

AMM 1010 - Introduction to the Fashion Industry

Introduction

Introduction to the Fashion Industry is a course that focuses on the development and structure of the global fashion industry. I've learned the importance of each and every stage necessary to construct and drive a successful business within the industry such as product development, promotion, retail merchandising, distribution and more. Lectures along with relevant course material that consists of many comprehensive reports and projects strongly prepared me to be closely familiar with the inner-workings of the fashion industry and to create, plan, and execute a successful business strategy.

Artifact

In this class, we were asked to develop a mock fashion business and present the proposal as a written and oral presentation to imitate a pitch to potential investors. We were required to decide on the type of business we wish to create (apparel manufacturing and/or retail), then develop a complete concept and business plan. My teammates and I decided to conceptualize an online retail company that specializes in the wearable technologies market. We named our company Genius and decided to develop this type of business because we recognized a potentially profitable market gap of an online-retail company solely dedicated to the sales of wearable technologies — a rapidly growing market that mixes both technology and apparel. Together we developed a business vision and set of objectives, provided an analysis of the market, and finally elaborated our implementation and finances. I contributed excessively to every part of our proposal and presentation by ensuring our plan was descriptive and complete with all necessary components.

Reflection

In developing this business plan, I learned about effective written and oral communication skills within a team setting. My performance on this project demonstrates my ability to execute a thoroughly detailed business plan while working in a team setting where creativity and decision making are important. By utilizing what I've learned in this class, I felt confident in the quality of my work throughout each assignment and project. My public speaking class also prepared me as to how to improve my presentation skills. However, this is still an area where I intend to improve on with more practice. The main challenge I faced during this project was to work with others who lack the same meticulous work ethic that goes into a project of this magnitude. Rather than letting that drive the outcome of this project, I did my best to improve in the areas that needed it the most and by communicating with teammates the importance of detail. Overall, I am confident enough with my skills to build a solid business plan of my own and effectively translate creative ideas into something great.