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Optimizing Small Business Success Through an Online Fashion Consulting Infographic Guide

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OPTIMIZING SMALL BUSINESS SUCCESS THROUGH AN ONLINE FASHION
CONSULTING INFOGRAPHIC GUIDE

by

Nicole Campbell

Submitted in Partial Fulfillment of the Requirements
for the Degree of Master of Science in Fashion, Business, & Entrepreneurship

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OPTIMIZING SMALL BUSINESS SUCCESS THROUGH AN ONLINE FASHION
CONSULTING INFOGRAPHIC GUIDE

A Project Report Submitted to the Faculty of the College of Arts and Humanities
in Partial Fulfillment of the Requirements for the
Degree of Master of Science in Fashion Business and Entrepreneurship
at
Lindenwood University

By

Nicole Campbell

Saint Charles, Missouri

December 2024

ABSTRACT

Title of Thesis: OPTIMIZING SMALL BUSINESS SUCCESS THROUGH AN ONLINE FASHION CONSULTING INFOGRAPHIC GUIDE

Nicole Campbell, Master of Science in Fashion Business and Entrepreneurship, 2024

Thesis Directed by: Dr. Chajuana V. Trawick Ferguson-Endowed Chair of Fashion Business and Design and Associate Professor, Shevare Perry-Adjunct Instructor College of Arts and Humanities, and Ameli Skoglund-Blaser-Visiting Faculty Fashion Design Instructor.

The project aims to challenge traditional thinking within the fashion industry, paving the way for the creation of a thriving consulting business. In addition, it will underscore the significance of developing a strong online profile for fashion consultants, symbolizing the birth of the Consult the Soul brand. Through this initiative, the project aspires to revolutionize the realm of fashion consulting by fusing unique tactics with ethical standards. By encouraging a fresh perspective and emphasizing the importance of embracing digital platforms, the project sets out to redefine the standards of success within the industry. Ultimately, this venture seeks to establish a new paradigm for fashion consulting, one that prioritizes innovation integrity and sustainability, through the creation of an online fashion consulting infographic guide.

Keywords: Fashion, Online business, Entrepreneur, Youth, Consulting, Infographic design guide

Acknowledgements

I would like to take this opportunity to express my heartfelt gratitude to you for your invaluable support and guidance throughout my academic journey. Firstly, I would like to thank my professors Dr. Ryan Curtis and Dr. James Hutson for their unwavering assistance in helping me understand the graduate school journey experienced by students like me. Your dedication to fostering a positive learning environment has been pivotal in my growth and understanding. I am especially grateful to my committee chair members: Dr. Chajuana V. Trawick Ferguson-Endowed Chair Fashion Business and Design and Associate Professor, Shevare Perry-Adjunct Instructor College of Arts and Humanities, and Ameli Skoglund-Blaser-Visiting Faculty Fashion Design Instructor, whose encouragement and challenges have guided me in immersing myself in my field of study. Your insights into the industry, shared from your diverse and respected roles, have inspired me to dream bigger and pursue my aspirations with confidence. Thank you for creating a safe space that allowed me to explore and experience beyond what I once thought possible. Additionally, I want to express my sincere appreciation to my team (advisors, family, loved ones, specialists, and entrepreneurs) for their support and encouragement. Your motivation has pushed me outside of my comfort zone, and I am thankful for your belief in my potential. Lastly, I extend my gratitude to the scholars who came before me and provided rich, resourceful information that helped convey the message of success in fashion, business, and entrepreneurship. Your collective wisdom has been instrumental in shaping my journey as a student and aspiring business owner. Once again, thank you all for your exceptional support and guidance.

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Introduction

The research project report will help to project entrepreneurs' valuable ideas about how to guide certain inventors towards products and completion through the research experience. As a consultant or entrepreneur, it will provide access to information, tactics, and intricacies that are specific to the fashion sector. Business owners have access to a variety of internet platforms that are tailored to their specific needs, as they rely on these channels to guide them without prior industry knowledge. With this report, the concentration is on providing a secure environment where entrepreneurs can invest in appropriate assistance in a challenging business in the fashion industry. Creating the online fashion consulting infographic guide is the first step to supporting fashion entrepreneurs and consultants.

Most high school and college graduates want to start quickly in their field. Although it is perceived that students will jump straight into their field of study after completing their degree, most young entrepreneurs struggle to find their way into the career that they dreamed of. There is a need for direction for young entrepreneurs to successfully enter their dream careers without the major block of desired employment. In *Careers in Fashion*, Parks mentions that young individuals aspire to creative careers that match their talents, extending beyond traditional boundaries to fields like fashion and innovation, yet are unaware of diverse opportunities within these sectors (Parks, 2021). The young entrepreneurs aim to start their journey in the fashion industry by establishing online businesses or fashion consulting firms, using proven techniques for business growth by creating a niche that comes from a desire need for a product or service.

The sources used included various information on fashion consulting, small businesses, and the online retail industry. This thesis paper is an informational foundation to navigate for the

readers as it will give insight into ways to enhance achievements while creating a small business. The points are intended to address acquired proficiency and understanding by investigating the fashion and business sectors. Young entrepreneurs and fashion enthusiasts can benefit from the advantages of investigating and optimizing small business success through online fashion consultancy, such as developing a business with an e-commerce strategy.

The online fashion consulting infographic guide covered everything, from choosing the ideal platform to honing an accurate pricing approach and product listings. An e-commerce strategic infographic design and optimization are key factors in determining its success. Understanding how a business owner wants to expand their company will help boost productivity in the success of their business in the e-commerce industry. Advice is needed while starting a small firm, particularly for young entrepreneurs for whom this insight can offer advice on how to keep their ideas viable and produce positive results.

State of the Field

This non-thesis report was tailored to starting a fashion consultant business with an infographic design as a deliverable. Using this outline for the report helped to launch a fashion consultant business and a strategic infographic guide consisting of data collected from interviews, content analysis, and scholarly articles.

The research used in this report put innovation at the forefront of the fashion industry. Therefore, the infographic guide focused on fashion business content to build a profession as a fashion consultant. To find solutions that would better advise launching an online fashion consulting firm, following fashion consultants and business owners was a useful element of this report.

By investigating other fashion consultant websites, various types of infographics, and analyzing their business concepts, the report utilized about five different observations of content related to fashion consulting and business ownership; technical aspects of making an infographic design were conceptualized for the finished product. Aspiring fashion consultants need a proper guide to produce a functioning business online to build brand awareness of their passion for the fashion industry. There is a need for guidance to start a fashion consultant business because fashion consultants need a proper instruction to produce a functioning business to successfully gain consumers, project their mission as it applies to their business, and expose the consumers to creative expertise when working in the fashion industry. Great consultants can transform organizations through cultural change by achieving crafted genuine experiences that influence strategies beliefs and assumptions while also emphasizing the importance of inner qualities (Merron,2005). This can form the question: how can young innovators gain insight to optimizing a small business successfully online in the fashion industry?

Methodology

Qualitative research methods and postmodernism theory were used to explain entrepreneurial concepts to help build a fashion business. One issue that revolves around the topics being discussed is the need for guidance when starting a small fashion e-business as a young entrepreneur. Although working in fashion is their ideal career initially, most young fashion entrepreneurs struggle to find their way into the career that they dreamed of. Most people don't realize that it takes effort from behind the scenes to create a successful fashion career, and there are a huge number of steps and processes carried out within the industry that follow the career (Parks,2019). While a degree or certificate can certainly open doors and provide valuable knowledge and skills, success ultimately depends on various factors. The

common factors include

hard work, determination, networking, and adaptability. It is important to continuously strive for growth and improvement to achieve true success. Deep learning techniques like the intelligent algorithm approach are increasingly used in artistic design, speeding up the process, improving quality, and promoting innovation (Rui, 2023). This can cause the entrepreneur to confuse and question the fate of their business and interest in their dream job in a talent versus experience comes to practice. By exploring various strategies and innovative algorithms utilized by successful businesses, this report intends to identify key principles for small fashion business owners, enabling them to harness the power of online fashion consulting and steer their ventures toward optimal market performance. The online fashion consulting infographic guide was created to support these aspects.

Literature Review

The literature review focused on various topics related to fashion, business, and entrepreneurship. It encompassed studies that explored the challenges faced by fashion entrepreneurs, successful strategies adopted by industry leaders, emerging trends in the fashion market, and consumer behavior within the sector. This review aimed to provide a holistic view of the subject matter and highlighted key findings from relevant studies.

Young entrepreneurs often have high expectations for immediate profitability when starting a business. This impatience can lead to frustration and disappointment if initial success is not achieved quickly (Lui, 2023). Many young entrepreneurs lack the necessary guidance and mentorship to navigate the complexities of building a business. This can result in missed opportunities, ineffective strategies, and inefficient resource allocation (Lui, 2023). Young entrepreneurs require guidance specifically tailored to their unique circumstances, including their limited experience, financial constraints, and evolving market trends. Building a strong network is crucial for young entrepreneurs as it provides access to mentors, investors, potential customers, and industry insights.

However, many young entrepreneurs struggle to establish and maintain valuable connections; successful businesses are built on a deep understanding of market demand. According to Youth Business and Sustainability Committee SCCC (2023), youth entrepreneurs in Singapore face various challenges when starting their businesses, such as limited access to funding, lack of experience, balancing work and life, market competition, legal and regulatory compliance, and managing growth. Young entrepreneurs must conduct thorough market research

to identify gaps, trends, and consumer preferences within their target industry. The lack of financial literacy is a common challenge faced by young entrepreneurs. The understanding of financial management, budgeting, pricing strategies, and securing funding are essential skills for sustainable business growth (Herbane,2010). In today's digital age, leveraging technology is vital for business success. Young entrepreneurs should be encouraged to embrace emerging technologies that can enhance productivity, marketing efforts, customer engagement, and overall business operations. Entrepreneurship often involves setbacks and failures. Seeking advisory services helps young entrepreneurs improve resilience, and learn from mistakes through active listening, data analysis, self-evaluation, different viewpoints, check-ins, and a growth mindset. Consultants assist with strategic pivoting, market analysis, planning, and root cause analysis for sustainable business growth.

The challenges faced by young entrepreneurs in accessing resources and support for their online retail businesses would include highlighting the potential benefits of creating a supportive ecosystem for young entrepreneurs, such as job creation and economic growth (Silva, 2023). As emphasized, it is important to foster an environment that encourages innovation and creativity among young entrepreneurs in the online retail sector.

One key strategy for small business fashion entrepreneurs to optimize success is to focus on targeted marketing. By identifying and reaching out to their specific target audience, they can maximize their impact and potential for growth. This includes understanding the demographics, preferences, and behaviors of their ideal customers to tailor their marketing efforts accordingly. Small business fashion entrepreneurs can utilize social media platforms and influencer partnerships to reach their target audience in a cost-effective and impactful way. These strategies

can help young entrepreneurs gain traction and visibility in the competitive fashion industry, ultimately leading to business growth and success.

Kelcie Slaton's (2021) "Best Practices for Targeted Marketing for Small Business Fashion Entrepreneurs", journal selection mentioned: "One reason for lack of success could be lack of attaining the target market and creating appeal, a key to a business's success is reaching the target market, which ensures that consumers are exposed to the retailer's offerings and by turn, inspired to purchase" (Slaton, 2021, p.I). Fashion entrepreneurs stand to gain from their brand's appeal to the selected target demographic, which could result in brand engagement through commercials that offer insight into desirable goods and services and draw customers into the company's business concept and vision. In addition to targeted marketing, another key aspect of optimizing success as a fashion business is understanding and catering to the needs and preferences of the target audience. By conducting thorough market research and analyzing consumer behavior, fashion businesses can better tailor their products and marketing strategies to appeal to their intended customers.

It is important to create a strong brand identity and establish a unique selling proposition in the competitive fashion industry. By differentiating themselves from competitors and effectively communicating their brand values, fashion businesses can attract and retain loyal customers, contributing to their overall success. In fashion, designers communicate to consumers through a form of consulting to provide insight into the product or service that is offered. Keith Merron discusses how to use consulting tools to engage and attract consumers in his book, *Consulting Mastery: How the Best Makes the Biggest Difference*. He expressed the first consultant is "helpful." However, the second consultant is extraordinary because his work catalyzes insight, awareness, and deep change. That kind of consulting rocks the client's world

(Merron, 2005). Fashion consultants use consultations to receive the message of the needs of consumers; the second consultation consists of the action of the service, which enhances the cultural understanding of apparel to consumers as it is tailored to what is expected. There are specific strategies and approaches that fashion businesses can adopt to operate as successful consulting firms. This will illustrate how the fashion industry can leverage its expertise and knowledge to provide valuable consulting services to other businesses.

By delving into the sources, young entrepreneurs can gain valuable insights into the specific health habits that contribute to success in the business world, thereby allowing them to prioritize their well-being for long-term success. Additionally, the sources shed light on the importance of staying updated with the latest industry trends and leveraging innovative algorithms to stay ahead of the competition. This knowledge can empower small fashion business owners to make informed decisions and adapt to the rapidly changing fashion landscape. Moreover, the sources emphasize the critical aspects of business planning that entrepreneurs often overlook, highlighting the potential pitfalls and offering preventative measures to avoid crises.

Methodology

Postmodernism and Fashion

Postmodernism's impact explores the close ties to fashion consulting by focusing on its role in e-commerce and the evolution of the fashion industry. Postmodernism captures the elements of fashion and the business aspects of the industry, as well as the process of creating a visual identity within fashion. The insights of branding and consulting strategies employed in this field were illustrated to emphasize characteristics of postmodernism. Postmodernism theory is a 20th-century strategy that emphasizes culture formation and pluralism. It challenges rigid

truths and introduces multiple interpretations through media. Postmodernism challenges established institutions, resulting in diverse definitions. It develops visual identity by destroying traditional standards and creating innovative awareness of explorations (Hutson, 2017).

Postmodernism strategic theory interprets media's influence on fashion events and characteristics, challenging established institutions through fluidity in society and examining media sources like television shows and the internet. The focus of postmodernism in fashion consulting examines the evolving nature of the fashion field due to the cultural rejection of historical rules. To analyze the apparel industry's state with similarities to postmodernism theory, one must examine the role of postmodernist artists in challenging established institutions and the intertwined nature of the fashion business. The views of postmodernism emphasize culture formation to understand the evolving nature of the fashion industry.

The fashion industry has evolved into a platform for showcasing its unique qualities. The postmodernist idea of cultural ambivalence resembles human history shaped by innovation in the fashion industry (Kaiser, 1991). It is implied to base awareness on the readiness for applying learning in corporate roles and conducting a fashion consulting business that will document the utilization of post-modernism culture in the fashion industry on conducting business. The consultant provides tailored consultations in a virtual setting, enabling clients to utilize services and share their views on image management. These consultancy services deliver guidance on enhancing the durability of clothing through hourly sessions, available both in-person and through video conferencing, tailored to the specific requirements of each client (Armstrong, et al.). Postmodernism, akin to fashion, embodies pluralism and media advancements within the fashion sector, integrating insights from fashion trends conveyed through social media and influencers, which can be interpreted as shaping individual perceptions.

Postmodernism in the fashion industry has led to a reevaluation of traditional consulting practices, with consultants focusing on providing visual identity and benefits for business owners and investors. This subtopic explores case studies and the positive impact of postmodernism on the industry. Strang, David, and Akhlaghpour (2017) discuss consultant-driven relationships between consultants and management fashion, addressing anxieties and providing comfort. These sessions prepare clients for career readiness in the fashion industry, focusing on innovative avenues.

The evolution of fashion consulting practices in the digital age focuses on virtual consulting services and personalized sessions. It emphasizes the importance of providing design advisory services, attracting diverse consumer cultures, and utilizing cultural views of trends. The target audience includes investors, individuals, and fashionistas aged 18-30. Capturing real-world examples will provide insights into the application of these concepts in the fashion industry and offer valuable lessons for others. These findings focus on a young entrepreneur who recognized the potential of e-commerce to revolutionize the fashion industry, readiness, and implementation of fashion consulting in the industry. In today's fast-paced fashion industry, market volatility, changing trends, and the popularity of certain materials pose significant challenges for small businesses. This guide details the journey of a young entrepreneur who successfully navigated these obstacles by establishing an e-business. The research also explores the impact of digital platforms on retail, challenges in maintaining creativity within commercial constraints, and the impact of commercialization on fashion culture. Digital platforms are transforming fashion consulting, and there is a growing need for fashion consultants to bridge personal style with commercial offerings.

Production and Analysis

The optimization of small businesses' success through online fashion consulting relies on a robust foundation established during the initial phases of operation within the fashion sector, fostering unique identities that emerge from postmodern influences. This report will explore various strategies aimed at increasing the likelihood of launching a new enterprise, alongside the creation of an infographic that outlined consulting recommendations for online fashion ventures. The analysis evaluated the advantages and disadvantages of the subject matter, incorporating qualitative research findings, as well as insights from previous practices, studies, and experiments relevant to the topic.

Qualitative research was employed to assist in the methodology for the report and infographic guide deliverable. Qualitative research allowed for a deeper understanding of complex phenomena by exploring subjective experiences, opinions, and motivations. Analyzing fashion and business scholarly articles, the research sought to gather valuable insights into different aspects of fashion entrepreneurship. Business concepts and ideas with personal development provide empowerment to young people by fusing personal development tactics with conventional business planning methods (Keegan, 2009). The goal was to assist young would-be business owners in developing the mindset and abilities needed to succeed in the cutthroat business world, in addition to helping them draft a workable business plan. This approach will help young entrepreneurs create a thorough business plan that includes all necessary components, including operational plans, financial predictions, marketing strategies, and market analyses.

Young entrepreneurs are guaranteed a clear road map for the success of their enterprise through this approach, which offers step-by-step coaching and access to pertinent resources.

With a focus on entrepreneurship and related subjects, the planned online fashion consulting infographic guide will bring in industry leaders, seasoned consultants, and academic advisers to ensure competent supervision throughout the business development process (Rice & The Staff of Entrepreneur Media, Inc., 2021). Working closely with the young entrepreneurs, these experts will mentor them, give insightful advice on certain industries in fashion, and assist in honing their company strategies considering industry best practices and market trends. The information and suggestions given to young entrepreneurs through this program will be heavily influenced by research findings. A thorough analysis of the market will be done to pinpoint issues unique to the industry, new trends, and possible avenues for expansion.

Furthermore, a thorough analysis of case studies showcasing prosperous young entrepreneurs will be conducted to identify the critical tactics they utilized throughout their beginning phase, providing astute insights and motivation. Young entrepreneurs have special demands and preferences; thus, the online fashion consulting infographic guide is tailored to meet their needs. Using contemporary communication technologies like online platforms, webinars, and interactive workshops, the information will be delivered clearly and understandably. Additionally, it will stress the significance of developing resilience, a growth mindset, and personal growth—all of which are essential components of success in the fast-paced corporate world of today. Reeling in the consumers with consulting tools to draw in an in-depth understanding of the cultural apparel, the way entrepreneurs convey a message to their target market is important because the main goal of achieving business success is to track engagement with the consumers.

This project added value to the existing literature by enhancing the understanding of the fashion industry for the desired audience. The infographic guided business activities that played

a role in business achievements and scholarly success. Using qualitative research as a methodological tool for the research project provided in-depth information from businesses that applied virtual strategies to enhance consumer interaction, satisfaction with a brand, and profitable gains. This case study demonstrated how young entrepreneurs overcame market volatility, changes in fashion trends, and intense competition by establishing an e-business. By managing cash flow effectively, finding their niche, and marketing their value proposition, they were able to overcome challenges. However, it also highlighted the importance of addressing issues related to personal touch. The findings from the literature review highlighted the multifaceted nature of fashion entrepreneurship. It emphasized how the challenges faced by entrepreneurs in this industry were also successful strategies for overcoming hurdles. Additionally, emerging trends in the fashion market and evolving consumer behavior provided valuable insights into the future direction of fashion entrepreneurship.

Conclusions

Challenging established mentorship programs for young entrepreneurs tailored to their specific needs, focusing on skills like networking and financial management, can be fruitful. Additionally, creating incubator and accelerator programs designed for young entrepreneurs and introducing entrepreneurship-focused curricula in schools can equip individuals with the necessary knowledge and skills. The research gathered for this report also highlighted the importance of postmodernism in fashion consulting, exploring its evolution and role within the industry. Fashion consultancy aids in the creation of visual identity for upcoming generations through cultural processes, which support fashion entrepreneurs in developing their businesses. Practical training, case studies, and real-world experiences are essential for enhancing entrepreneurial capabilities. Developing online platforms to connect young

entrepreneurs with industry experts, investors, and customers can provide valuable networking opportunities. Incorporating financial literacy education in entrepreneurship programs, collaborating with established businesses, and understanding consumer behavior is crucial for business success. This report aims to benefit young entrepreneurs, fashion followers, and investors in understanding fashion entrepreneurship dynamics and successful strategies, through the creation of the online fashion consulting infographic guide.

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