

Internship Final Paper

This past summer I had the pleasure of interning at Sara Campbell, ltd in their corporate office. The company was started in Boston in 1985 and has grown immensely since then. Sara Campbell is a manufacturer and retailer of fine women's apparel. The company has eleven stores throughout the east coast and also manufactures for wholesale. Sara Campbell was a unique designer to get to internship for because every aspect of the company was executed within the Boston office location.

Sara Campbell utilizes vertical integration, thus giving me the opportunity to work closely in a wide variety of departments. On a daily basis, I assisted the head of finance with organizational office duties and book-keeping. Additionally, I regularly aided in the allocation, pricing, and shipping of the merchandise. When needed, I got to assist the head of marketing in organizing fashion shows and promotions. I also got to assist the merchandising team with their planning. A couple of times I had the opportunity to help capture and organize samples of fabric for future design and purchasing purposes. This was an interesting task because it gave me an opportunity to observe in the design room.

During my time at Sara Campbell I enjoyed getting to have a few regular responsibilities. These included filing incoming bills and keeping record of payments, sorting the mail, and tracking the store associate's incentives. It was nice

having regular responsibilities as an intern because it added consistency and value to my role.

I also helped to implement a new tracking system. The system put in place was a method to view future products and track them through the production and allocation process. I was able to help organize the launch of this method and got to see it put into use the last couple of weeks of my internship. Another interesting project that I got to work on was projecting the sales for all of the retail stores in the upcoming year. This was a great project for me because it gave me more insight into marketing for the fashion industry, which is definitely a career I am interested in pursuing. Projecting the sales also allowed me to see a real life application of things I had learned about in economics.

During my time at my internship I developed many new skills that will be invaluable as I prepare to consider my future career. Being the only intern that worked all summer allowed me to develop good working relationships with the adults in the office. This has prepared me for future job interviews and has made me more comfortable in the office setting. This summer, I also learned how to better manage my time and balance multiple projects at once. Working for different people, I often had multiple projects going on at one time that I had to complete within a time frame. Also, having multiple people asking for my assistance at once taught me how to prioritize my work. Another skill that I developed this summer was using excel. I am certainly not a math or computer savvy person but I very

quickly had to learn how to use excel when it became necessary for my work. Excel is very useful in the business world and I am glad I finally learned how to use it. Lastly, I learned more about customer service. There were a few times when I got to assist customers with special orders and help some of the wholesale companies. I am glad that I got to learn about this important business aspect at a company that places such a high value on customer service.

My internship at Sara Campbell made me more enthusiastic than ever to work in the fashion business one day. My internship was amazing because it gave me exposure to every aspect of the business. After this summer I think I would like to work in merchandising or marketing for a designer when I graduate. This past summer, I learned how people in my office got their start and what they studied. With this knowledge, I definitely think it would be valuable to continue taking business, economics, and marketing classes at Sewanee to develop a strong business background. I think this would be good to do because from what I have heard it is valuable to have a strong business basis and then to take a few graduate level courses in fashion. I have already started networking for another internship next summer because I learned that in the fashion industry it is very important to network and have strong connections. I enjoyed my internship this summer very much and am lucky that Sewanee helped give me this opportunity.