

Kaynait Zafar

New York City College of Technology

BUF 4900- Internship

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Developing Your Brand

- 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).**

Kaynait Zafar is a hard-working, highly creative, collaborative, self-motivated, and ambitious woman who believes that one day she will be her boss and have her fashion line in the fashion world. She was born in Pakistan but raised in New York City and has transformed her into the person she is today. No matter whatever she is in the world, she will always be true to her religion and culture that is Islam, and being a good Muslim. She is an undergraduate student at New York City College of Technology, CUNY majoring in Business and Technology of Fashion. She will be receiving her Bachelorette degree in May 2021. Zafar is known for her characteristics such as generosity, Integrity, loyalty, loving, caring, and kindness. She is great at sketching, being highly organized, teamwork, amazing work ethic, she is always on time for anything, good at fulfilling any tasks that are given to her, meeting deadlines, and working to the best of her ability, and great at following directions. Zafar is always exploring to learn and gain new knowledge. She believes that if she plans to work hard with honesty then she can make her parents proud and make their dreams come true.

For her brand logo, she chose to go with her first and last name initials. The fonts she chose are Fredericka the Great - 400 for the letter “K” and Mr De Haviland - 400 for the letter “Z”. 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 her brand is all about making clothes. The color of her logo is baby pink and black. The baby pink color symbolizes happiness and unconditional love. “It is also a very light shade of pink and the first use of this color was traced in 1928” (FreeJupitar, 2018). The black symbolizes power, elegance, and sophistication. This logo shows creativity and her interest in fashion.

- 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.**

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.

- 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.**

Kaynait Zafar's Personal Short Term Objectives:

1. Start my career! After graduation, she wants to start finding a job in her field to have a career in fashion design.
2. She wants to graduate with her Bachelorette Degree in May 2021 and make her family proud.
3. Start a little e-commerce business in clothing! Kaynait plans to have a successful clothing line brand in the future so she can start right now with smaller steps to reach her goal one day. Get to learn more about business.
4. Gain confidence! She is a really shy person and gets nervous easily. She wants to overcome that and become confident so she can face people from her field and can easily communicate with them without any fear.
5. Make better decisions! Kaynait has been making many silly mistakes in the past with her life and education but now she wants to change that and make better choices for herself that will lead her to success.

Kaynait Zafar's Personal Long Term Objectives:

1. Be her own boss! Kaynait always dreamed about being her own boss in her dream job as a fashion designer and owning every expensive thing.
2. Make her parent's dreams come true! She wants to work hard and earn a lot of success in her career to fulfill her parent's dream and buy them everything that they could not themselves.

3. Own a house and a car! She wants to purchase a house and a car from her own money that she earned by her hard work and feels proud of her achievements.
4. Find a career she loves! Kaynait wants to find a career in fashion design that fits perfectly for her.
5. She wants to have better financial stability because it's very important to her to save money so she can easily make her dreams come true and not go through any financial problems.

Kaynait Zafar's Professional Short Term Objectives:

1. Improve her work-life balance! Kaynait wants to balance her professional and personal life because it's very important to keep them apart from each other to earn success in life.
2. To complete her internship! She is currently working for two internships one is for Luxe Kurves Magazine where she is assigned by her supervisor Alexcis Rubic to write an article on fashion. The other one is for a Jetzy app where she is assigned to upload pictures on social media to gain followers and promote their business ahead by her supervisor David Pinkowsk. Her goal is to complete her internship by the end of May 2021 and earn her credit.
3. To learn how to sew! It's an important skill that Kaynait needs to know for fashion designing and she plans on taking classes on or learning it from her mother who is an expert in sewing.
4. Improve her communication skills! She has been raised in a strict household where she was not allowed to travel alone because of being a female. She never gained the courage

to communicate with anybody. This is an important skill for the fashion world where she will get to meet many professional people for job opportunities. She plans on improving this skill before entering her career.

5. To learn new skills! Kaynait wants to learn new software such as Adobe Illustrator and Procreate iPad app. She wants to learn techniques and gain experience in textile and fabric.

Kaynait Zafar's Professional Long Term Objectives:

1. Kaynait hopes to earn a promotion in her future job so she can get a raise in her salary, get better respect, and get a higher position in what post she is working on.
2. She plans on saving up for the future because it's very important to have savings of her own to help her in the future whenever she is going through debt or financial issues.
3. She plans on saving up for her kid's college tuition ahead of time so that they do not have to face any difficulty with their education.
4. Kaynait hopes to have a successful clothing line in the future. She understands that there will be much competition in the Fashion and Business world, so she needs to be more advanced and prepared to face her competitors to make her dreams come true.
5. She plans on pursuing a higher level of education maybe in a master's or doctorate degree to enter more opportunities to find herself better jobs in the fashion industry with a higher position that offers.

- 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.**

Kaynait has many personal goals that she wants to accomplish such as starting her career in fashion design, graduating with a bachelorette degree, starting an e-commerce business on the clothing line, traveling, having a house and a car bought by her hard work, and having financial stability. Most importantly, make her parents proud and fulfill all their dreams that they could not fulfill themselves. All these goals require hard work and dedication. Kaynait needs to work extra hard to start her career in fashion designing and have her clothing line. To find a good job in the fashion industry she needs to graduate with a bachelorette degree in Bachelor of Science in Business and Technology of Fashion. She wants to first start by creating an online store of her clothing for consumers to admire her fashion skills. Also, it's very important to have savings so later in life it can be used to buy a house, a car, for traveling to different countries to gain some knowledge about fashion, and also to have good financial stability.

Kaynait has many professional goals that she wants to achieve to have a better luxurious life. These goals include being great at communication skills so people could easily get attracted to her and offer her more opportunities for a job. She needs to know how to balance both professional and personal life so she can easily complete her goals. Another main thing is to

learn new skills to gain more experiences and knowledge in fashion. Kaynait wants to earn a promotion in the field she is working for to get a raise in her salary and get a higher position in the post she is working for. She wants to start her own business in a clothing line where she will need her studio and working space to make her clothes.

5. How would you position yourself in the marketplace against your competitors?

Please describe. You can use a SWOT analysis.

Kaynait Zafar SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> ● To meet deadlines ● Time management ● Highly organized ● Creative ● Patient ● Team Player ● Multitasker ● Ambitious ● Hardworking ● Dedicated ● Responsible ● Design Skills: Fashion Sketching, Dyeing, & Weaving ● Microsoft Office Proficient ● Google Docs & Google Slides ● Social Media Skills: Instagram, Facebook, Pinterest, & TikTok 	<ul style="list-style-type: none"> ● Lack in confidence ● Lack of communication skills ● Fashion and business is a competitive and constantly moving field. ● It's hard to fit in an environment where you might think less of yourself. ● Public Speaking ● Lack in some skills such as sewing, textile, and fabric. 	<ul style="list-style-type: none"> ● Have the opportunity to do two internships at once. ● To write an article and get it published on their website in May 2021 in one of my internships. ● Certified in Title XI Sexual Harassment which included training in Sexual Harassment, Gender Based Harassment and Sexual Violence, which is required for any business. 	<ul style="list-style-type: none"> ● It's hard to find jobs in the fashion industry during this pandemic. ● Many competitors are doing the same thing so it's kind of hard trying to do the same time as them. ● To keep up with the demands and workload promptly. ● Some competitors have great communication skills and will get chosen faster for better opportunities.

References

50 shades of pink color names. (2018, May 1). Free Jupiter.

<https://www.freejupiter.com/shades-of-pink-color-names/>