

Ariele-lle Leon

04/22/20

BUF 4900: Internship

Your Brand Image

The Brand:

Ariele identifies her brand as the services she offers rather than a product. That would be



Figure 1: Ariele L.

her studies in Applied Science of Fashion Marketing and background experience of Sales, Merchandising and Customer Service. In the past five to six years she has self-motivated herself to juggle the task of attending college and working full time, very careful never to turn in late assignments to her professors or miss a day of work thus making her great with punctuality, multi-tasking and reliable for others to depend on her. She has worked closely with other students or co-workers in executing major projects such as SWOT analysis, Brand Identity,

and the necessary research that goes into a brand pursuing International Retailing. Due to the group assignments and her ability to perform and complete such tasks it expresses her ability to work effectively with others and has learned when it is either time to be a leader or to allow

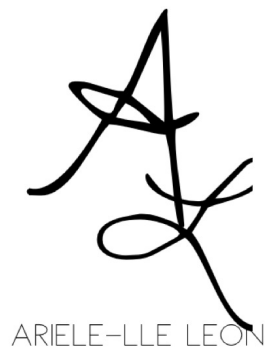


Figure 2: Brand Logo

someone to take lead. She is also a honest and receptive person as she is able to communicate with individuals at any networking or non-networking event she has had the pleasure of attending. One thing Ariele wishes to work on personally is the ability to not allow negative energy or negative comments stray her away from how well she perform or accomplish a given task.

Mission Statement:

To provide the best services based on the knowledge Ariele have obtained through her baccalaureate studies of Fashion Marketing along with such pervious background experience in Sales, Merchandising and Customer Service. In addition to absorb, expand and flourish within the field of business and fashion.

Objectives:

To accomplish the mission statement Ariele will first complete several professional objectives such as obtaining her baccalaureate degree in Applied Science of Fashion Marketing that is scheduled to be achieved by June 1, 2020. Next she will search for job titles that fit with her goals of becoming a Merchandiser coordinator or Assistant Buyer. Once approved for a job of her choice, she will begin work full time while achieving her certification in Financing part time. To follow, in the next couple of years Ariele will return to school to obtain her Masters in Business Marketing. Before continuing her professional objectives of furthering her education

she will begin her personal objectives of travel around the world and the increase of her assets and investments.

Goals to Accomplish Objectives:

According to the objectives, Ariele has set goals that will assist in her completing the objectives listed. To complete the first objective of obtaining a baccalaureate degree, Ariele's goal is to appear in class each day in order to not miss any important information or assignments distributed to students. It is also to work her hardest and keep up with her studies in order to get full credit for work submitted. If she is able to keep up with her studies her grades will stay high and it will lead to her pass the course thus allowing her to achieve her baccalaureate degree come June 1, 2020. The next objective was for her to search for job titles that fit with her goals of becoming a Merchandiser coordinator or Assistant Buyer. Ariele has set a goal to first update her LinkedIn profile media in a more business professional manner so if there are any recruiters looking to hire and come across her profile it is set up to look more appealing to an employer. She has also made a list of several jobs that are currently available in the work field for her to apply for and keep track of each application sent out. Some application that has been sent out already are to companies such as Saks Off Fifth, Bloomingdales, Amazon and Lafayette14. The following objective to achieve a certification in Financing will not be completed until the Ariele has secured a job as a Merchandise Coordinator or Assistant Buyer. Once she has done that she will apply for Financing courses. With a job title of a Merchandise Coordinator or Assistant Buyer at a highly valued company such as Amazon, Bloomingdales or Saks, Ariele will have the opportunity to increase my professional skills and gain new work experiences. Once Ariele has

dedicate five to six years of herself to a company of choice, she will pursue her Masters in Marketing to achieve her final objective in becoming a Lead Buyer. Aside from Ariele taking the necessary steps to achieve certain professional objectives, she also has goals in order to achieve her personal objectives to increase her assets and investments. To accomplish this Ariele will take step as far as setting aside a certain amount of her salary until reaching the amount needed to buy property and increase the amount of stocks bought so it will increase her total amount of investments.

Reference:

Figure 1: Leon, Ariele, 2020. Owner of brand Ariele-Ile Leon. Retrieved from iPhone Camera .

Figure 2: Logo of Ariele-Ile Leon, 2020. Created on PicCollage photoshop application.