



The font of her logo's initial letter is TT Tsars D, the font size is 18.7, and the text color is grullo. The font of her logo's full name letter is Noto Serif Display, the font size is 182, and the text color is black. The background colors of her logo are a combination of Nyanza (green) and Silver Pink. She uses Nyanza and Silver Pink as the background color because she loves all the green and pink colors recently, which also has something to do with her recent interest in planting. She uses black as her logo's initial letter text color, which shows that she is the type of person who likes to wear black in daily life, and most of the clothes in her wardrobe are black. The Nyanza (green) means that she always wants to grow in work and in daily life (like developing new skills and improving known skills), and black means that sometimes she is a little bit mysterious (Adomaitis, 2023, Lecture Visual Merchandising, pg.26-27), which means sometimes she does not want others to learn more about her. One designs her logo with a *horizontal line* (full name) and *diagonal lines* (initial letter) to show some of her characteristics, which are that she is an *esaygoing* person and always takes *action* immediately when she receives a task (Adomaitis, 2023, Lecture Visual Merchandising, pg.52-53).

The brand name of this brand image is Yinghe Zhao. She is a woman who immigrated from Asia. She would like to identify herself in four aspects. As a student at New York City College of Technology, City University of New York (CUNY), one is majoring in Business and Technology of Fashion, minoring in Psychology. And one is planning to obtain her Bachelor's Degree in the 2023 Summer term. And she is working so hard and doing her best to get a degree.

As a Marketing Intern at Nina McLemore, she is responsible for working with three teams in the showroom, which include the sales, marketing, and customer service teams. So, her role is to collaborate with maintaining showroom standards and visual presentations, collaborate marketing team with seasonal swatch books for the brand, and the photo shoot and video shoot organization. As a daughter, she always cooks for the whole family when she has time, and she sometimes acts as an interpreter for her parents because of the language barrier (do not know much English). As an older sister, she is always a friend to her younger sister, tries to guide her younger sister, and provides as much help as she can.

Her characteristics include easygoing, hardworking, helpful, curious, and empathy. Based on her own understanding, easygoing and helpful mean to her that she is the type of person who would like to help others if they made it clear that they needed help. Hardworking means that she is working so hard to obtain a college degree that she is the first generation to have a Bachelor's Degree in her family. Curious means that she is curious about new things, like learning new skills and planting. Empathy means that she is a person who is good at noticing other people's emotions and will give the appropriate comfort.

The direction of YZ's e-profile is, it is the platform where she posts all of the professional assignments she has done and all the professional courses she has taken in these four years at school. And those professional assignments and courses helped prepare her for a career in the fashion industry. This e-profile provides an opportunity for her parents to see what she gained after four years of college and to give them an answer about her academics. It is also for her future employers to see what skills and experiences she has. The significance of reviewing her e-profile could be that people can learn what kind of person she is.

Since she is the kind of person who always wants to grow and is curious about new things. So, she has some personal and professional missions that she wants to achieve and share. For her personal objectives, just like she mentioned in her identity about herself, Yinghe wants to get her Bachelor's degree at the New York City College of Technology, City College of New York (CUNY), in the summer of 2023. She plans to travel to Greece or Switzerland next year with her younger sister and friend. Since she is falling in love with planting, she thinks the planting process can make her relax. So, she wants to have more than one hundred pots of succulent plants by the end of 2023. She loves and enjoys embroidery, so Yinghe decides to finish at least one cross-stitch work by the beginning of 2024. The last objective she has is that she wants to have more volunteer experiences since she is a helpful person. Her personal objectives and goals include:

- Obtaining Bachelor's Degree at New York City College of Technology, City College of New York (CUNY)
 - Finish 120 credits to meet the requirement of graduating
 - Submit the Minor Validation to the Minor Coordinator and Own Module form to the Director of Business and Technology of Fashion major
 - Submit Graduation Application Form
- Plan to travel to Greece or Switzerland
 - Create PowerPoint to plan the trip and do some research on Instagram, Xiaohongshu, and Google
 - Booking hotels and flights online
 - Apply Uniform Schengen Visa
- Have more than one hundred pots of succulents at the end of 2023

- Learn how to take care of succulent plants
- Buy more flower pots
- Buy more different types of succulent plants online or at Home Depot
- At least one cross-stitch work should be completed at the beginning of 2024
- Looking for a new cross-stitch pattern online
- Doing it when she has time
- Taking pictures to compare the completion status daily or weekly
- Doing more volunteering
- Donate old clothes to the clothing donation bin or recycle them at H&M
- Finding volunteer opportunities online or on school websites
- Register for volunteer opportunities through professional websites

Professional Mission Statement: First, five sentences to describe them

One also has some professional objectives and goals that one wants to achieve. She wants to get a Master's Degree after graduating from four years of college. She plans to get a fulltime job and become a Visual Merchandiser after she ends her internship at Nina McLemore.

Learning a new language is always one of her dreams because she is admired to those who speak more than two languages. She dreams of working abroad to learn about the culture and working environment of different countries. The last professional objective for her is to have her own embroidery store because it is one of her habits.

- Go to graduate school and get a Master's Degree
- Graduate from college first
- Do some research on majors and schools that she wants to apply to
- Take the GMAT exam and prepare for the application

- Become a Visual Merchandiser
 - Rewriting her resume, cover letter, and e-profile
 - Using job finding APP like Handshake to find jobs related to visual merchandiser
 - Schedule interviews with employers
- Learning new languages, such as Korean
 - Watching Korean videos online
 - Find a teacher to teach her pronunciation
 - Speak to Native speakers
- Working abroad
 - Do some research on the companies to which she wants to apply
 - Apply for jobs through the official company website or via emails
 - Book an appointment to get a job VISA
- Open her own embroidery store
 - Earn enough money for her to open an embroidery store, like twenty or thirty thousand dollars
 - Learn how to open a store
 - Register the brand name

SWOT ANALYSIS

STRENGTHS

- Speak two language
- Be one time
- Strong organizational skill
- Have patience
- Be able to work multi-task at the same time

WEAKNESSES

- Lack of confident
- Introversion
- Always think the worst of things
- Hesitating over some decisions
- Be sentimental

THREATS

- Too many competitors
- Fewer job opportunities
- High inflation rate
- More computer skills required
- Financial issue

OPPORTUNITIES

- Always have a resume ready for applying for jobs
- Basic computer skills
- Entrepreneurial opportunity: plan to own her own store
- International job opportunity
- Have a good educational opportunity

Reference

Adomaitis, A. (2023, July 24). Visual Merchandising PowerPoint.