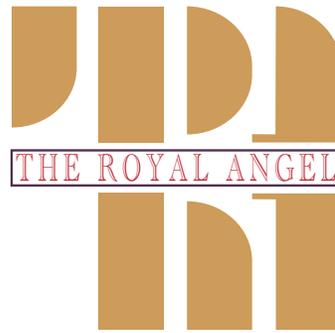


Tamiah Assevero

Brand Image

4/28/2023



T'ra The Royal Angel

T'ra The Royal Angel has been Tamiah's brand name since she was a child. T'ra is her initials and she decided to use that as her brand name and give it another meaning that represents her. Tamiah identifies herself as a leader, entrepreneur, a student, and so much more. Her best personal characteristics are being attentive, always ready to learn something new, she is sociable and puts herself out there when she needs to be. These characteristics are best suited for her career and growing into herself because being able to pay attention to detail can help her with her career in fashion since the main thing that drives a fashion business is the attention to detail, trends, and the society around them. Always wanting to learn something new is proof that Tamiah wants to expand her knowledge about any topic and hone in her skills to apply to her personal and professional lifestyle. This shows that she is driven in becoming the best version of herself she can be. Tamiah being sociable and making herself known shows that she takes every opportunity presented to her as a networking opportunity that can either benefit her connections in the present or future. She makes sure to make an impression on everyone she meets so she stands out from everyone else.

T'ra The Royal Angel's ultimate goal is to build a company that tackles the issues within the workplace while also providing the best experience for customers and employees alike but that starts with learning the issues and understanding what she can do to start the journey of fixing that. She always tried to better everyone's experience including her own while working in different industries to make going to work easier for everyone. T'ra The Royal Angel is a natural born leader and tries to make the best of any situation she is put in. Her supervisors trusted her to get things done in a timely and orderly fashion while also giving her the space to run things the way she sees fit. Her goal is to create a safe space for customers and her co-workers to be able to

enjoy coming to work and understand that their needs matter. T'ra The Royal Angel is always looking for new ways to improve her space around her and put her best foot forward to show that she is capable of handling everything thrown at her.

Personal Objectives and Goals

Objectives:

- Practicing sewing, adobe, and drawing skills.
- Create a daily, weekly, and monthly routine to maintain a balanced lifestyle.
- Learn about a new topic of interest that can apply to both life and career
- Practice self-care regimes to keep a clear mindset and healthy mechanisms
- Learn more effective ways to communicate needs and concerns

Goals:

- Start a creative hobby
- Read a book a month and analyze it
- Start taking a fitness class of choice
- Start traveling to explore and gain more knowledge
- Maintain routines that were created

Professional Objectives and Goals

Objectives:

- Create an adaptable organization method for both business and job
- Find ways to create an inviting environment in the work place
- Start a luxury streetwear brand
- Find another investment for source of income
- Create a safe space for everyone

Goals:

- Create an international fashion company
- Create a workplace that isn't toxic and understands each person's needs including employees
- Save money for another investment project
- Offer free lunch, monthly PTO, medical benefits, livable wages, and 401k packages

- Provide internships and entry level jobs for graduates in both college and high school

SWOT Analysis

