Fashion Business
Start Ups
Specifications
Offshore Manufacturing
Marketing Essentials

Fashion & Textiles
Short Courses
Fashion Business

See website for available course dates

Start Ups - What You Need to Know

Description
- What you need to know about product development (apparel or textile homewares) to start a new business. Covers all elements of the product side of the business from initial concept through to delivery into your warehouse. Content covers:
  - Product development process from design through to production
  - Quality assurance guidelines to ensure you get what you want.
  - Tips on how to source the right supplier to get the price, quality and quantity that you want.
  - Timelines, costings and shipment.
- 1 day, $280.

Specifications for Manufacturing Success

Description
- Learn the importance of the specification or technical pack in the Textiles, Clothing and Fashion industry and how to write one. Content covers:
  - What is the purpose of a specification
  - What are the elements of the specification – BOM, sketch, construction details, labelling and measurements.
- Bring along a sample and prepare your own specification for your garment or textile homewares.
- 1 day, $280.

Dealing with Offshore Manufacturing

Description
- An outline of what you need to know to work with overseas suppliers to source and develop product. The course covers practical requirements as well as tips for getting the best product at the best price. Content covers:
  - Guidelines for how to work with overseas suppliers
  - How quality assurance can help you get the product that you want
  - What you need to supply and your supplier accountabilities
  - Cultural differences and language issues
  - Import costings, import freight, certification and accreditation bodies.
- 1 day, $280.

Marketing Essentials

Description
- Starting a new fashion business and finding your dream customers requires clever use of modern marketing and PR methods. In this hands-on class you’ll learn the practical skills you need to discover who your target customer is, how to reach them as well as being introduced to the major marketing channels available including PR, social and email. We’ll also discuss content marketing and digital advertising. Content covers:
  - Creating customer personas
  - Creating an empathy map for each market subset
  - Creating a customer journey and choosing the best marketing channels for your business.
  - Creating PR, content marketing, social and email marketing campaigns
  - Measuring results
- 1 day, $280.

Creative Business: Selling Your Work

Description
- This course will prepare you for selling your handmade wares online, in brick and mortar stores, and at markets. You’ll learn how to create a strong brand identity, and how to price and market your work to its best advantage. Content covers:
  - Developing a brand identity
  - Pricing your work
  - Marketing: websites, social media, advertising
  - Selling online: choosing & implementing the best platform for you
  - Selling in brick-and-mortar stores

This suite of courses is ideal for entrepreneurs and newly established businesses that wish to develop product and buy from local or overseas makers, want to learn about sourcing and developing product offshore and are looking for ways to refine their marketing strategies. Students can elect to attend just one course or mix and match a suite of courses to suit their particular needs.