

11 MONTHS CERTIFICATE COURSE IN RETAIL BUSINESS MANAGEMENT

GARMENT ANALYSIS

1. Customer Analysis
 - a. Customer know how
 - b. Customer loyalty
 - c. Customer relationship
 - d. Designing of a garment
 - e. Garment construction tailoring
 - f. Grooming
2. Inventory Management
 - a. Prices
 - b. Production
 - c. Operations
 - d. Stock per premises
3. Crisis Handling
 - a. Natural Calamities
 - b. Manmade crisis
 - c. Accidental Mishap

MERCHANDISING

1. Marketing Strategies
 - a. Online marketing
 - b. Seasonal marketing
 - c. Flash Sales
 - d. Click & Delivery
 - e. Retargeting campaigns
 - f. Joint co promotion
 - g. B2B marketing
2. Business Mathematics
 - a. Pricing for any business
 - b. Financial analysis
 - c. Sales forecast
 - d. Advance mathematics
3. Visual Merchandising
 - a. Fixtures
 - b. Retail Stores/Floor Management
 - c. Manpower planning
 - d. Break even strategies

RETAIL MANAGEMENT

1. Exhibiting Apparels
 - a. Fashion Show
 - b. Customize Display
 - c. Trunk Show
2. Fashion Forecast
 - a. Trend Prediction
 - b. Style Transformation
 - c. Adaptation of Fashion Change
3. Entrepreneurship
 - a. Inventory Planning
 - b. Budget Scrutiny
 - c. Standard operating program
 - d. Daily Sales Report