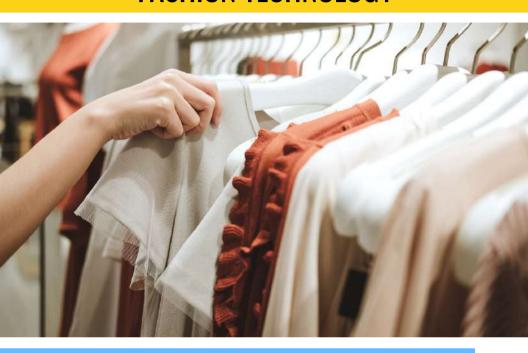
## INSTITUTE OF DESIGNING & FASHION TECHNOLOGY





# FASHION ENTREPRENEURSHIP MANAGEMENT

"learn how to build a startup"

#### ABOUT THE PROGRAM



# "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





"conquer the world with us"

PART 2

\* SELECTION OF PRODUCT

\* FASHION MARKET RESEARCH

\* MANUFACTURING

\* COSTING & PRICING

\* COMPANY FORMATION

\* SOCIAL MEDIA MARKETING

(FACEBOOK & INSTRAGRAM)





### "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





### "lead with us"

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 became 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

Policies and many more.

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, Ecommerce 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.





#### **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.

### PACKAGE & MODE





### "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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