

BUF 4900: INTERNSHIP

Your Brand Image

Part 1

Developing Your Brand

1. What is your brand?

My brand is Asha T Ballard

- How do you identify yourself?

I identified myself as a creator, a sister, a lover, a friend, and a striver.

- Describe yourself?

I am a free spirit who finds beauty in all things. Whether that's people, nature, architecture, clothing, jewelry, etc. One who is eager and wants to learn in every aspect of life. A young woman who is paving and making her way the best she knows how with the tools given to her. As well as taking advantage of every opportunity and experience that I have the privilege of learning from.

2. Describe your best personal, individual characteristics. Express them as you want to develop them.

My best personal and individual characteristics are how open minded and accepting I am of new information, ideals, and other people's opinions. In order to learn you have to be open and present in the moment, this is what I strive to do. To be someone who has a welcoming energy. Although I would like to think of myself as someone who is welcoming that is not always the case when first meeting someone. Only those who know me know me personally know of my welcoming energy. In order to grow, I have to work on my first impressions. Being more engaged and showing more interest when meeting

new people. But all in all, I am kind, caring, loyal, and enjoy helping others grow and learn as I do.

3. Write a mission statement about yourself as a company (or brand), what would be your *direction, opportunity, significance, and achievement*? What is your value? Describe your mission in no less than five (5 sentences). *Write your personal and professional mission statement for your potential employers.*

My direction personally is to be an overall better person day by day. Which is where the base of my values lay. The urge and eagerness to do and be better is what drives me every day. The values I have in accepting and treating people with the upmost respect allows me to be a great team player and leader. My direction is to always achieve the goals I set in place for myself.

My direction professionally is to acquire knowledge within the fashion industry. As well as hold great morals and values throughout my working career. Its significance is for me to have a long-lasting career with a great reputation. This will allow for financial achievements as well as professional growth. Opening up opportunities to prosper in a healthy and controlled working environment.

4. Discuss your personal and professional objectives. Objectives are detailed statements that support your mission statement. Remember they are written in detail. *Please write five (5) personal and professional objectives that support your mission statement.*

Personally, throughout my life having values is how I maintain deep and meaningful connections. This is how I maintain long-term friendships, business and career connections, as well as family relationships. Showing up on time and putting in the work

is meaningful and creates long lasting impressions. With maintaining personal connections come life lessons such as, always being kind and lighthearted. How to stand up for what you believe in, to remember yourself worth, to be open minded, but most importantly always remember yourself worth. These are lessons I've learned over and over and continue to learn.

Professionally, when it comes to my education and working experience having persistence is a reoccurring theme. There has always been challenges when it comes to working with new people. But when working with new people, especially people with a higher ranking than you, patience is required. With growth there are always lessons that are developed, which can be used in all aspects of life. The also leads to meaningful opportunities that can shape your future. Some important things I have learned and continue to learn were how to manage task, to always be organized, how to be efficient, how and when to give creative input, but most importantly how to be a hard working individual.

5. Write down specific personal and professional goals. Goals are specific quantitative (measureable) statements that will support your objectives. You many need more goals other than five (5). These are short stated measurable steps to meet objective statements. *Please write more than five (5) personal and professional goals that support your objectives. Some goals can be short-term while other goals can be long term.*

Personally Goals:

- ❖ Finding a life partner:
- ❖ Increase credit score

- ❖ Travel
- ❖ Get an apartment,
- ❖ Having a savings, etc.

When it comes to finding my life partner, I have to be honest, accountable and open to receive love. In order to travel, I have to learn how to save, prioritize and plan. To get my own apartment, I have to receive my Bachelor of Science in Business and Technology of Fashion. This would allow for me to get a job in my desired career, which would eventually lead to a steady paying job. Later down the line this would allow me to own a home, build a family, and be financially stable.

Professionally Goals:

- ❖ Speaking to mentors
- ❖ Network
- ❖ Working up the chain in career
- ❖ Invest in stocks
- ❖ Invest in Real Estate, etc.

This would allow for me to be able to make money while I'm sleeping. Creating multiple streams of income is extremely important, especially in these times. Most of all I want to be my own boss, this requires for me to start my own business, have my own studio/ working space, and to create a product or service that is desirable to consumers.

Swot Analysis

<p>Strengths:</p> <p>My strengths are my ability to meet deadlines, my admirable fashion style, how I'm able to execute task, and being a great communicator. All of which allow me to complete any given task in the working environment I find best suitable for myself.</p>	<p>Weaknesses:</p> <p>My main weakness that I have to constantly work on is knowing that my opinions matter. When being in a working environment that is competitive and constantly moving. One may feel like what they think doesn't matter and in return might never be heard. This is something that I am actively working on in my everyday life. Especially in my internship that I am currently in.</p>
<p>Opportunities:</p> <p>Being that making my voice heard and known in any working environment is something I am constantly working on. This also puts me at a disadvantage. There are people who have very extrovert, outgoing and outspoken personalities naturally. This</p>	<p>Threats:</p> <p>The amount of people and the competition in the fashion job market is a huge threat in itself. Especially when it comes to finding a job after graduation with the pandemic still present in our everyday lives.</p>

<p>can give individuals who are competing in the same job market as me more opportunities.</p>	
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