

**INSTITUTE OF DESIGNING &
FASHION TECHNOLOGY**



FASHION ENTREPRENEURSHIP MANAGEMENT

"learn how to build a startup"

**"we train
you build"**



This program is for future Entrepreneurs who wish to live life as per their own terms & conditions.

In this program you will learn how to start your own brand/company/business/startup. You will also learn effective marketing techniques without investment or with low investment.

This program will also guide you, how to increase sales to scale up your business.



**"conquer the
world with us"**

PART 1

- * INTRODUCTION TO FBEM**
- * STYLING OF PRODUCTS**
- * FASHION ILLUSTRATION**
- * PATTERN MAKING**
- * FASHION TEXTILES**
- * DYNAMICS OF FASHION**
- * FASHION FORECASTING**
- * FASHION PSYCHOLOGY**



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world with us"**

PART 2

- * SELECTION OF PRODUCT**
- * FASHION MARKET RESEARCH**
 - * MANUFACTURING**
 - * COSTING & PRICING**
 - * COMPANY FORMATION**
- * SOCIAL MEDIA MARKETING
(FACEBOOK & INSTAGRAM)**



"lead with us"

PART 3

- * HOW TO INCREASE SALES WITH MARKETING TECHNIQUE WITHOUT INVESTMENT
- *E-COMMERCE & MARKET PLACE
- *FINANCE INVESTMENT & VALUATION
- *DISCUSSION ON TRENDING BUSINESS IDEAS
- *PRODUCT ENLISTING AND MANAGEMENT IN E-COMMERCE MARKET PLACES
- * FRANCHISE
- *BUSINESS PLAN



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PART 4 (IMPORT EXPORT SECTION)

- * ICEGATE REGISTRATION FOR
IMPORT & EXPORT**
- *EMUDRA REGISTRATION**
- *DIGITAL SIGNATURE**
- *DISCUSSION ON TOP 10 PRODUCT
TO EXPORT FROM INDIA ON HIGH
DEMAND**
- * LEARN HOW TO FIND GENUINE
EXPORT BUYERS**

BENEFITS OF THIS PROGRAM



"big business starts small"

- It will enhance your ability to create wealth from your own business.
- It makes you to become a champion of innovation.
- It gives you the ability to create greater opportunities for yourself with advancing technologies.
- It makes you self-sufficient and enterprising.
- It gives you community understanding skills which is good for your business
- It enhances your business management skills.

BENEFITS OF THIS PROGRAM



**"passionately
own the vision"**

- It gives you an orientation to change that can help your business keep up with the ever changing times.
- It gives you a better understanding of the market economy that your business must thrive in.
- The education obtained leads to your ultimate personal growth.
- Your decision making skills improves.
- It expands your creative thinking.
- This program will help you to become Atma Nirbhar.

7 BENEFITS OF BEING A FASHION ENTREPRENEUR



**"Good business leaders
create a vision"**

1. You set your own schedule
2. You believe in what you do
3. Your workplace can vary
4. You're the boss
5. You get to see your work change lives
6. You become a business leader
7. Excitement

YOUR TRAINER



SONAL SINHA

CEO of IDFT, Mumbai

Founder YouthpreneurIndia, Mumbai

11 years exp. of working in corporate.

that includes American Express & TATA Institute of Social Sciences.

He is associated with Real Estate, Education sector, Fashion Industry, Textile Industry, Import & Export, E-commerce Industry to name a few.

Beside of being a part of many industries, he is also a writer by profession.

He writes for various newspapers on topics like, Entrepreneurship, Career, Real Estate, International Affairs, Govt. Policies and many more.



TULIKA SINHA

Co-Founder of IDFT Mumbai.

Digital Marketing Expert, A Fashion Stylist, Content Writing Expert and Writer & Editor with various magazines including Women's Era.

5 years exp. in teaching with Mumbai University Colleges.

Expert in handling Social Media with keen and great knowledge of Digital Marketing. She even teaches & guides attendees and students on English Speaking, Professional Grooming Personality Development which is essential for their future growth.



**"increase your
limit with us"**

COURSE DURATION:

6 MONTH DIPLOMA PROGRAM

TOTAL NO OF HOURS: 96

AVAILABILITY: WEEKDAY & WEEKEND

LECTURE MODE: ONLINE

& OFFLINE

INTERACTIVE CLASSES

FEES: 35,500/-

CONTACT US



**"connect with
us to know
more"**

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