

BUF 4900: INTERNSHIP

Brand Image

Developing Your Brand

1. What is your brand? How do you identify yourself? Describe yourself?

My brand is Emily Garcia. Right now, one would see that I am a senior standing student. This spring I will be graduating with a bachelor's degree in science, majoring in Business & Technology of Fashion. This degree is to be awarded from New York City College of Technology, City University of New York (CUNY). One would describe me as hardworking, detail oriented, and prepared. One would also describe me as someone who understands facts & retains information and meets deadlines.

The colors that were decided to be used for the brand logo are red, black, and white. In the color psychology section of *Silent Selling* by Bell, the colors red, white, and black are described as the following:

Table 1

Red	White	Black
Stimulating, loving, powerful, assertive, demanding, and vulgar	Reflects full color spectrum from violet to red, neutral, innocence, hope, angels, bright light, sterile, clarity	Absorbs color, night, a vacuum, mystery, sex, death, intrigue and sophistication, ultra-chi, ultra-depressing

Table 1. Describes the colors red, white, and black using the terminology from the *Visual Merchandising Ch. 1-4* [PowerPoint slides].

The use of red in the logo was to express power or assertiveness over the black, which is used to portray sophistication, as well as a color I wear every day. Black represents the color I dress in the most. White was chosen as a neutral color to bring light to the black. The use of white and black are one of my favorite color dynamics.



- 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?**

The purpose of my e-portfolio is to showcase the work that was accomplished throughout 4 years of college. The e-portfolio displays my growth from a freshman student to a senior standing student. It shows a range of skills developed such as teamwork, creativity, textiles, color theory, mathematic understanding of the buying & planning process, historical significance of fashion, trend

forecasting and many more. I am consistently trying to learn and improve myself, whether that be my soft skills, hard skills, mentally, emotionally, financially and/or health overall. This e-portfolio will display my growth, my accomplishments, and what I can contribute to a future company.

3. Discuss your personal and/or professional objectives. Objectives are detailed statements that support your mission statement.

Professional Long-Term Objectives:

1. Saving for retirement
 - a. Having a 401k and having money taken from my paycheck weekly
 - b. Deduct money into a savings account and take out cash for saving on hand.
 - c. Discuss financial options with an expert.
2. Work in Merchandising
 - a. Attain an internship within the merchandising business.
 - b. Attain skills or experience needed.
 - c. Tailor my resume and cover letter with all experience
3. Get into skincare & haircare business.
 - a. Establish an online presence.
 - b. Gain experience through mentorship, internship, or events
 - c. Research and application.
4. Create or establish a following.
 - a. Learn or be mentored by an entrepreneur.

- b. Develop a schedule and stay consistent.
 - c. Engage with current following and ask for feedback.
5. Establish multiple networks.
- a. Go outside more and be more social.
 - b. Attend professional events, such as professional development events.
 - c. Talk or establish a relationship with people in the fashion industry.

4. SWOT Analysis

<p style="text-align: center;"><u>Strength</u></p> <ul style="list-style-type: none"> a. Attainment of a Baccalaureate Degree and specialized module Global Fashion b. Social media and technology c. Different data bases d. Living in NYC e. Being bilingual 	<p style="text-align: center;"><u>Weakness</u></p> <ul style="list-style-type: none"> a. Competition b. Limited in work and/or interview experience c. Gain more professional development experience. d. Gain experience with more fashion software e. Gain more experiential learning.
<p style="text-align: center;"><u>Opportunity</u></p> <ul style="list-style-type: none"> a. Living in NYC, one of the largest fashion cities b. Mentors c. Attaining another internship d. Option of applying for hybrid online or in person positions e. Graduate school 	<p style="text-align: center;"><u>Threat</u></p> <ul style="list-style-type: none"> a. Individuals with the same opportunities b. The unemployment rate or job market c. Debt increase d. Recession e. Expensive cost of living

References

Bell, J. A. (2010). *Visual Merchandising Ch. 1-4* [PowerPoint slides]. Business Department, New York City College of Technology.