INTERNATIONAL COLLEGE OF FASHION™

SUPER SPECIALTY PROFESSIONAL EDUCATION

RULE THE WORLD OF FASHION

Globalizing of Fashion Brands

Endorsed by

INTERNATIONAL COLLEGE OF FASHION
GRAGAMI
INDUSTRY PROGRAMMES

Professional Development

Have you got to a stage with your business where you are thinking about expanding? Would you like to look beyond your domestic market? Are you unsure how to access other international markets? Then this course is ideal for you. Mr. Badal Chaudhry, CEO, Numero Uno, will guide you as an individual and as a group, to find solutions to your immediate business issues, but also to get you thinking about the future global strategy of your business. By the end of this course you'll have an understanding of how to research, plan and develop a strategy for international expansion. It is also a great opportunity to meet other small businesses, and to improve your fashion network!

The course includes:

- Strategy development
- Strategic marketing
- Fashion market intelligence
- How to plan to expand into another markets:

Learning Objective:

You will understand what globalization means; Be aware of role of trans-national corporations (TNCs) and marketing; Explore idea of globalization and recognize its implications for people, places and environments, and for their own lives; Be able to plan and carry out an enquiry; To understand the reason why EPZs (Export Processing Zones) exist; To develop awareness of what is a good piece of descriptive writing;

Methedology

- Theory lectures/Demonstrations
- Group discussion and critique on discussion

Anchor Faculty

Mr. Badal Chaudhry
CEO, Numero Uno

Numero Uno was estb. in 1987 and has a legacy of 25 years. A Jeanswear brand, anything to wear with jeans is part of product bandwidth with over 145 retail stores. Mr. Badal has 21 years experience and last 11 years in lifestyle retail space. His key strengths are in Conceptualizing successful Business models for outsourced Retail channel, Developing and implementing business strategies, Building bottoms up consumer centric teams and Manage and mentor large teams in design merchandising and marketing.

He is an alumnus of Modern School, with a degree in engg. and management from XLRI Jamshedpur.

Duration

The programme will be of 1 day. Please note that the workshop will be highly intensive and so you are requested to keep all day free for the workshop session.

Intake

Participation will be limited to a maximum of twenty (on a first come first serve basis). Any and all in the creative field including designers, managers, design professional, retailers, other professionals and students can benefit from this program. Others desiring to increase their sensitivity and creativity are also welcome. All that is needed is an open mind.

Fees & Registration

Rs.10,000/- [Non-residential, includes Service Tax, Workshop Registration fee, Lunch and one set of study material only] to be paid by Demand Draft/ Pay Order latest by 10 Days before the program in favour of INTERNATIONAL COLLEGE OF FINANCIAL PLANNING, payable at New Delhi.

Kindly send in your nominations on your company letterhead indicating Name/s, Designation, Address, Phone No, Fax No, and Email Id of the nominees along with the fee to:

Project Officer
International College of Fashion (ICF)
3rd Floor, Gulab Bhawan,
6 Bahadur Shah Zafar Marg, Next to TOI Building,
ITO, New Delhi -110002
Telephone: 09711440008 / 09711440002
E-mail: industryprogrammes@icf.edu.in

CERTIFICATION

A certificate of participation will be presented to the participants.

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Paste self attested colour photograph here. Don't staple or pin.

Student ID _____

REGISTRATION FORM

(To be submitted/mailed to International College of Fashion)

1. Name: _____

2. Date of Birth : ____/____/____

3. Nationality: _____

4. Correspondence address:_____

_____

_____City _____State _____Pin Code _____

Email address: _____Phone No. (R)_____(M)_____

5. Annual family income _____

6. Educational Qualification:

Exam/Degree	Name of degree/diploma	Percentage(%)	College/Institute	Board/University	Yr. Of Passing
Secondary					
Sr. Secondary					
Bachelors					
Masters					
Professional					

7. Payment Details:

Amount:_____ (In Words) Rupees_____

DD/Ch. No. _____ Dated _____

Drawn no. _____ Branch: _____

Cash/ Online. _____ Receipt No. _____

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Declaration

I hereby declare that the above information is complete and corrected and understand that any misrepresentation or missing information is sufficient grounds for rejecting my application. I understand and agree to abide by the withdrawal policy, copyright protection and other terms and conditions stated in the prospectus.

Office use

Career guide _____ Comments _____

Full test ☐ GD/PI ☐ Admit card ID _____

Applicant Signature