

Mentor Acknowledgement

My mentor's name is Marcel Gardarian. He works in sales at a company called *Wix*. He has helped me to start up my business by giving me useful information and advice. With his expertise in the area of sales, he has been able to relay his knowledge.

The role of Mr. Guardian is to be my mentor. This means that we work together and bounce ideas off each other. Even though he helps me with ideas, he does not do my work for me. He gives me just enough advice to spark an idea, but he lets me have my own learning stretch. He challenges me to think outside the box and he guides me with my thoughts. Although he has not started his own business, he has experience that he can use to teach me.

At the beginning of my project, he helped me to find my business' unique selling proposition. I knew that I wanted to make dried fruit, but did not know how I could set it apart from other companies. I came up with the idea to make the fruit customizable, and he thought it was a great idea.

As my business progresses, Mr. Gardarian has helped me in the area of advertising and marketing. We are in the midst of brainstorming promotional ideas. He has helped me to form advertisements that I can post on social media platforms, such as *Instagram*. So far, I have created posts using a platform called *Canva*. He gave his opinions about what colors and fonts would draw in customers and help them remember my business. I now have three posts on my Instagram page and am continuing to formulate new ideas.

Mr. Gardarian can advocate for my project. He has seen my learning stretch and is confident in my abilities to run a small business. Mr. Gardarian has seen the work that I have put in and how I am on the road to success.