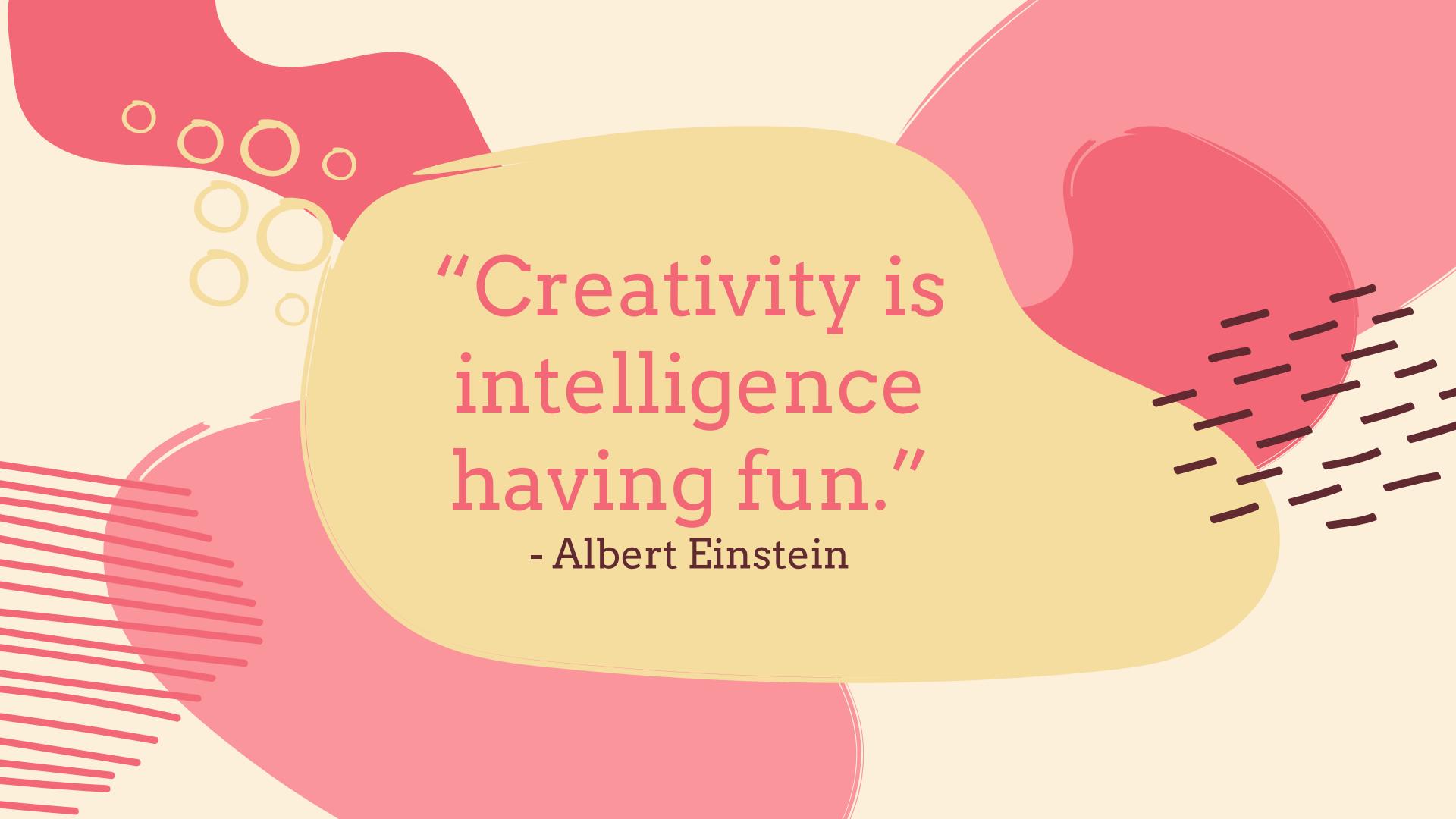


CHOOSING BETWEEN GLOSSIER AND CHICK-FIL-A CORPORATE

By: Amaya Rodriguez



“Creativity is
intelligence
having fun.”

- Albert Einstein



What is a Creative Director?

- Determines the creative flow of a brand or project; the person in charge of the final say of a cohesive look
- Requires a bachelors degree
- Average pay is \$76,726 per year
- Skills needed is creativity, leadership, humility, openness, and problem solving
- The aesthetic of a company is important and as society continues to see that this job title will continue to grow

PROS FOR WORKING AT GLOSSIER



- Dental insurance
- Employee stock purchase plan
- Discounts for clothing and provided food
- Company Outings
- Commuter benefits

PROS FOR WORKING AT CHICK-FIL-A



- Friendly Work Environment
- Culturally Diverse
- Access to walking trails during work schedule
- Child care services on campus
- Food provided during work

THE NEED TO KNOW

CHICK-FIL-A



- Headquarters for the franchised restaurants around the U.S
- Located in Atlanta, GA
- 29,370 employees
- Competitors include Zaxby's, McDonald's, Wendy's, and Chipotle

GLOSSIER



- Company for skincare and beauty products
- Located in NY City
- 200-500 employees
- Competitors include Winky Lux, Aveda, Sephora, and Hudson's Bay

CHICK-FIL-A WEAKNESSES



01

Poor Geographic
Coverage

02

Low innovation

03

Potential backlash on
Religious culture

04

Cost-cutting practices



GLOSSIER WEAKNESSES

01

Work culture

02

Inexperienced leadership

03

Unorganized Company

04

Moving to New York

IT'S CHICK-FIL-A FOR ME



Friendly/Diverse
Work Culture



Growth
Opportunities



Organized
Company

WHAT ABOUT YOU?



What are you
looking for?



Is creativity what
you're looking for?



I hope this gave
you a better
understanding.



THANKS

Does anyone have any questions?

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CREDITS

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