

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. Develop a brand logo that represents you (an original).

David Bautista is genuine, creative, hardworking, and adaptive. He is a son, brother, friend, and student who wants to impact and influence those around him. Bautista believes this is possible by being genuine. Currently, Bautista is working towards his baccalaureate degree in the business and technology of fashion, and he is graduating from the New York City College of Technology. Upon graduating and obtaining his Baccalaureate, Bautista is looking forward to embarking on his journey in the fashion industry.



David Bautista's logo consists of neutral and warm color tones. The neutral colors that make up Bautista's logo are grey and black, while the warm colors are maroon (Bell, 2022). Bautista chose the neutral colors grey and black because grey is considered an "unresponsive color" or truly neutral (Braam, 2024), and black indicates elegance, simplicity, strength, and discipline (Braam, 2024). Bautista also chose the warm color maroon because it is "associated with ambition, confidence, and strength" (Braam, 2024), and it "can evoke feelings of stability and security" (Braam, 2024). The font Bautista selected for his logo is Futura PT Light. The font's typeface is geometric because it consists of curved and straight lines and shapes (Storozynsky, 2021). Bautista selected this font because "it features clean and precise proportions" (Storozynsky, 2021). The colors and font Bautista selected identify with his brand and mission.

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.

**Mission Statement:**

Bautista's mission is to be a source of inspiration to people like him and to create opportunities for those who have been unnoticed or disregarded throughout their lives. To accomplish his mission, Bautista aims to pursue a career in fashion that aligns with his passion and goals. Bautista is committed to using his platform to amplify marginalized voices and advocate for

diversity and inclusion within the fashion industry. Bautista hopes to motivate others to embrace their unique identities and pursue their aspirations with confidence. He envisions a future where everyone has equal access to opportunities and where talent and determination are the primary determinants of success.

#### Professional Mission Statement:

Bautista's mission is to amplify marginalized voices and advocate for diversity and inclusion within the fashion industry. To accomplish his mission, Bautista aims to create a brand that aligns with his goals. Upon establishing his brand, Bautista plans on opening a shop in his community to create opportunities for those who are disadvantaged. He envisions this shop as a hub for creativity, empowerment, and collaboration, providing a platform for underrepresented talents to showcase their work. Bautista is committed to fostering an environment where everyone, regardless of their background, has the chance to succeed.

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.

#### Personal Objectives:

1. Enroll in fashion design courses and workshops to continuously improve my skills and stay updated with industry trends.
2. Build a strong network of like-minded individuals and mentors within the fashion industry to gain insights and support for my mission.
3. Volunteer with local organizations that support marginalized communities to understand their needs and how I can help create opportunities for them.
4. Regularly reflect on my personal values and experiences to ensure that my actions and decisions align with my mission and goals.
5. Prioritize my mental and physical health to maintain the energy and focus needed to achieve my mission and inspire others.

#### Professional Objectives:

1. Establish a fashion brand that embodies my values of diversity, inclusion, and empowerment.
2. Implement inclusive hiring practices within my brand to provide opportunities for individuals from marginalized backgrounds.
3. Launch advocacy campaigns that raise awareness about diversity and inclusion within the fashion industry.
4. Partner with organizations and influencers who share my commitment to amplifying marginalized voices and promoting diversity.
5. Open a shop in my community that not only sells my fashion products but also serves as a hub for workshops, mentoring, and networking for disadvantaged individuals.

4. Write down specific personal and professional goals. Goals are specific quantitative (measureable) 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. In order to write your mission statement:

#### Personal Objectives:

1. Create a savings account.
  - a. Determine needs and goals
  - b. Research financial institutions
  - c. Choose the right account at the right financial institution
  - d. Gather required documentation
  - e. Open and fund account
2. Moving into my apartment.
  - a. Determine budget and priorities.
  - b. Choose a location.
  - c. Begin search and schedule viewings.
  - d. Apply for apartment and review leasing agreements.
  - e. Plan move-in upon being selected.
3. Compete in cycling races.
  - a. Improve my fitness and skills.
  - b. Obtaining proper gear.
  - c. Join a cycling club or team.
  - d. Learn rules and regulations.
  - e. Register for races.
4. Upgrade to a new car.
  - a. Determine the budget and needs for a new car.
  - b. Research new cars.
  - c. Assessing buying options: savings, loans, or leasing.
  - d. Determine the value of the current car for trade-in or sell.
  - e. Visit dealerships and test drive.
5. Travel to Guerro, Mexico
  - a. Get all proper documentation
  - b. Research and plan trip
  - c. Book flight, hotel, and transportation
  - d. Practice Spanish
  - e. Pack appropriately

#### Professional Objectives:

1. Apply to more internships or get a job in the fashion industry
  - a. Build my skills and knowledge
  - b. Create/update application materials: resume, cover letter, references, portfolio
  - c. Network in the industry
  - d. Search and apply to job/intern opportunities
  - e. Prepare for interviews
2. Create my brand
  - a. Come up with a name
  - b. Define brand purpose and values

- c. Identify target audience and competition
  - d. Develop brand identity
  - e. Build a presence
- 3. Operate brand full-time
  - a. Develop a business plan
  - b. Secure funding
  - c. Build a strong team
  - d. Manage customer relationship
  - e. Scale my business
- 4. Collaborate with other brands
  - a. Identify potential partners
  - b. Define collaboration goals
  - c. Research and reach out to brands
  - d. Develop a collaboration strategy
  - e. Negotiate and formalize an agreement
- 5. Open a shop in my community
  - a. Develop business plan
  - b. Search for a location
  - c. Go through legal and administrative steps
  - d. Secure financing
  - e. Source products

## SWOT ANALYSIS



### Strengths

- Creative
- Strategic planning
- Reliable
- Adaptability
- Bilingual

### Weaknesses

- Hesitant
- Perfectionist
- Overthinking
- Lack of technical skills
- Time management

## SWOT ANALYSIS

### Opportunities

- Internship
- Living in NYC
- Networking events
- Exposure to trends
- Workshops and short courses

### Threats

- Academic competition
- High cost of living
- People with experience
- Global crises
- Technological changes

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