

## **ONLINE COURSE IN BOUTIQUE MANAGEMENT**



- Introduction - Brief about retail industry and types of retail stores.
- Introduction to Business - Understanding the various kinds of business models in retail and what are the differentiating factors for a Boutique Business.
- Merchandising product options for the boutique and looking through the deciding factors for the same.
- Understanding the product life cycle of fashion products and deciding factors in marketing.
- Market Research - why to conduct a market research and how to segregate a market.
- Visual Merchandising - planning merchandise arrangement, displays and shelving styles.

**Course Duration:** 16hrs

**Requirements:** Notepad and Pencil

**Assignments to be completed as and when given.**