandeep Grover, 5 years in retail banking, targeting corporate strategy
Sample university statement of about 900 words (abridged)

I joined retail banking expecting to sell products and spent five years learning why customers leave. That question, more than any promotion, is what brings me to an MBA.

As a Relationship Manager and later Branch Operations Lead at a private bank in Pune, I managed a portfolio of small business clients worth approximately INR 42 crore in deposits. My most useful year was my fourth, when attrition in my segment ran above the regional average. Rather than escalate it, I built a simple exit-interview process across three branches, found that a third of departures followed a single service delay pattern and worked with the operations team to reroute those approvals. Attrition in my portfolio fell by roughly a quarter over two quarters.

Leadership arrived through the same project. I had no authority over the operations staff whose process I wanted changed, so I presented the data, offered to absorb the additional workload for a trial month and let the results argue. Nine people adopted the change without a mandate. I now think of that as the most transferable skill I have.

My commerce degree and banking certifications gave me the technical grounding for this work. They did not teach me strategy, corporate finance or organisational design, and I have reached the point where the absence is limiting. I want to move from managing a portfolio to shaping how a financial institution competes.

Your MBA fits that intention for specific reasons. The corporate strategy specialisation and the applied business project let students work on live organisational problems, which is how I learn. The financial services concentration matches my sector rather than asking me to abandon it. The cohort's professional mix, with a majority of international students from varied industries, is a deliberate advantage for someone who has only seen one banking system.

Australia is my choice for reasons I can defend. Its banking sector is concentrated, heavily regulated and further along in digital retail transformation than the market I have worked in, which makes it a useful place to study the competitive questions I care about. The programme structure also allows the industry project I want, which comparable Indian programmes deliver as coursework rather than client work.

In the short term I intend to work in strategy or transformation within financial services. Longer term I intend to return to the Indian banking sector, where the customer-retention problems I started with sit at far greater scale and where my experience is directly relevant.

I bring five years of client-facing evidence, a documented improvement I can explain in detail and the habit of testing ideas before defending them. I would welcome the opportunity to contribute those to your cohort.

All names, institutions and companies in this document are fictional. Sample for structure and style reference only. Do not copy verbatim into a live application.