

## Develop Business Plan for Fashion Enterprise

### Overview :-

Starting your own fashion business but unsure of the viability of your business plan? This course offers you a step by step approach to achieve your goal and help you develop a road map for your business. This module covers the creation of retail concept, conduct consumer demographic studies, research and develop sales and marketing strategies, merchandise strategies, financial plans and budgets as well as developing forecasts with action plans for reality checks. A good business plan with financials is time consuming but an absolute essential for you to have a successful business that's going to survive the initial start-up.

### Modules (1) :-

1	Develop Business Plan for Fashion Enterprise			
	E-learning	Training	Assessment	
	00:00	32:00	04:00	36:00
<p>Starting your own fashion business but unsure of the viability of your business plan? This course offers you a step by step approach to achieve your goal and help you develop a road map for your business. This module covers the creation of retail concept, conduct consumer demographic studies, research and develop sales and marketing strategies, merchandise strategies, financial plans and budgets as well as developing forecasts with action plans for reality checks. A good business plan with financials is time consuming but an absolute essential for you to have a successful business that's going to survive the initial start-up.</p>				

### Course Duration :-

<b>SSG Approved Training &amp; Assessment Hours</b>	36.0
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### Objectives :-

- Identify various financial components in preparation for a Fashion Enterprise Start-up
- Develop a Start-up Funding Plan based on finance strategies
- Develop Market Analysis and Retail Analysis Study to support a Fashion Enterprise Start-up
- Develop a Product Plan suitable for a target market in the fashion industry where the Fashion Enterprise is intended to Start-up
- Create a Marketing Plan to support a business strategy for a Fashion Enterprise Start-up
- Evaluate Business Plan for Fashion Enterprise
- Present business plan for start-up to stakeholders

## **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 :-**

- Fashion Entrepreneurs
- Fashion Buyers and Merchandise Managers
- Senior Merchandise Managers
- Designers
- Retail Marketing Executives to Managers
- Product Development Managers
- Sourcing Managers
- Retail Finance Controllers
- Marketing Manager
- Store Operation Manager

## **Key Learning Areas :-**

- Financial planning and budgeting
- Concept for a Retail Fashion Enterprise
- Identify Market Segments
- Merchandise Category Selection and Brand Positioning
- Determining Competitive Factors

- Strategic Turnover Path
- Strategic Profit Model

## 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\$ 1,500.00	S\$ 12.00	S\$ 1,050.00	-	S\$ 32.34	S\$ 494.34

### 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\$ 1,500.00	S\$ 12.00	S\$ 1,050.00	S\$ 375.00	S\$ 32.34	S\$ 119.34

### 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\$ 1,500.00	S\$ 12.00	S\$ 1,050.00	S\$ 300.00	S\$ 32.34	S\$ 194.34

### 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\$ 1,500.00	S\$ 12.00	S\$ 1,050.00	-	S\$ 32.34	S\$ 494.34

### International Students

Full Course Fee	Application Fee	NA	NA	GST (7%)	Total Fees Payable (Inclusive of GST)
S\$ 1,500.00	S\$ 12.00	NA	NA	S\$ 105.84	S\$ 1,617.84