

March 24, 2022

New York City, NY

Scotch and Soda

To Whom It May Concern:

I am inquiring for the women's buyer position at *Scotch and Soda* as a *fashion entrepreneur*. I came across this position while doing research on Fashion internships and jobs on [Fashionjobs.com](https://www.fashionjobs.com) which was posted on January 21, 2022. As a senior at The New York City College of Technology, City University of New York (CUNY) pursuing a bachelor's degree in Business & Technology of Fashion, I believe my Creativity and my experience of outside gigs of Fashion Styling is an excellent match with the responsibilities outlined in your job description. My educational background in *Merchandising Planning and Buying*, *Trend forecasting*, *Financial forecasting* and my experience in using fashion Databases allows me to exceed in developing any type of brand, and understanding *Scotch and Soda* mission to work with ambitious omnichannel buyers, with experience managing multiple categories and channels for the company's North American business, has piqued my interest in wanting to be a part of your organization as this aligns with my own experiences as an individual who is well moved around in diverse population, experienced in different technology platforms and has a clear understanding of the principles of selling.

Aside from my full-time studies at The New York City College of Technology, City University of New York (CUNY), I am currently working on my fashion styling business and attempting to create my own social media platform in order to lay the groundwork for my own brand. My experience as an independent personal shopper/styler has allowed me to hone my critical thinking and problem-solving abilities, as well as my communication skills through constant interaction with a wide range of clients. As a personal shopper and stylist, I've had the opportunity to learn about assortment planning and selection, inventory management, and forecasting. It has also increased my attention to detail. Working on my own to meet the needs of clients has taught me self-awareness, self-regulation, and self-motivation, all of which are desirable qualities in candidates. As a personal shopper/stylist, I must adapt to population changes, understand the psychological factors that influence people's choice of everyday dress/clothing, and value. I thrive and have had the most success when it comes to adapting to constant changes and different types of fashion styles.

Furthermore, *Merchandising Planning and Buying* is critical for any company or organization. As a fashion entrepreneur, I recognize the importance of understanding the fundamentals of the buying and planning processes. I can help you maximize your return on investment by strategically planning sales and inventory to increase profitability and minimize losses from

markdowns and stock outs. I now have a better understanding of the financial operations of retail merchandising after taking the course *Merchandising Planning and Buying*. With all of that knowledge, I am able to contribute to the company's buying process for women's apparel and footwear.

Furthermore, while taking the *Trend Forecasting course*, I was able to become involved with fashion technology sites or databases such as Fashion Snoop, which can be used to predict future color, fabric, silhouette, and texture trends. Given Scotch and Soda's focus on women's apparel and footwear, this technology allows for a more efficient and innovative process in identifying market trends. Because I have experience with the site and have completed a project using it, I believe I can take the lead in predicting the next season collection at Scotch and Soda. Trend Forecasting: Miss Swimwear was the project I worked on, and it included research dating back to the 1700s, current trends, and the future of swimwear. During our research, we were also able to determine why swimwear has evolved over time. Age demographics, societal standards, sports, war, and a variety of other factors can all have an impact on whether or not a clothing trend or style remains popular.

As a result, in order to further my education, I ended up taking *Financial Forecasting* to broaden my knowledge, which paid off in this case. My education in financial forecasting has prepared me for advanced financial management, capital budgeting principles, multinational finance, and risk management. Scotch and Soda requires someone who is familiar with Strong analytical, retail math skills, and Excel skills (Pivot Tables, SUMIFs, VLOOKUPS, and so on), and I am very experienced in modeling using MS-excel, including built-in "add-ins." I have prior experience using software to create financial models, sales projections, amortization tables, and so on. I know how to build portfolios and use financial markets for hedging. Prove your knowledge of MS-Excel, MS-PowerPoint, and MS-Word. Investigate and present a project that relies heavily on projections and forecasting.

To summarize, my experience as a *fashion stylist*, as well as my education in *Trend Forecasting*, *Merchandising Planning and Buying*, and *Financial Forecasting*, have prepared me to be a successful contributing team member in this type of environment and for an organization like yours. My experience in planning and buying, being detail oriented, and understanding the stages of selling, as well as my skill sets in excel, powerpoint, and Fashion Snoop, will be beneficial to *Scotch and Soda*. Being innovative and creative is a valuable asset I have, and it will be an excellent collaboration with *Scotch and Soda's* new business goals of developing new and innovative ways at sales, inventory, margins, and markdowns, with a proactive eye toward future opportunities. I am available to meet with you to further discuss this position and my qualifications.

Sincerely,

Rokiatou Bah

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