

# Alison barnard

Business



Alison Barnard case analysis Alison Barnard, 27, has the necessary skills needed for her to become a successful entrepreneur. For a long period of time, Alison has interacted and acquired the knowledge in fashion and retail shopping. In fact, in the case, it is pointed out that apart from being a daughter of a serial entrepreneur and an enterprising mother, Alison always had the passion for management, characterized by how much she desired to pursue a career in brand management, retail consulting or marketing. In addition, apart from acquiring an undergraduate degree from the University of Richmond, Alison went on to pursue a one year Master's degree in business administration (MBA) thereby increasing his knowledge on management and entrepreneurship.

Equally important, every successful entrepreneur has to know how to manage their time, as well as offering what the customers are looking for in the market. These qualities can be observed in Alison, for instance, when she discovers that women are “fit loyal” rather than “brand loyal” (Babson 2010), Alison invents a strategic corporate plan for any premium jeans and tops boutique to meet the needs of the customer thereby increasing the demand for the boutique's products, mostly jeans wares. Relatively important, Alison has good public relation skills, a characteristic necessary to become a successful entrepreneur. To illustrate, Alison had the essential skills and fervor to assist her trendy clients to find their right size and sets of jeans, something which enabled her to gain more revenue overtime.

Besides, Alison is quite determined and an industrious person, qualities that enable her to be a successful entrepreneur. For instance, it is pointed out that he had high energy and from the beginning, Alison was observed to be running her hit venture, which continuously consumed virtually every waking

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hour. Furthermore, she was less concerned about burning out as compared to having her daily duties done, in order to plan and manage for the growth of the business (Babson 2010). However, in order to increase further her chances of becoming a successful entrepreneur, Alison has to avoid or reduce her engagement in some few practices. For instance, instead of focusing on the leadership that will be provided for every store, she could be concerned on the best way of transforming the business model that she has created in her original store. This will ensure that the customers will continue targeting the store, significantly giving the stores a competitive age and thereby enabling its revenues to continue rising.

Alison has a huge opportunity for growth and development as suggested from the number of customers that visit her stores to purchase jeans and tops. In addition, Alison has minimized other factors such as the cost of labor, since she has very few employees, among them her 17 years old younger sister, her mother and an interior designer. Therefore investing with Alison as an angel investor would be quite an interesting chance that any investor would not let go. From the excerpt, it is pointed out that even though Alison had pulled out together a \$75000 stock of jeans, tops and other accessories, her investor informed her that he was going to knock down the investment for the reason that he was not prepared to become an aggressive shareholder. However, quite surprisingly, Alison was able to open the store without extra capital and guess what? It did just great! This shows that the store is performing quite competitively and investing in it would yield quite high profits for the angel investors.

#### Works Cited

Babson. Alison Barnard. Boston: Harvard Business School Publ., 2010. Print.  
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