

## FASHION MARKETING AND MERCHANDISING (8 SESSIONS X 3 HOURS)

This course introduces learners to the fundamentals of fashion marketing, as part of a fashion business, from its conceptualisation to the marketplace. Learners will also gain insights into planning fashion merchandise, analysing business indicators of sales and profits, and managing stocks. This course also provides a holistic view on creating and managing fashion businesses in marketing and merchandising and is highly recommended for owners of fashion business start-ups and those working in the fashion industry.

### Course Content

#### Marketing

- Introduction to the fundamentals of branding and marketing
- Understanding the importance of marketing
- Understanding the vital role of marketing for the fashion business

#### Merchandising

- The process of product development
- Range and assortment planning
- Costing and pricing
- Product lifecycle and Sales cycle
- Business types/arrangement in the retail environment
- Open-to-Buy (OTB) management, projections and forecasting
- Managing key performance indicators
- Inventory management
- Performance evaluation and data analysis



#### Certification:

Learners will be presented with a Certificate of Participation upon attaining a minimal 75% attendance rate.

#### Registration Options:

##### 1) Email registration

Please download and complete the [application form](#) and email us at [lifelongeducation@nafa.edu.sg](mailto:lifelongeducation@nafa.edu.sg)

##### 2) In-person registration (by appointment only)

|   |  |  |
|---|--|--|
| <p><b>Centre for Lifelong Education</b><br/>Nanyang Academy of Fine Arts<br/>NAFA Campus 1, Tower Block, Level 9<br/>(above Bencoolen MRT, Exit A)<br/>80 Bencoolen Street<br/>Singapore 189655</p> | <p><b>Enquires:</b><br/>Tel: 6512 1388</p> | <p><b>Operating Hours:</b><br/>Monday – Friday<br/>9.30am – 5.00pm<br/>Closed on Public Holidays</p> |
|---|--|--|

**Courses are strictly on a first-come, first-served basis, as seats are limited.**



## **About the Lecturer**



### **Viona Chor**

Viona Chor is a lecturer with Nanyang Academy of Fine Arts and a qualified trainer for Singapore's Workforce Skills Qualification (WSQ) programs. She has extensive working experience in managing Fashion Lifestyle and Beauty concepts amongst other merchandising categories in major departmental stores within Singapore and Malaysia.

Viona possesses an in-depth understanding of developing private labels and brand development. She was part of senior management throughout most of her career in retail business management and merchandising.

Today, Viona enjoys imparting her knowledge and expertise with like-minded individuals. She shares her time mentoring individuals involved with small retail business start-ups.