

Footwear Brand Management and Buying Strategy

Overview :-

Use the right key tools to approach your market positioning of your footwear brand/line. You will be equipped with materials to identify the needs of your target customers, and learn to develop a footwear merchandise plan to optimize profits.

Modules (1) :-

1 Footwear Brand Management and Buying Strategy			
E-learning	Training	Assessment	34:00
00:00	32:00	02:00	
Use the right key tools to approach your market positioning of your footwear brand/line. You will be equipped with materials to identify the needs of your target customers, and learn to develop a footwear merchandise plan to optimize profits.			

Course Duration :-

SSG Approved Training & Assessment Hours	34.0
---	------

Objectives :-

- Identify factors contributing to build brand identity
- Identify target market and consumer demographics
- Create branding strategy to establish a footwear fashion brand
- Formulate a merchandising plan
- Evaluate the merchandise plan through qualitative and quantitative analysis
- Review and revise merchandise plan to optimize profit

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

a. Student must have basic mathematics skill set and know basic footwear terminology to perform project assignment.

b. 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
- Be found competent during written, practical and oral assessments

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

Who Should Attend :-

- Buyer
- Product Development Manager
- Costing Merchandiser
- Marketing Director
- Visual Merchandiser

Key Learning Areas :-

- Footwear brand icon and values
- Types of footwear and its function value
- Types of retail formats and distribution channel
- Criteria for market selection
- Competitor analysis in the chosen market segment
- Consumer demographics and buying patterns
- Market and price positioning
- Mark ups, margins and retail price computations
- Merchandise plan for footwear
- Open to buy plan for footwear
- Methods of evaluating Key Performance Indicators
- Qualitative and quantitative analysis

Certificate Issuance :-

Upon successful completion of the course, student will be awarded the Statement of Attainment (SOA) for WSQ Manage Footwear Brand and

Buying Strategy. WSQ Certification is nationally endorsed and recognised by industry partners.

Register your interest! :-

hbspt.forms.create({ portalId: "4221236", formId: "c607d4ce-5041-4706-ae11-8bb3af2dc2ef" });

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\$ 1,680.00	S\$ 12.00	S\$ 1,176.00	-	S\$ 36.12	S\$ 552.12

Singaporean (WTS)

Workfare Training Scheme (WTS)

Aged ≥ 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\$ 1,680.00	S\$ 12.00	S\$ 1,176.00	S\$ 420.00	S\$ 36.12	S\$ 132.12

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\$ 1,680.00	S\$ 12.00	S\$ 1,176.00	S\$ 336.00	S\$ 36.12	S\$ 216.12

SMEs (ETSS)

Enhanced Training Support Funding (ETSS)

SME with employment size ≤ 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\$ 1,680.00	S\$ 12.00	S\$ 1,176.00	-	S\$ 36.12	S\$ 552.12

International Students

Full Course Fee	Application Fee	NA	NA	GST (7%)	Total Fees Payable (Inclusive of GST)
S\$ 1,680.00	S\$ 12.00	NA	NA	S\$ 118.44	S\$ 1,810.44

TaF.tc



Cert No. : EDU-2-2083
Validity: 29/08/2016 - 28/08/2020

APPLY NOW

Call 3157 6111
enquiry@taffc.org
www.taffc.edu.sg

Central Plaza 298 Tiong Bahru Road #14-06 Singapore 168730
Thye Hong Centre 2 Leng Kee Road #02-09 Singapore 159086

TaF.tc and Fashion Industry Training Centre (TaF.tc)
Registered Organization Under Committee for Private Education (CPE)
part of SkillsFuture Singapore (SFS) Co Reg 116381 (CPE)
28 November 2018 to 27 November 2019