



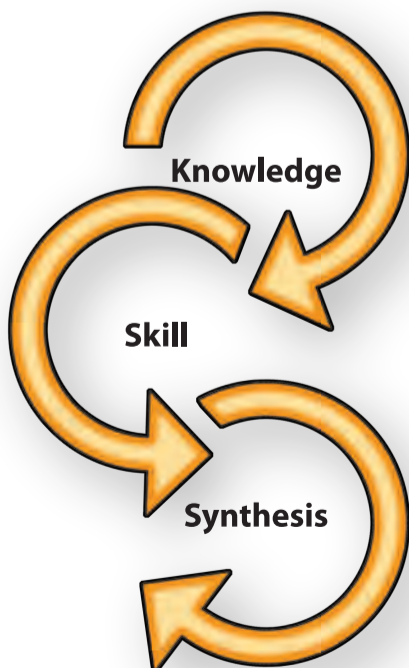
Fashion Retailing: Head & Tail of Retailing



The objective of fashion retailing is to maximize sales and profitability by inducing consumers to buy a company's products. This IDM builds and bridges gap between your Creativity and Markets. If you want to be commercially successful Fashion Professional by starting your Boutique/Retail Brand, you must know the basics of Retailing, Marketing, Consumer insights and the steps of entrepreneurship.

Overall learning objective

To make students capable of comprehensively analysing the market, retailing, marketing & entrepreneurial opportunities



To equip the students to understand the various aspects of Retailing, Marketing, Merchandising & Consumer Behaviour in the Indian and global context to understand the customer needs & to market products & services to them

To enable the students to integrate learning from several sources to identify, develop and market commercially viable fashion products and plan their ventures with detailed business plan

Learning Progression

