Date: 9/11/21   **Instructor:** Dr. Dixon
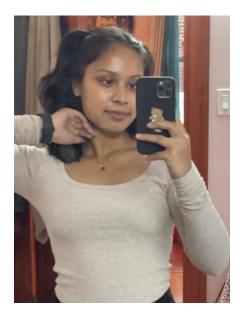
Market Research

Course: MKT 1210 Section OL81

Topic:

A Competitive Study of the most preferred Soap Brands Among Consumers
in the New York City Marketplace.

Group Members 4:

Nelema Cona
Tiana Nesmith
Gerdine J. Joseph
Shelby Renee Simon
Sakai J. Hardy

Team Profile

Nelema Cona is a sophomore at New York City College of Technology. Her major is Bachelor of Science in Business and Technology of Fashion. She is a world traveler who enjoys learning about various cultures and places. She is an astounding person with sunshine with a touch of hurricanes and thunder in it. She lives with 9 family members. She wanted to join the S.W.A.T team since she was a little kid because in shows and in movies it seemed so interesting and cool and adventurous. However, during the pandemic, her decision has changed since the world no longer appears to be like it uses to be or a perfect world where she thought she was safe. So now she considering either real estate or business. So far she enjoys the idea of owning or becoming CEO of her company. So now all she has to do is figure out what kind of business she wants to start. But one thing she's certain of is that she wants to help make dreams come true.

Position: Research Analyst

Responsibilities

She is responsible for research, data collection, and analysis, as well as using the data to solve problems and enhance the decision-making process and efficiency for her company's operations.

Team Profile

Gerdine Joseph is currently a senior at Citytech majoring in fashion. She transferred from Kingsborough Community College with her Business Associates degree. She decided to pursue fashion because Citytech doesn't have any 4 year business programs. But, she later finds out that, that was the best decision she could have ever made for herself, actually thank goodness. Gerdine was open to a whole new world, now, many people over time in her life have been telling her she should pursue fashion in school or that she should model. I mean people would always tell her this because she is tall and beautiful and she has a great fashion sense, and people saw that. But not Gerdine, Gerdine always thought that she was just another tall girl who knew how to dress. But after persuinging fashion at New York City College of Technology Gerdine fell in love with fashion in a way she hadn't before, yes, she loved fashion, but this was a natural love (as a hobby). Now that she knows/understands fashion from a more educational standpoint she started to give herself a chance. She started a Youtube channel on fashion hauls modeling and sharing her fashion sense with people. She also started an Instagram account showing plus size girls and women how to pose for pictures on Instagram. This opened her up for modeling opportunities and she never felt more at home because she loves sharing and she loves fashion!

Co-Position: Statistical Writer

Responsibility

As a statistical writer she is responsible for creating surveys, opinion polls and questionnaires. With the results she will make conclusions & analyse information with them.

Team Profile

Tiana Nesmith is a sophomore at City Tech and is majoring in Business Technology and Fashion. Tiana has always had a passion for fashion growing up. There is no better job than being a fashion designer to fit her. Tiana has always been extra when it comes to getting dressed and anything else that she does. She is always inspiring others and helpful to others when it comes to the topic of fashion.Tiana transferred to City Tech in the spring semester of January 2020 from a school where she resides named Hudson Valley Community College. She was a full time student majoring in Business Administration because they do not offer anything relating to fashion but just so she did not fall behind she took courses in her degree that could be transferred. Hudson Valley was not the place for her but just for the time being as she was not ready to go away to a school. Tiana always wanted to be in the city for school because New York is her second home. She always spent holidays, summers, weekends in brooklyn with her grandmother. Tiana loves being in NY to shop and eat because it's a bigger variety of places than the place she lives. Tiana came across City Tech researching fashion schools who are able to give her a learning experience in the field she would like to study and as well it being close and far away from home at the same time. It sucks for her having to do her college experience online instead of being hands on in a classroom but she refuses to let this pandemic dictate what she can be in this life.

Position: Project Director

As project director my job is to make sure everything gets completed by the due date in a timely manner. My responsibility is to as well do my part in doing the executive summary as well as help my teammates in any way with their part if need be.

Team Profile

Sakai Hardy is a graduate from Borough of Manhattan Community College with an Associates degree and is currently attending New York City of Technology as a Junior. She is a full time student and her major is Bachelors of Science and business of technology and Fashion. Since young she always had a passion for fashion like she lived for it. Always had to have the latest jays and be fresh when stepping out till this day. She is looking forward to creating her own brand with exclusive pieces so the world can see her vision. She believes Fashion is a representation of who you are and what you stand for. Sakai is not the average 'girl' who wears dresses and make-up but the total opposite. She is a part of the LGBTQ community, is very confident with who she is and has a great support system. Other than fashion, Sakai likes to invest into cryptocurrency, stocks and soon real estate. She loves to travel the world and get insight on how people live and their cultures. She is very open minded, independent and likes to listen to others perspectives. She feels networking with others will get you far in life and being consistent in what you love to do.

Position: Research Analyst

Sakai is responsible for gathering the data and utilizing the information to create an analysis to advise the company and help solve the problems discussed using logic.

Team Profile

      Shelby is a junior pursuing a fashion degree at the New York City College of Technology. Her aura is filled with southern charm as she was born in a small country town and was raised in Houston Texas. Her love for fashion is heavily influenced from her mom who always embodied the true definition of a fashionista. In her spare time, Shelby enjoys cooking, traveling and spending quality time with her family. She aspires to become a fashion buyer for a luxury company after graduating and investing her money into a restaurant specializing in authentic southern creole/cajun cuisine. Shelby also has an eye for absolutely anything aesthetically pleasing and recently started a tiktok channel capturing mini vlogs of her daily life. Shelby is an advocate for the wellness of marginalized groups/poc/lgbtq,autistic and the distadvantaged. Her mother worked as a special education teacher for the majority of her life which showed Shelby the importance of helping others and having a heart of compassion. Shelby practices manifestation and deeply believes in the power of one self to create the life they desire. She loves to laugh and being by the beach soaking up sun makes her feel alive. She is a girl boss that is learning more about appreciating the small things in life with hope that bigger things arise. Shelby knows that every creative project requires a team and that each member plays a significant role in the overall success. She is eager to gain more knowledge of marketing and utilize it in her fashion career!

<u>Position: Statistical Researcher</u>

My job as a statistical researcher consists of accumulating and analyzing data, questionnaires and surveys. I will gather quality information and interpret research that benefits our creative project.