

Tyshae Greene
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Dr. Adomaitis
BUF 4900



Tyshae is a young African American woman who is graduating from the New York City College of Technology, CUNY majoring in Business and Technology of Fashion. One is determined and will stop at nothing to accomplish one's goal. Additionally, one has a creative mind, is a natural team leader, great at communication, developing deep connections, and aspires to run their own business one day. The brand has a high standard of excellence and desire to grow. One constantly fantasizes about achieving both personal and professional goals in order to care for oneself, one's family and those one has a close relationship with. The brand promotes being amazing and following one's passions. Tyshae believes everyone should face their obstacles and worries.

One chose the color blue for the logo because it is one's favorite color and gives one a nice, peaceful feeling. According to Bell, in color psychology, blue is related to serenity, cool, calm and comfortable (Bell, 2022). Additionally, one chose blue since it is closely associated with marketing, which is one desired career. In addition, one went with pink because it is associated with sweetness and beauty (Bell, 2022). Also, the color pink made one's logo appear fun so that it will be appealing and catch that the attention of individuals. Colors may be a significant tool for marketing/ advertising for influencing attitudes and behaviors (Bell, 2022). One chose the bold font Anton, because it emphasizes the brand and represents how strong one is including in one's strength of creative thinking and communication. One decided to utilize the women sketch because one identifies as a strong and beautiful woman. The sketch also represents one desire to own a beauty business one day.

Tyshae is someone who is interested in the Business and Technology of Fashion. One wishes to apply the skills learned in marketing, advertising, visual merchandising, international retailing, among other course, to develop and operate one's own businesses, whether they are in the fashion or beauty industries or any other area of business. One day, one's dreams will come true as a result of one's perseverance and hard work. The brand is driven by a desire to change the world. In addition, the brand wants people to know that they can overcome any challenges

because one is aware of how difficult life can be. Tyshae wishes to encourage individuals to stand up for themselves and their values and to spread happiness, love and care. Tyshae's goal is to encourage and inspire anyone who is creative, diligent, and determined.

Personal and Professional Long-Term Objective

Tyshae wants to make a huge impact on society, one will start to get more involved with public events and donate to charities to build a better world. In addition, one is intrigued about business and wants to pursue a career in marketing or a similar field. One will obtain a master's degree in business and attend professional development events to become an expert in the marketing field. Additionally, the brand wants to be business owner. Tyshae wants to operate one owns business so one can do as one pleases and without restrictions, therefore Tyshae will come up with a business plan. The brand wants to maintain financial security. Better financial stability will allow one to purchase whatever one wants and needs without any problems. One will learn about the stock markets and make investments as well as opening many savings account. The brand also wants to meet the needs of her family. Therefore, the brand will find or create a great paying job. In hopes to collaborate with significant companies in one's future career aspirations to become more credible, Tyshae will research companies that share the same values, set expectations and have an attorney create legal documents. Tyshae intends to launch various beauty establishments all over the world. To succeed, one must complete a business degree to become more knowledgeable and well prepared on the markets and environmental factors then create a business plan. Lastly, the brand aspires to publish research, to that end the brand will complete all necessary course work and earn all necessary degrees to succeed as a professional writer and a trustworthy source.

Personal and professional goals

With dedication and diligence, Tyshae will be able to achieve many of one's goals, including receiving a baccalaureate degree, beginning a career in business and having financial stability. One will graduate with a baccalaureate degree in Business and Technology of fashion in May 2023 and continue with one's education to obtain a master's degree to gain expertise. In addition to gaining expertise, one will seek mentorship and advice by professionals in the field of Marketing. One will also enhance networking abilities to open doors to opportunities in landing first marketing entry level career job. Tyshae aims to improve technical skills in software like photoshops, illustrator and Microsoft excel by attending professional development events and working on projects. Moreover, Tyshae will develop a morning routine as it would allow one to improve focus and concentration, which will allow one to make the most of one's time and accomplish more. Once the brand is established in its career aspiration, one can open a savings account and deposit a set amount of money to save for retirement.

Swot Analysis

S

- Adaptation to new changes.
- Building relationships.
- Determined.
- B.S degree with a concentration in international luxury fashion.
- Knowledge of social media and databases.
- Live in a multicultural and diverse New York City.

W

- Takes time on a project to ensure it is perfect.
- Need more experience in the marketing field.
- Need to gain experience in software.

O

- Live in a multicultural diverse New York City.
- Get mentorship/ attend professional development events.

T

- Individuals applying to the same position.
- Terrible economy conditions.

References

Bell, J. A. (2022). *Silent Selling: Best practices and Effective strategies in Visual Merchandising*. United States: Fairchild Books.