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**DEPARTMENT OF BUSINESS MANAGEMENT AND ACCOUNTING**

**ASSIGNMENT COVER PAGE**

**Please fill in all the required details for your assignment to be accepted.**

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| Student’s Name | OKOLIE MARYFAUSTINA ONYEKACHI | | |
| Student’s Matric No | LUC /FOBBA/DBOBBA/0286 | | |
| Year/Semester | THIRD SEMESTER | | |
| Program | DIPLOMA IN BANKING OPERATIONS | | |
| Subject Name / Subject Code | C S K 401 | | |
| Lecturer’s Name | MR GODWIN IGBEN | | |
| Assignment Title | WRITE A BUSINESS BRIEF ON A BUSINESS OF YOUR CHOICE | | |
| No. of Page (excluding this page) | 3 | | |
| Required words | NONE | Actual # of words |  |
| Soft copy included | Yes / No  √ | | |
| **DECLARATION BY STUDENTS:**  *I certify that this assignment is my own work in my own words. All resources have been acknowledged and the content has not been previously submitted for assessment to LINCOLN or elsewhere. I also confirm that I have kept a copy of this assignment.*  Signed FAUSTINA Date: 18/07/2021 | | | |

***HMM FASHION ENTERPRISE***

**HMM BACKGROUND**

Hmm Fashion Enterprise was established in 2021. After many research was made about the unsatisfactory remarks from those in the fashion world. We the Hmm Fashion Enterprise will make sure to provide the best not only to satisfy our customers but exceed their expectations.

**HMM VISION STATEMENT**

* To end the layout see of customers, employees and the community by operating with loyalty and fairness at all times.
* To demonstrate a behavior that focuses On the customers and make them realize that they are the reason we are here.

**HMM MISSION STATEMENT**

* Our mission is to be committed to those we serve, and add to the values we give to our customers.

**HMM GOALS**

* To continue improving customer experience and tailoring financial services to customized customers needs.
* To maintain market position as a leading financial service provider.

**HMM OBJECTIVE**

* To build bond awareness In the market by developing and creating and creating more fashionable styles.

**HMM CLIENT INFORMATION**

The brand offers a unique interactive experience In which the client plays a vital role in the Design process by collaborating with the designers. Our major client Anastasia Okolie and Stephen king , age 20-50 years.. Married and unmarried.. Monthly Clothing allowance ;# 20,000, Career is very important to them. They spend hours at work and when they are not working they spend time with their families. They also like to indulge in expensive pieces and specifically accessories and also loves keeping up with trends.

**HMM COMPETITORS**

Our competitors are those in the fashion world. We however, live in a world where freedom of expression is encouraged and also the ability to be a unique individual. Hence, Hmm Fashion Enterprise brand culture is to provide quality service and an honest connection and empowerment to all by creating confidence in all individual wearing a design crafted by our brand.

**HMM DESIGN INSIGHTS**

Hmm Fashion Enterprise Produce appealing, desirable and imaginative designs. Hmm Fashion Enterprise is ab entity with culture, character and personality. And it is our intention for the Hmm brand to be recognized as a champion for the people where the communities can be inspired through our fashionable activities.

**HMM TARGET AUDIENCE**

Hmm Fashion Enterprise In a customer focused philosophy of “Fashion for all”. We strongly encourage the belief that everyone can enjoy fashion. So therefore, no matter what the age, size, shape there is a commitment to making them look and feel cool, funky and trendy. Offering a fantastic range of “ Talkable Fashion”. Our typical audience is men an women in the age gap 20-50 years who are emerging in the workforce earning at least 50-200,00 thousand annually.