



The use of a grey logo is crucial since it lends sophistication and timelessness to the design. The color grey is frequently linked with neutrality, balance, and professionalism. As stated by Bell, using certain colors can create a mood. (Bell,2001) The use of grey in the logo increases the overall professional and iconic appearance, which aligns with my dedication to maintaining a clean and refined brand image. The delicate use of grey complements the "Cloister Black" font and allows the letters "BN" to stand out beautifully, resulting in a visually pleasing and memorable logo. As a result, the logo conveys my commitment to professionalism and creative quality.

Baiton Ngai, is a strategic, hardworking individual, a loving partner, and a devoted son, who approaches tasks with unwavering determination, consistently striving to achieve goals with efficiency and effectiveness. As a loving partner, Baiton prioritizes understanding and supporting his significant other's dreams and aspirations, fostering a deep emotional connection built on trust and mutual encouragement. Furthermore, as a devoted son, Baiton empathizes with his parent's struggles and acknowledges the sacrifices made for the family's dreams, valuing unity and gratitude in the family bond.

One of Baiton's notable strengths lies in his adaptability, allowing him to navigate through various situations effortlessly. He embraces change with an open mind, making him capable of thriving in dynamic environments. When voicing opinions, Baiton demonstrates constructive communication, actively seeking input from others to broaden his perspectives and promote meaningful discussions. Embracing a growth mindset is crucial to Baiton's personal development; he constantly seeks opportunities to expand his knowledge and skills, fostering continuous growth and improvement in both personal and professional aspects of his life.

Baiton's mission is to embrace growth both as a student and as an individual, focusing on advancing his studies and progressing in the fashion industry. He aims to leverage the skills acquired from his educational journey to excel in the fashion field. Baiton is committed to maintaining his brand image while continuously evolving and expanding.. Above all, he values hard work and communication, creativity, and authenticity as core pillars in his life. With these principles at heart, Baiton aspires to make a significant impact in the fashion industry and achieve personal fulfillment in his pursuit of excellence.

Identifying specific objectives and setting achievable goals will provide a roadmap for Baiton's journey toward success in the career path. By breaking down his mission statement into actionable steps, he can track his progress and make informed decisions to propel his career forward.

Professional Objectives

- **Advanced in a leadership role in my career**
 - Proactively take on additional responsibilities or projects to demonstrate leadership potential
 - Identify specific leadership positions or roles to aspire to within the organization.
 - Seek feedback from mentors or supervisors to understand areas for improvement in leadership skills

- **Achieve a Specific Career Plan**
 - Develop a Career Development Plan
 - Network and Build Professional Relationships
 - Set Clear and Measurable Goals:

- **Enhance Work-Life Balance**
 - Prioritize Personal Time
 - Explore Flexible Work Arrangements
 - Lead by Example

- **Expand Professional Network**
 - Attend Networking Events
 - Volunteer or Engage in Community Activities
 - Consider Networking Outside Your Field

- **Achieve Professional Certifications or Licenses**
 - Research and identify reputable certifications or licenses relevant to your profession
 - Enroll in certification preparation courses or seek guidance from certified professionals.
 - Determine the eligibility criteria and requirements for obtaining the desired certifications.

Personal Objectives

- **Maintain a Healthy Lifestyle**
 - Manage stress through relaxation techniques
 - Engage in regular physical exercise
 - Avoid excessive consumption of alcohol, smoking, or other harmful habits

- **Develop a Growth Mindset**
 - Embrace challenges and view failures as learning opportunities
 - Set specific personal development goals and create action plans to achieve them.
 - Cultivate a positive and optimistic outlook on life.

- **Pursue Personal Interests and Hobbies**
 - Explore new interests and hobbies that bring joy and fulfillment.
 - Set specific goals or milestones for personal growth in hobbies or interests.
 - Use personal interests as a means of stress relief and relaxation

- **Improve Financial Health**

- Create a budget to manage expenses and savings effectively.
- Reduce unnecessary expenses and prioritize spending on essential items and experiences.
- Invest in financial literacy and seek advice from financial experts if needed.

- **Expand Cultural Awareness and Knowledge**

- Explore diverse cultures through books, documentaries, films, or cultural events.
- Learn a new language to communicate with people from different backgrounds.
- Practice cultural sensitivity and respect when interacting with people from different backgrounds.

STRENGTHS

- Attention to Detail
- Adaptable
- Reliable
- Goal Oriented
- Communication

WEAKNESSES

- Indecisive
- Time Management

OPPORTUNITIES

- Opportunities in fashion influencing and social media marketing involve promoting fashion brands and products through social media platforms.
- Working in fashion buying and merchandise planning involves selecting and purchasing products for retail stores or e-commerce platforms.
- Eventually traveling abroad to gain more knowledge in my field

THREATS

- Intense Competition
- Labor Practices and Fair Wages
- Social Media backlash
- Rapid Fashion Cycles

References

Bell, Judith A (2001) Silent Selling: Best Practices and Effective Strategies in Visual Merchandising. New York: Fairchild Publications, 2001.