

Omar Touray

Internship BUF 4900

Dr. Adomaitis

Brand Image Assignment



OMAR TOURAY

THE BRAND

My Brand name is Omar Touray. Omar is my first name which is a common Arabic name that means “long lived”, and Touray is my last name which has a Mandinka origin. So this adds my personal West African roots to my brand. The colors of my brand are black which symbolizes power and sophistication. The reasoning behind this color selection which may seem bland and basic to the naked eye is because the color black symbolizes the value of Omar Touray the brand and also Omar Touray the individual. One is a powerful individual that takes charge and know what he wants out of life. Meanwhile, one is sophisticated and has a great deal of knowledge in fashion and culture. The symbol represents two paths merging. This symbolizes Omar Touray a young man from the South Bronx merging into Omar the Brand which plans on expanding its horizons and reaching unlimited success. Omar Touray’s a brand that represents inspiration, leadership, and perseverance which you'll get to learn more about.

Mission Statement

My mission is to inspire my community and positively impact the lives of those around me in a way that's never been done before. My main values are to set the tone and be the example for the younger ones who will have to go through their own life experiences. I've made it my personal business to push the message of not waiting on anyone to save your future and really taking control of your own life. I believe this example will lead me to a prosperous life in the future. I'm always looking forward to providing the best customer care at the same time keeping moral standards and aiming to serve as an example for other sellers and companies. I seek to create a well standing reputation for my brand that is based on loyalty and dedication. Which will differentiate me from other competing brands.

Omar Touray's Personal Objectives:

1. Omar wants to be able to be successful and generate wealth for himself and his family.
2. Omar wants to be a persistent individual that is able to turn every life changing event that was meant to be a loss into a personal win for himself. Omar believes that this is a vital tool that motivated him throughout the years.
3. Although Omar is on the path to success, he is a firm believer that you should still take out the time to indulge in some fun. All work and no play leads to an overwhelmed body and mind. For instance, one of his favorite self-care activities is to travel and explore the beautiful world in which we live in.
4. For Omar a huge part of life is leveling up. No matter how far you have come or regardless of the short-term goals you have accomplished for yourself. There is always room for improvement and growth. He likes to think of himself as someone who has high expectations for himself. To achieve these expectations, he has to continue to set the bar high. Even if he reached the bar he was anticipating on.
5. Omar wants to continue reading so that his mind is constantly growing.

Omar Touray's Professional Objectives

1. Omar believes networking with others will not only help with people, but also help grow his business. The power of networking is very vital and must be taken advantage of.\
2. Omar believes in investing his money into stocks, coins, and houses. Leaving your money in cash or in the bank depreciates you money.

3. Omar believes in securing a stable job until one really has enough to branch off on their own. Trying to be self employed too early can hurt you at the end,
4. Omar believes in working hard and staying consistent so that one will be able to achieve their goals.
5. Omar believes in teamwork and being selfless when in a work environment. People who are usually selfish tend to not make it too far.

Omar Touray's Professional Goals:

1. Omar's professional goal is creating a stable and financial business so that he can grow his brand.
2. Building strong connections and relationships within the business world which allows him to market his brand and possibly learn from other brands as well.
3. Creating a positive and consistent professional reputation. That is always acting within a positive moral standing ground. That will follow his brand in the future.
4. Always seeking efficient ways of working, to reach effective results, while also seeking for better performance rates which will ultimately grow his brand.
5. One of Omar's professional goals is to one day be the boss of a fortune 500 company.

Omar Touray's Personal Goal

1. A personal goal of Omar's that would really mean a lot to him would be to retire his mom and dad within the next couple of years. This goal would really make him shed a tear if it is achieved.
2. Another personal goal for Omar is to move his family out of the inner city of the Bronx. The area is just getting more and more dangerous and isn't a place for a family to be raised.
3. Omar's short-term personal goal would be to find a steady paying job so that he can move out of his parents' home.
4. A long term personal goal for Omar is to create a sports complex so that he can save the youth from self-destruction and give them a place to have fun and be safe.
5. Omar's long term personal goal is to become one of the best businessmen the world has ever seen. He knows it will take work, but that's what he has his eyes set on.

Omar Touray SWOT Analysis

Strength	<ul style="list-style-type: none"> • Omar prides himself on his versatility and his ability to take initiative on any task. • He is highly capable of managing multiple tasks efficiently and in an adequate amount of time. <ul style="list-style-type: none"> • Due to the fact that he is a personable individual. Making business connections and marketing with such people comes easy. • Omar has the ability to excel in a collaborative project he finds that working with driven individuals serves as a motivation for him within a group setting.
Weakness	<ul style="list-style-type: none"> • Although he is conformable being around numerous individuals at a time he slightly struggles with presenting in front of large crowds of people. • Omar struggles with procrastination. Although he works best under pressure and is someone who will get the work done at the end of the day. He sometimes struggles with getting around to doing it before the last minute. • He also is working on his time management skills. Being someone that is a creative mind and tends to work with flow. Having a set schedule of when do something is a task he is currently trying to master.
Opportunity	<ul style="list-style-type: none"> • Omar uses his ability to easily grasps new concepts as a tool to help him advance. • He is able to sustain the connections he has made for long periods time due to his honesty and geniality . • Utilizes being self driven and goal orientated as advantage.
Threat	<ul style="list-style-type: none"> • Omar may also feel a slightly uncomfortable when it comes to competition even though competition is healthy. It also may be intimidating at first trying to stand out amongst others . • He may also face a bit of financial struggle when it comes to funding his business and addressing customer demand.

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| | <ul style="list-style-type: none">• He may also face difficulty in regards managing several different aspects of his brand at one. While trying to excel in all of them as well. For instance, managing marketing and growing your business simultaneously. |
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