

# BUSINESS MANAGEMENT



TTA CHINCHWAD

TTA CHINCHWAD MEANS A GUARANTEED CAREER

# Module 1

## Industry & Entrepreneurship

- ✓ Industry structure
- ✓ Visual Merchandising
- ✓ Entrepreneurial mindset
- ✓ Market research techniques
- ✓ Brand ideation & niche selection



# Module 2: Brand Building & Merchandising

- ✓ Brand identity & positioning
- ✓ Product range planning
- ✓ Collection planning
- ✓ Pricing strategies
- ✓ Profit margin calculations



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# Module 3: Marketing, Sales & Promotion

- ✓ Marketing strategies
- ✓ Digital marketing for Business
- ✓ Social media, influencer & campaign planning
- ✓ Shows, exhibitions & pop-ups
- ✓ Visual merchandising advanced
- ✓ Sales Techniques
- ✓ Sales strategy trainings

# **Module 4: Retail, Production & Sourcing**

- ✓ **Business management systems**
- ✓ **Store layout & operations**
- ✓ **Material sourcing**
- ✓ **Vendor management**
- ✓ **Production & quality control**



# Module 5: Finance, Legal & E-Commerce

- ✓ Budgeting & financial planning
- ✓ GST & taxation basics
- ✓ Business registrations
- ✓ Online selling platforms
- ✓ Fashion e-commerce fundamentals



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# Module 6: Growth, Styling & Final Project

- ✓ Fashion styling as a business
- ✓ Bridal & occasion wear business
- ✓ Client handling & contracts
- ✓ Scaling & expansion strategies



**TTA CHINCHWAD**

*Thank You*

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