

*Accelerating Afya*



**1. What is your brand? How do you identify yourself? Describe yourself? Describe your best personal, individual characteristics and express them as you want to develop them.**

Accelerating Afiya represents progression and evolution. Accelerating Afiya can be identified as a brand that is fueled by passion and willingness to learn new things. My brand stands behind integrity and hard work. I believe integrity and hard work are the base foundations for an effective powerful leader. Communication, Team building and development are some of my notable characteristics. Developing my communication skills is necessary to delegate and receive direction. In order to lead and develop a strong team, one must continue to seek innovative ways to improve for ones managerial skill set to elevate. As a leader within the fashion retail industry, learning new ways to build upon these characteristics will propel me to achieve my personal a d professional goal of becoming a top executive in the retail industry.

**2. 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.**

Accelerating Afiya is to become the top retail management professional within the fashion retail industry. With my seven years of retail management experience, I have successfully managed multiple retail stores contributing by elevating and increasing sales volume and KPI's such as store conversion, employee retention and training saturation. Creating an ethical work space where hands on learning and coaching is the encouraged is an opportunity for the future. However, through the strengths of collaboration and teamwork, the brand will continue to grow. For the future, Accelerating Afiya hopes to continue to stick its core values such as hard work, leading with integrity and modeling the way through innovative thinking to become a global leader in the fashion industry.

**3. 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.**

In order to become the top retail management professional, I will continue to expand my knowledge of the retail industry through seminars, workshops and trainings. Additionally, obtaining a Masters degree will continue to strengthen my skills and well as build upon my existing educational platform. Obtaining a higher degree will give me the opportunity to advance further in my career as well as support my peers and subordinates with day to day operations

more efficiently. Creating personal growth plans for my professional development will allow me to become more of an effective leader as it maps out my strengths and opportunities to grow and improve as a retail professional. Setting personal goals for myself to continue to learn outside of the work environment such as reading material pertaining to management and the fashion industry will assist me in committing to learning and expanding my skill set creating discipline and balance.

***4. Write down specific personal and professional goals. Goals are specific quantitative (measure-able) statements that will support your objectives. You may 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 I hope to write and publish a book about management skills in the retail industry to support upcoming retail professionals based on my experience and training acquired from the fashion industry. Personally for a short term goal, I plan on graduating From New York City College of Technology with my baccalaureate degree in business of Fashion and Technology. Obtaining my degree will aid me in earning a better paying salary in my workforce. After obtaining my baccalaureate degree, the next step is to apply to top accredited colleges to attend to achieve my Masters degree. Obtaining a masters degree with five years would be a long term goal for the near future. To continue my personal goal of expanding my knowledge, I will increase my reading goal to at least five books a year. This short term goal will aid me in keeping my daily reading goal. Professionally, long term I will aim to become an executive for a top fashion firm leading the firm with marketing and product placement. In order to expand my market network and professional development, achieving a short term goal of adding one network professional weekly to my network to gain insight from senior retail professionals.

***How would you position yourself in the marketplace against your competitors? Please describe. You can use a SWOT analysis.***

In the broad marketplace of retailing management professionals, I rank myself as an experienced qualified professional. Although I am not a complete expert in the business, I have acquired an experienced skill set to continue to grow and advance within my profession. Within my years of experience, I have a proven track record of increasing store annual revenue, visual standards and managing associates. There are opportunities for growth in areas of operational development and personal training in order to acquire future roles. This opportunity for development may be an open threat to overall brand but, this will be overcome through continued experience and completion of short term goal involving professional growth. Throughout my professional career, I have continued to evolve by transitioning to different positions as well as maneuvering through different retail sectors from big box retailers to specialty exhibiting the ability to adjust and adapt within the retail market.

## References

Chesson, D. (27, November 2018). *Take Charge of Your Creative Life: The SWOT Analysis*  
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