

# DeeLuxe Denique



**Denique Spencer**

BUF4900 — Internship

Dr. Adomaitis

November 11, 2020

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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*).**

The brand is Denique Lindsay Spencer. Spencer stands for equality, integrity, and consistency. She is also self sufficient and ambitious. Spencer is constantly setting goals to reach in order to keep herself motivated. She strives to be caring, honest, and hardworking in all aspects of her life. As a perfectionist she takes pride in having a strong work ethic all while still developing on becoming a better conversationalist.



Denique Lindsay Spencer Brand Logo (*image*)

The original brand logo for Denique Lindsay Spencer blends elegance with creativity. A neutral color palette of black and cream with a hint of green displays a perfect description of Denique as a person and a brand. The color black is significant throughout the brand's logo image as it represents strength, resiliency, and elegance; where as the cream borders and lettering depicts a more calm and conservative side to Denique. It is also the touch of shadowy green palm leaves in the images background that provides a unique flair to the logo with the color green symbolizing inventiveness and good luck.

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.**

Denique Spencer is a creative, intelligent, and devoted entrepreneur who is dedicated on cultivating magical experiences through her writings, unique event planning and fashion designs. As a collaborative writer for fashion, beauty, and lifestyle she passionately delves into what inspires and excites her audience. Spencer's professional career goal sees her working within the fashion and beauty industry as a digital marketing manager. It is her personal career goal to expand her DeeLuxe brand into a global empire. A big part of Denique's mission concentrates on philanthropy as giving back to those who are less fortunate in her community is vital to her. All the while developing and implementing her vision through her vast education and life experiences.

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*

- Create a scholarship fund for an under privileged student to be able to receive a quality education in fashion.
- Develop my own interactive blog based fashion, beauty, lifestyle, and the plus size community.
- Continue to create a strong E-portfolio to display my creative ability to potential employers.
- Grow social media presence in order to better market myself as a brand.
- Diversify my portfolio by volunteering at a local non-profit organization.

*Professional Objectives*

- Apply for Graduate School
- Interview for a position as a freelance digital content writer for a trade publication.
- Obtain a business loan for my DeeLuxe Event space

- Interview for Digital Marketing positions
- Network with industry professionals in order to secure a position within the fashion industry.

**4. Write down specific personal and professional goals. Goals are specific quantitative (measurable) 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.**

*Personal Goals*

- Create a Youtube channel on plus size fashion, beauty, and lifestyle content; weekly vlogs.
- Adopt a kitten from the local animal shelter in Pet Smart.
- Start up a e-commerce plus size fashion website called (DeeLuxe Designs).
- Graduate with Honors from the Business & Technology of Fashion program at New York City College of Technology.
- Move out & obtain an apartment in Manhattan, New York.
- Be placed on the Dean's List at the New York City College of Technology.
- Tour Europe, learn to speak French, and learn how to create homemade pasta while in Italy.

*Professional Goals*

- Obtain a Master's Degree in Business from a prestigious university.
- Secure a paid position as a professional freelance fashion blogger through my internship at Bluejestic.
- Create another stream of revenue by getting into real estate, specifically flipping old homes for profit.

- Obtain a position as a Digital Marketing Manager within the fashion or beauty industry.
- Open up an event space called DeeLuxe Events.

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

*S.W.O.T Analysis*

**Strengths:**

— As a student and career professional Denique consistently strives to implement and display a strong work ethic.

— A plethora of transferrable skills needed in an employee such as teamwork, creativity, writing, time management, and adaptability.

**Weaknesses:**

— As a full time student Denique has a lack of professional work experience in her field.

— Need to work on creating stronger interpersonal skills.

**Opportunities:**

— As a recent business of fashion graduate Denique has a background knowledge in what it takes to run a successful apparel business.

— Enhancing her academic background further by pursuing a Master's Degree in Business.

**Threats:**

— As a budding entrepreneur in fields such as fashion and event planning there is always a threat of competition, as there are many entrepreneurs advertising themselves and their brands.

— A possibility of limited ability to develop as an entrepreneur due to economic changes and Covid-19 restrictions.

