

# WORK AND EMPLOYABILITY

## REFLECTION ON FIELD RESEARCH

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Utilising my LinkedIn network to conduct interviews with professionals in my field of expertise, this reflection comprises of two separate interviews. The respondents each inspired clarification of my personal goals on completion of my studies and options available to me, prior to commencing my Bachelor of Business (Honours).

With my major in Entrepreneurship, Dorry Kordahi, Managing Director of Sydney based, DKM Blue was my first go-to for this exercise. Mr Kordahi has received such accolades as Four-time BRW Fast Starter, Ernst & Young Entrepreneur of the Year Finalist, Five-time BRW Young Rich List. His responses have energised my own personal entrepreneurial intentions for growth within my swimwear and international expansion into surfwear brands.

Previously living and working in Shanghai, China. I am engrossed daily by the LinkedIn fashion blog posts of Roberto Bechis. Mr Bechis as the Business Development and Country Management of operations in China, has a distinguishable passion for fashion and the scope of his online journals are international. Reflecting his globalised area of expertise, which again is in line with own attitude for my career upon completion of my studies.

Commencing with the discipline of each, Dorry's response of *"know every branch of your business, well enough to do each yourself"* (D. Kordahi, personal communication, August 13, 2019), certainly confirmed my own experience through wholesale and retail fashion aspects, as a point of advantage for my future career aspirations. Noting that the scope of Dorry's functions within his business are not only immense but his willingness to *"inspire, guide and mentor his team to bring out the best in them"* are encouraging for my eagerness to lead and motivate teams through fashion design, production and omnichannel sales growth throughout trans-seasonal and in a globalised brand management approach.

Roberto's insight as to his role as a business developer, expanding from 25 years of wide professional international experience, his background in Italian Fashion extends to current disciplines ranging from swimwear, to high fashion, to bags and accessories. His knowledge of global trends is apparent, I was truly motivated to know that his *"management of the whole circle, from design concept to bulk production, product merchandising and global sales"* (R. Bechis, personal communication, August 27, 2019), is also associated with my own personal experience. Roberto's career growth derived from exceptional results in all undertakings and is to be admired.

An entrepreneurial spirit the scope to Roberto's role including *"startup, omnichannel business development [from wholesale and retail to ecommerce sales) export management and country operations"*. I was mostly stimulated from his expertise within his *"significant work on sourcing, trend follow up, competitor landscape analysis, creative teamwork with local and overseas designers"* which was reminiscent of my time in Shanghai, when the design teams would arrive from the United Kingdom and the United States for development.

Seeking diversification opportunities, Dorry's approach to hands on management shows his dedication to his clients and technical fabrication and construction knowledge, much like my own experience. It pleased me greatly to read his words: *"to multitask is key to be a leader"*. As I have never nor could ever acquire a role where I was only responsible for one aspect. Hence my desire to expand my business knowledge from solely a designer's perspective to that of a multiskilled entrepreneur.

Dorry also mentioned that as *"an earlier pioneer of trading directly with China. That became and still is a major point of difference for my company. I was a very young man when I first travelled to China – I didn't know the culture and I could not speak Mandarin or Cantonese. That was a very big challenge in itself, but I met it and now have a very successful Sino-Australian business platform."* Evocative to my own personal experience of living and working in China, I felt very isolated while in Shanghai, but immersed myself into my role as a Global Design/Production Coordinator with gusto.

To conclude this reflection the contemplation of both respondents and their advice of misconceptions within not only their career, but I feel extends to the fashion industry, firstly to quote Mr Kordahi (August 13, 2019), in the delusion on *"how glamorous and easy everything is. Success is far from easy, it required hard work and dedication. Nor does it come with a winning ticket to happiness. Achieving happiness is hard work too"*.

Almost poetically written Mr Bechis (August 27, 2019), advice of *"the scope of work is nor money or power, it is instead the beauty of discovering meaning yourself and to improve the world starting from the people working with you and through what you are doing everyday"*.

"Nothing is obsolete in fashion world, at least it is a seed to bloom soon, later or a treasure to be discovered yet!" Bechis, R. (2006)