

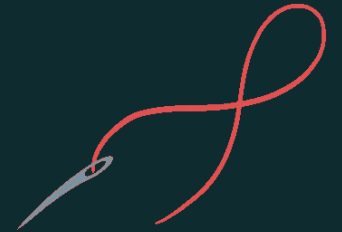


Kaynait Zafar  
BUF 4900  
Professor Adomaitis



# Mission Statement

**Kaynait Zafar's mission is to be the best in her field and aims to best use her knowledge in the Fashion Business. She will accomplish this with her hard work and dedication towards her goals. To make her company successful, she will provide strong leadership, good customer service, and a good team. Zafar has the best ability to come up with the best innovative ideas for her team. She will be known as the best leader of her company one day.**

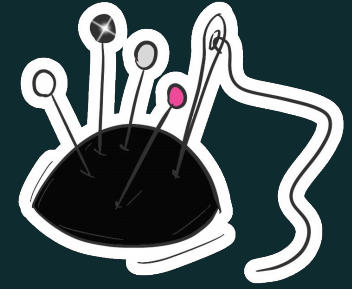


# My Brand Logo

- The fonts that are used are Fredericka the Great for the letter “K” and Mr De Haviland for the letter “Z” because these two fonts give a simple and unique look to the brand logo.
- The letter “K” font shows a sketchy look that goes perfectly for illustrations.
- The letter “Z” font gives it a curvy look to express the feminine.
- The thread and scissors represent sewing because the brand is all about making clothes.
- The colors are baby pink and black.
- The baby pink color symbolizes happiness and unconditional love.
- The black symbolizes power, elegance, and sophistication.



# Personal Long & Short Term Objectives



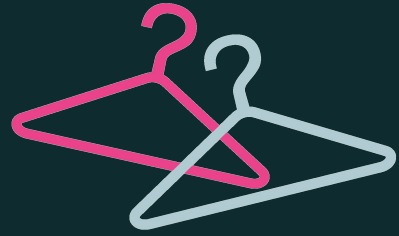
## Short- Term

- Start My Career
- Earn My Bachelorette Degree in May 2021
- Start A Little E-commerce Business In Clothing
- Gain Confidence
- Make Better Decisions

## Long- Term

- Be Your Own Boss!
- Make My Parent's Dreams Come True
- Own A House & A Car
- Find A Career I Love
- Financial Stability

# Professional Long & Short Term Objectives



## Short- Term

- Improve MY Work-Life Balance
- To Complete My Internship
- To Learn How To Sew!
- Improve My Communication Skills
- To Learn New Skills

## Long- Term

- Earning A Promotion
- Save Up For Future Planning
- Save Up For My Kid's College Tuitions
- To Have A Successful Clothing Line
- Pursuing A Higher Level Of Education

*The End*

