

Fashion Brand Creation and Management

Overview :-

Branding can play a significant part to make your brand stand out from the crowd, particularly in competitive markets. You will have an intensive, interactive, hands-on understanding of how to create your own brand from scratch including your brand name, logo, identifying your unique selling proposition, identifying your target market, brand positioning and developing the sales and marketing strategy.

Modules (1) :-

1	Fashion Brand Creation and Management			
	E-learning	Training	Assessment	26:00
	00:00	24:00	02:00	
<p>Branding can play a significant part to make your brand stand out from the crowd, particularly in competitive markets. You will have an intensive, interactive, hands-on understanding of how to create your own brand from scratch including your brand name, logo, identifying your unique selling proposition, identifying your target market, brand positioning and developing the sales and marketing strategy.</p>				

Course Duration :-

SSG Approved Training & Assessment Hours	26.0
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Objectives :-

- Identify own strengths and weaknesses to establish fashion brand
- Identify target market clearly and concisely
- Create the brand Unique Selling Proposition (USP)
- Create a meaningful brand name that relates to the product
- Develop the brand personality
- Compare and establish the brand positioning
- Identify the brand icons specific to your brand
- Design a sales and marketing strategy

Entry Requirement :-

Singapore/PR Students:

- GCE 'O' Level with 3 credits including English and Mathematics OR

- WSQ Advanced Certificate OR
- WSQ ES WPLN Level 5 and above

International Students:

- High School Diploma equivalent to GCE 'O' Level with 3 credits including English and Mathematics OR
- Qualifications from professional institutes may be considered on a case-by-case basis OR
- Pass TaF.tc Entrance Test

English Language Requirement –

- Possess a minimum credit in English at GCE 'O' Level or its equivalent OR
- IELTS score 4.5 or TOEFL score 450

Students are required to have basic computing skills i.e. turn on the laptop, use the mouse, drag and drop files, use online search engine for research; and be a competent user of Microsoft Office.

Graduation Requirements :-

Student must fulfil the following requirements:

- 75% attendance rate of total training hours per module
- Assessed and be competent for every module

Student Pass Holders – a minimum of 90% attendance per month will be required.

Who Should Attend :-

- Assistant Merchandisers to Senior Merchandise Managers
- Assistant Buyers to Buying Managers
- Product Development Executives to Product Development Managers
- Retail Managers and Store Owners
- Marketing Executives
- Brand Executives / Managers

Key Learning Areas :-

- Market Research
- Brand Icon
- Key Performance Indicators
- Marketing and Sales Strategy
- Customer Demographics
- Store Profile
- Marketing Channels
- Market Selection Criteria

Certificate Issuance :-

Upon successful completion of the course, student will be awarded the Statement of Attainment (SOA) for WSQ Create and Manage Fashion Brand. WSQ Certification is nationally endorsed and recognised by industry partners.

Course Fee:-

Singaporean / PRs (SSG)

SkillsFuture Singapore Grant (SSG)

All Singapore Citizens and Permanent Residents

Full Course Fee	Application Fee	Less: SSG Grant	-	GST (7%)	Total Fees Payable (Inclusive of GST)
S\$ 1,270.00	S\$ 12.00	S\$ 889.00	-	S\$ 27.51	S\$ 420.51

Singaporean (WTS)

Workfare Training Scheme (WTS)

Aged \geq 35 years and earning \leq \$2,000/month

Full Course Fee	Application Fee	Less: SSG Grant	Less: WTS	GST (7%)	Total Fees Payable (Inclusive of GST)
S\$ 1,270.00	S\$ 12.00	S\$ 889.00	S\$ 317.50	S\$ 27.51	S\$ 103.01

Singaporean (SFMCES)

SkillsFuture Mid-Career Enhanced Funding (SFMCES)

All Singaporeans aged 40 years and above

Full Course Fee	Application Fee	Less: SSG Grant	Less: SFMCES	GST (7%)	Total Fees Payable (Inclusive of GST)
S\$ 1,270.00	S\$ 12.00	S\$ 889.00	S\$ 254.00	S\$ 27.51	S\$ 166.51

SMEs (ETSS)

Enhanced Training Support Funding (ETSS)

SME with employment size \leq 200 or annual sales turnover \leq S\$ 100 million

SME can claim additional 20% of full gross fee under ETSS where applicable

Full Course Fee	Application Fee	Less: SSG Grant	-	GST (7%)	Total Fees Payable (Inclusive of GST)
S\$ 1,270.00	S\$ 12.00	S\$ 889.00	-	S\$ 27.51	S\$ 420.51

International Students

Full Course Fee	Application Fee	NA	NA	GST (7%)	Total Fees Payable (Inclusive of GST)
S\$ 1,270.00	S\$ 12.00	NA	NA	S\$ 89.74	S\$ 1,371.74