

FASHION MERCHANDISE BUYING

In today's world, buying according to market trends and consumer demands is important to remain competitive in the fashion industry. This course aims to equip you with skills to forecast, budget and plan merchandising assortments with key focus on consumer-centric buying relevancy to market merchandising concept. Conducted in a multifaceted manner, you will get the skills needed to maximize customer satisfaction and create lasting synergy between customer and brand.

PERFORMANCE OUTCOMES

- Understand various concepts, philosophies and theories of retail buying and management of merchandise and inventory
- Formulate a retail buying strategy with focus on the consumer
- Managing merchandise assortment through planning of open to buy (OTB)
- Plan, execute and evaluate of merchandiser to meet consumer needs in a highly dynamic retail setting
- Benchmark from best practice in retail buying and merchandising management

ENTRY REQUIREMENT

- Currently working in the apparel industry or aspire to work in the apparel industry
- Possess university, diploma or high school certificate
- Ability to read, write and comprehend English proficiently
- Basic computing skills and knowledge of Microsoft office

COURSE FEE

Non-GMAC Members	USD\$322.00
GMAC Members	USD\$280.00

COURSE DURATION

Training Hours	26
Assessment Hours	2
Total Hours	28

GRADUATION REQUIREMENTS

Student must fulfil the following requirements:

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

CERTIFICATE ISSUANCE

Upon successful completion of the course, student will be awarded the CGTI Certification which is nationally endorsed and recognised by industry partners.

ATTITUDE AND KNOWLEDGE

- Retail categories and retail formats
- Role of buyer
- Key performance indicators
- Central buying system
- Mark ups, margins and retail price computations
- Assortment and open to buy plans
- Merchandising for customer demographics and store profile
- Create and/or manage fashion brand
- Supplier selection criteria

WHO SHOULD ATTEND

- Assistant Merchandisers to Merchandiser Managers
- Assistant Buyers to Buyers
- Sales Supervisors
- Store Managers and Owners
- Fashion Designers
- Entrepreneur
- Product Development Executives to Managers Planners

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APPLY NOW

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