

LOGO:



1. Michelle Wu Feng, the brand's founder, is a strong Asian woman who loves life. She is pursuing a Bachelor's Degree in Business and Technology of Fashion at New York City College of Technology, City University of New York (CUNY). Additionally, Michelle is interning at S&C International Group, located at 1270 Broadway, Suite 609. As a production coordinator, she works diligently with overseas suppliers, ensuring seamless product development, production, and delivery coordination alongside internal teams. As an independent, creative, and adventurous individual, Michelle embraces exciting challenges and consistently seeks personal and professional growth opportunities. Understanding life's constant changes and evolutions, she remains open-minded and adaptable. Michelle's professional mission statement reflects her aspirations to become a Fashion Production Manager and a positive change agent. She is dedicated to advancing social fashion progress and sustainable development through her work, channeling her wisdom and passion toward a better future for the fashion industry (Adomaitis, 2023, Lecture Visual Merchandising, pg.57).
2. Michelle's logo uses a black-and-white gradient background with subtle purple smoke. The black-and-white gradient also balances the image and expresses Michelle's calmness and independence. The purple smoke is to emphasize Michelle's creative and artistic nature. The abbreviation "MW" is used Hatton and 159 size. The warm apricot color makes people feel comfortable and relaxed, and the use of the fonts Hatton and size 16 to write "Michelle Wu Feng" is to show that Michelle is independent but also has a delicate heart. The whole logo depicts Michelle's endless possibilities.
3. For the soon-to-be fashion graduate, her ePortfolio perfectly represents the work she has created over the past four years of her college career. The portfolio was carefully crafted to showcase her talent and creativity. The portfolio covers various creative forms, including advertising plans, creating a new brand, and how color, music, and

lighting influence consumer behavior in various forms and richness. The portfolio vividly demonstrates her passion and expertise in the fashion industry through web design and multimedia elements. Each piece in the portfolio highlights her unique style and creative thinking, demonstrating her continuous growth and progress in the fashion industry. These pieces reflect her pursuit and passion for the fashion industry. The ePortfolio is a unique opportunity for potential employers or partners to understand the student's talent and potential comprehensively. Through this portfolio, they will gain insight into her creative abilities and unique vision of the fashion industry. The portfolio will undoubtedly give them confidence in this graduating fashion student, and they look forward to her future career in fashion.

Michelle Wu Feng 5 professional mission statements:

- A. Obtaining a Bachelor's Degree at New York City College of Technology, City University of New York (CUNY), majoring in Business and Technology of Fashion.
 - a. Develop Effective Communication and Leadership Skills.
 - b. Gain Practical Industry Experience.
 - c. Cultivate Creative and Innovative Thinking.
 - d. Develop Expertise in Fashion Technology.
 - e. Acquire Fundamental Business Knowledge.
- B. To be a Fashion Production Manager
 - a. Obtaining Bachelor's Degree at New York City College of Technology, City University of New York (CUNY), majoring in Business and Technology of Fashion.
 - b. Familiar with the fashion production process.
 - c. Find an internship or job in the fashion industry.
 - d. Developing leadership and management skills/
 - e. Mastery of fashion production techniques.
- C. Got a Master's Degree
 - a. Take the GMAT exam (Score higher than 700).
 - b. Maintain good academic performance.
 - c. Active participation in academic activities.
 - d. Conduct an in-depth study of a chosen academic field.
 - e. The pursuit of academic excellence.

D. Learn a new language.

- a. Keep learning every day.
- b. Practice listening and speaking.
- c. Learn essential vocabulary and grammar.
- d. Reading and writing exercises.
- e. Practicing the newly learned language.

E. Improve Excel Skill

- a. Proficiency in the use of formulas and functions.
- b. Learn to create and use pivot tables.
- c. Mastery of drawing various charts and graphs.
- d. Learn to use conditional formatting and data validation features.
- e. Continuous learning and practice, participation in online tutorials, training courses, and programs.

Michelle Wu Feng 5 Personal mission statement :

A. Getting fit

- a. Develop a detailed fitness plan, including weekly exercise time, type, and intensity.
- b. Consult a professional fitness trainer or doctor to develop a fitness program that suits my situation.
- c. Try to stick to my weekly exercise plan.
- d. Try different types of exercise.
- e. Eat enough nutrients and avoid excess sugar and processed foods.

B. Plan to travel to Iceland.

- a. Save enough money to cover the entire trip.
- b. Research what to see and do in Iceland.
- c. Make a detailed itinerary and tour plan according to personal interests and time.
- d. Learn about Icelandic culture, customs, and local etiquette.
- e. Learn some basic Icelandic.

- C. Adopted a cat and a dog
 - a. Save enough money to provide a good life for two pets.
 - b. Learn about cat and dog breeds, personality traits, and care needs.
 - c. Provide a balanced diet to ensure pets are getting adequate nutrition while avoiding overfeeding.
 - d. Provide a comfortable and safe living environment for cats and dogs.
 - e. Give them enough love and companionship.
- D. Buying a car
 - a. Work hard to save enough money.
 - b. Research the features, performance, safety and reliability of different makes and models.
 - c. Experience the handling and comfort of your vehicle.
 - d. Buy car insurance.
 - e. Perform regular care and maintenance.
- E. Financial assistance for needy students
 - a. Research the target group, and determine the group to help.
 - b. Cooperate with schools or related educational institutions to help poor students who need help.
 - c. Organize volunteer activities and use the income of volunteers to help needy students.
 - d. Work with the community to help underprivileged students.
 - e. Help needy students plan career development.

Michelle Wu Feng 5 Professional Goals :

- A. Get Promoted
 - a. Take an active role and do your job to the best of her ability.
 - b. Demonstrate a proactive and collaborative attitude within the team.
 - c. Demonstrates leadership potential and is willing to take on additional responsibilities.
- B. Become a leader
 - a. Learn decision-making, problem-solving, and communication skills.
 - b. Building harmonious and positive interpersonal relationships.
 - c. Continuous Learning and Expansion.

- C. Increase Productivity
 - a. Develop self-management and self-motivation skills.
 - b. Learn to manage your time effectively.
 - c. Create a positive atmosphere of cooperation within the team.
- D. Gain international work experience.
 - a. Improvement of foreign language skills.
 - b. Proactively seek out job opportunities in multinational companies or multinational organizations.
 - c. Active participation in cross-cultural exchange activities.
- E. Achieve work-life balance
 - a. Efforts to comply with time boundaries.
 - b. Caring for your physical and mental health.
 - c. Maintain flexibility and creativity.

Michelle Wu Feng 5 Personal Goals:

- A. Healthy Living
 - a. Ensure that you get a balanced daily intake of nutritious foods.
 - b. Weekly aerobic and muscle-building exercises.
 - c. Ensure getting enough sleep every day.
- B. Personal Growth
 - a. Learn Guitar Skills.
 - b. Regularly reflect on behavior and decisions.
 - c. Set specific goals and dreams that want to achieve.
- C. Healthy Finances
 - a. Setting a Savings Goal (Fifty thousand per year.)
 - b. Reducing debt.
 - c. Adequate Emergency Reserve.
- D. Realizing Travel Dreams
 - a. Set up a country want to travel to.
 - b. Work hard to earn money and have a travel fund.
 - c. Learn about the culture of the destination.
- E. Cultivating Hobbies
 - a. Ensure you have enough time for hobbies in the day or week.
 - b. Continuous learning and improvement of skills in the hobby.
 - c. Setting up a hobby corner at home.

SWOT Analysis :

SWOT ANALYSIS

Date : 08/01/2023



S Strengths

- Excellent communication skills
- Strong leadership skills
- Efficient time management
- Ability to solve problems
- Creative

W Weaknesses

- Lack of self-confidence
- Easily frustrated
- Lack of decisiveness
- Doesn't handle stress well
- Lack of self-management

O Opportunities

- Learning and training opportunities
- Opportunities for social activities
- Personal growth opportunities
- Social opportunities
- Travel and Discovery Opportunities

T Threats/Risk

- Excessive pressure from job competition
- Over-reliance on technology
- Lack of family support
- Lack of personal confidence and positive mindset
- Lack of development opportunities and platform

Reference

- Adomaitis, A. (2023, July 24). *Visual Merchandising PowerPoint*.