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Presentation



Brand Manager

FASHION INDUSTRY

A self analysis of employability skills for my intended career path.

Who Am I?

AN ASPIRING FASHION ENTHUSIAST LOOKING TO
INNOVATE NEW TRENDS.

With the aim to lead by example and ensure the achievement of the sales targets of the fashion brand, keep up with market trends while gaining competitive advantage in the industry, I aim to work for brands like Burberry, Victoria Beckham and Stella McCartney etc.



What Skills Do I Possess?

- Excellent Communication Skills
- Up-to Date with the Latest Market Trends
- Data Driven Thinking Process
- Understanding Target Markets

Soft Skills

SOFT SKILLS ARE IMPORTANT FACTORS IN ANY JOB,
ESPECIALLY TO LEAD A BRAND AS A BRAND MANAGER



Interpersonal Skills



Active Listening



Empathy



Adaptability

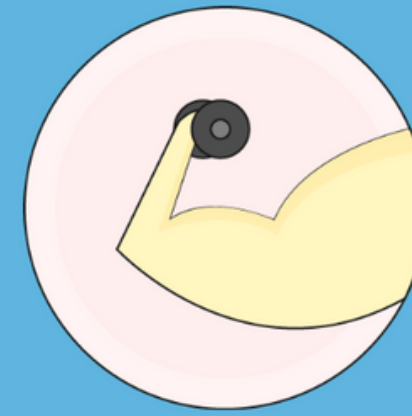


Time Management

SWOT Analysis

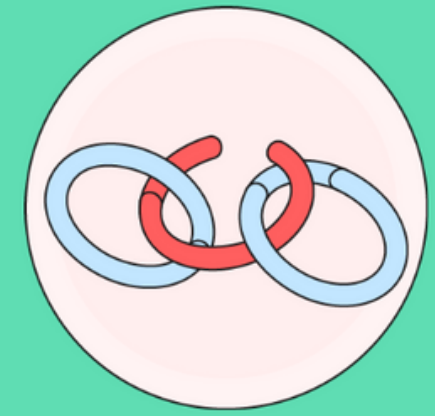
IDENTIFYING KEY STRENGTH,
WEAKNESS, OPPORTUNITY
AND THREAT

UTILISING THIS ANALYSIS, I CAN LOOK
STRATEGICALLY MOVE TOWARDS MY GOAL



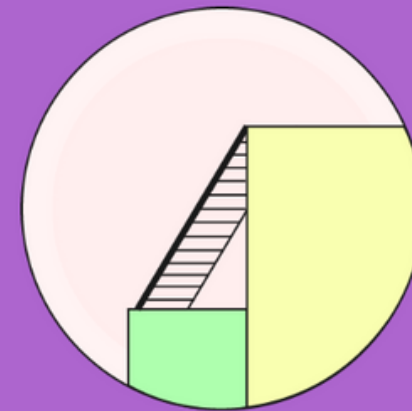
STRENGTHS

1. Excellent Presentation Skills
2. Keeping up with Market Trends
3. Understanding Target Markets
4. Relevant Field of Study



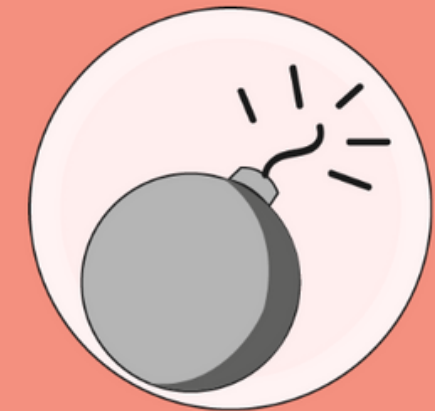
WEAKNESSES

1. Pursuing Undergraduate Degree
2. No hands-on Experience in the Industry
3. No Exposure of working in Teams
4. Lack of understanding of the key terms in the Industry



OPPORTUNITIES

1. Internship in Fashion Brand Companies for Exposure
2. Lining up the existing Business Knowledge with the Industry
3. Online Courses for Industry Knowledge and Work Role Knowledge



THREATS

1. Personal Trait of not being Expressive
2. High competition from Recent Graduates
3. Evolving and Changing Knowledge of Fashion Industry

Performance Development Plan

A DEVELOPMENT PLAN CAN HELP BUILD LEADERSHIP SKILLS AND STRATEGIES THAT I CAN IMPLEMENT IN FUTURE



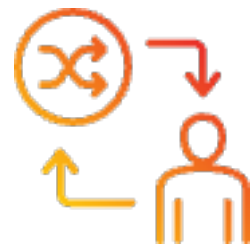
Improve Persuasion Skills:

To drive the team in the same vision and influence clients and target customers



Practice Motivational Techniques:

The ability to praise and encourage people for exceptional performance, showing fairness and deliver constructive criticism

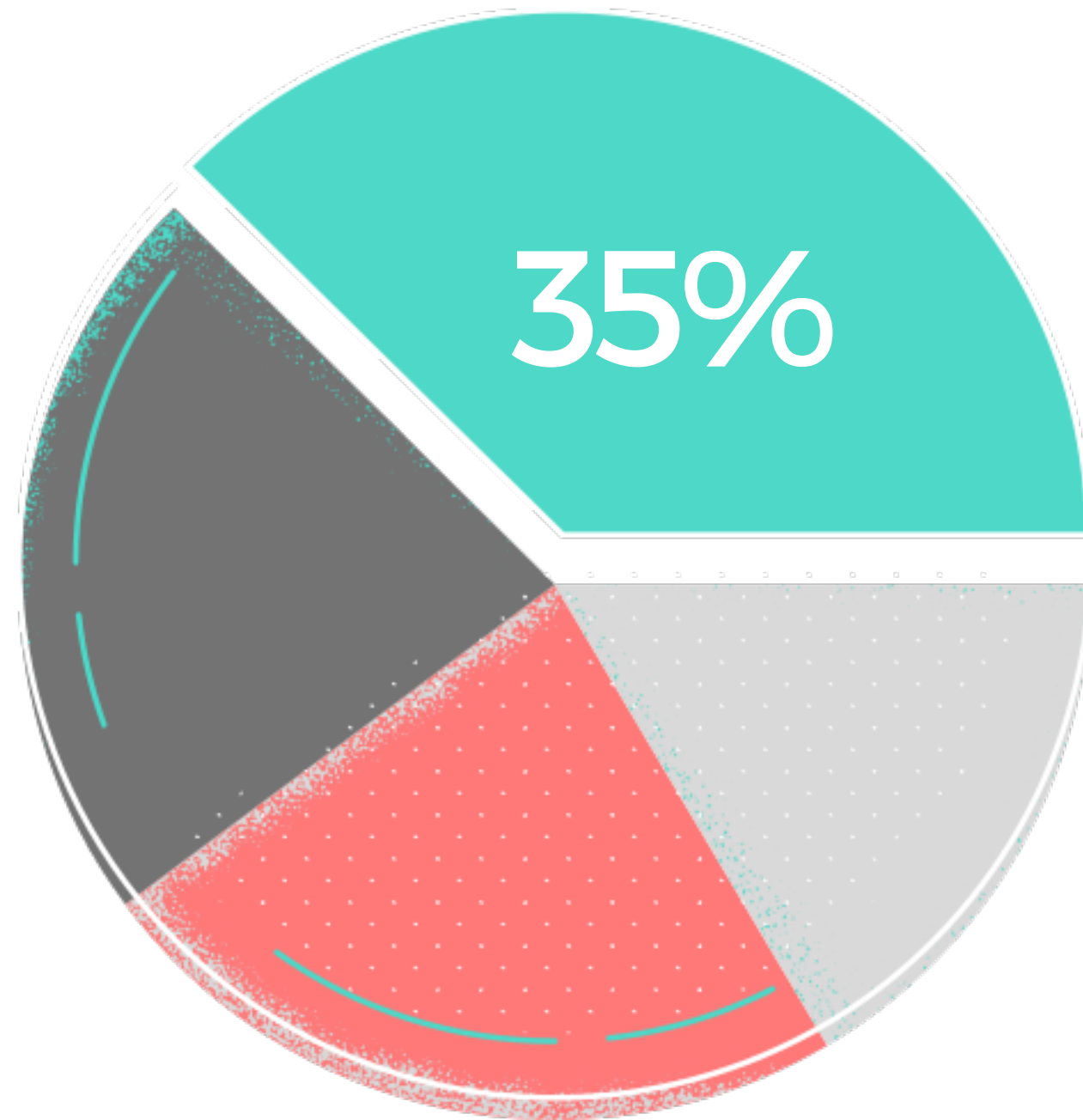


Learn Change Management Techniques:

To help in adapting to changing systems, updated tools and the ability to communicate this to the team



Things that Recruiters Look Out For

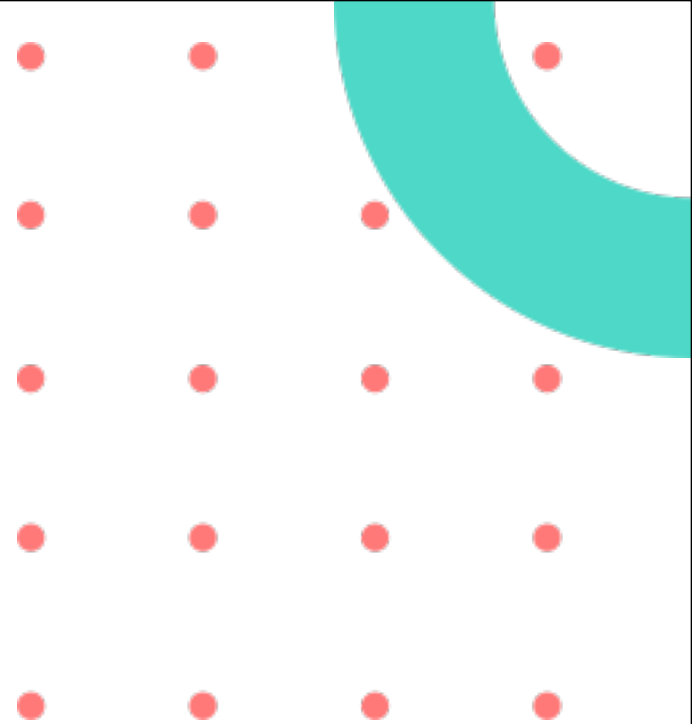
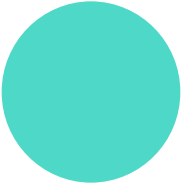


- 1 Understand ROI (Return on Investment) and thrive to **ensure ROI**
- 2 Capability to **Think Outside** the Box
- 3 Ability to take Decisions **Independently**
- 4 Uses **Innovative** and **Creative** Ideas for Campaigns and Market Growth

Final Thoughts

The skills I possess are working as stepping stones for me to work towards my goal of getting in the Fashion Industry as a Brand Manager.





References

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 - 3 Nishadha (2022) *Personal swot analysis: Where talent meets opportunity*, Creately Blog. Available at: <https://creately.com/blog/diagrams/personal-swot-analysis/> (Accessed on 25 December 2022)
 - 4 Indeed (2021) *18 fashion designer skills* , Indeed. Available at: <https://www.indeed.com/career-advice/finding-a-job/fashion-designers-skills> (Accessed on 25 December 2022)
 - 5 Indeed (2022) *11 goals to include on a development plan for managers*, Indeed. Available at: <https://www.indeed.com/career-advice/career-development/development-plan-for-managers> (Accessed on 22 December 2022)
 - 6 Vertical Advantage (2019) *7 red flags to look out for when hiring a brand manager*, Vertical Advantage. Available at: <https://vertical-advantage.com/engage/7-red-flags-to-look-out-for-when-hiring-a-brand-manager/> (Accessed on 20 December 2022)
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