



My brand is NOFETS, which is the mirror image to my name. Since my brand is a reflection of me this name fits perfectly. I have always identified myself as an entrepreneur before anything. I love doing business and I love designing clothes, those are two of my passions. I am a very hard working person who believes in being diligent and ethical. Whenever I start something I stick to it, I do not lose interest or get discouraged when faced with a conflict. I am very creative when it comes to fashion design, especially in areas such as fabric sourcing, color association, and design.

My personal mission statement is to be a successful designer. The direction that I see myself going within a few years is making clothing lines for men, women, and children. These lines will be established systemically, starting off with men, then women, and then children. I want to make all types of garments that people need or deem fashionable. I want to be able to make garments that will last a few years, not just one time.

Some opportunities that I see in the future for myself are collaborations with other designers, fashion shows, amongst other major opportunities. I also believe that if I continue to work on my clothing line that it will eventually end up in boutiques and retail stores. People love the designs, price, and quality of my clothes. My impact on society will be vibrant because of my fortitude, creativity, and networking skills. According to Branding Strategy Insider (2020), a brand's value should differentiate them from their competition. My value is my ability to make apparel that people actually look at as stylish. In a world where fashion changes every day and shoppers are picky, it is hard to make garments that are appealing to everyone.

My professional mission statement is to acquire more professional work experience. The direction that I see myself going within a few years is towards a more professional role in the

fashion industry. I am in pursuit of a designing position at a major fashion apparel company. I believe that my designing skills will be very beneficial to any brands looking for a brand new image. It does not matter if their image is based off of fabric selection, color, design, etc. I am the designer that they are looking for.

Some opportunities that I see in the future for myself consist of designer, marketing, and international positions. Brands will always need designers to portray the message that they are trying to get across. I believe that I would be someone that emerging brands would look for; they can use my sense of style and innovation to aid in the brand's image. My value is my knowledge of business and technology in the world of fashion today. These aspects are essential for me to be successful in the fashion industry.

The following objectives portray my personal objectives in life. Complete all courses required for Baccalaureate Degree. Find a silk screen machine for a good price and hire a web designer to create an online store for Good Times Collection. Establish meetings with local retail storefronts to discuss future business. Establish the concept of clothing line, product line, etc. for each brand. Collect and organize my best work for future employment. My main personal objective is to buy a house for my family.

The following objectives portray my professional objectives in life. Send resumes to all brands, companies, and organizations that are hiring. Apply to showrooms, boutiques, chain stores, and luxury department stores that can enhance my professional development. Get a secured credit card. Complete steps to form a limited liability company.

One objective that is essential for my future business endeavors is finding a financial planner. Apply to major apparel companies that are in search for a designer. Find a commercial area where a boutique would be beneficial. I plan on establishing individual corporations, put

DBAs under one corporation/LLC, create businesses under the holding company.

Entrepreneur.com (2019), states that DBAs (Doing Business As) are set up so one company can have several different companies under them. Search for jobs with extensive employment benefits.

The following goals are the specific personal goals of my life. Graduate/Obtain Baccalaureate Degree. Buy a silk screen machine to start manufacturing my own garments. Create a website for Good Times Collection. Establish distribution of Good Times Collection in retail stores. Create a solo brand for men and women. Establish an extensive design portfolio. And of course buy a house.

The following goals are the specific professional goals of my life. Get my resume out there. Obtain more professional work experience. Build my credit and establish an LLC. I have wanted to invest in stocks for a long time; I just never knew how to go about it.

Finding a designing job at a major apparel company is an essential professional goal of mine. Establish a storefront for Good Times Collection. Establishing multiple companies under LLC. And one of the most essential professional goals for me is to get a job with good benefits. I would position myself in the designing/production field of the marketplace. My stylish and innovative techniques will set me apart from my competition. Below is a SWOT Analysis about myself.

## SWOT Analysis

### Strengths

- Creativity
- Diligent
- Fortitude
- Social
- Coordinated

### Weaknesses

- Not enough professional work experience.
- Can seem antisocial to strangers.

### Opportunities

- Networking
- Future opportunities with organizations in need of a designer.
- Opportunities will increase as I build my portfolio.
- Enhancing knowledge of business, fashion, and technology.
- Opportunities will increase as I gain more professional work experience.

### Threats

- Emerging designers with more professional work experience than me.
- Emerging designers with better skills than me.
- Rejection

## REFERENCES

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