



IWANTTOBEAFASHIONBUYER.COM[®]

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FASHION BUYING & PLANNING – ULTIMATE PROGRAM

PROGRAM OUTLINE

Our Fashion Buying & Merchandise Planning ULTIMATE program is a six-month guided online course that has been devised to give you a thorough understanding of the various tasks undertaken by team members in a retail buying and planning office. A major advantage of this program is the opportunity for you to work in a buying/planning department one or two days per week as an intern for the duration of the course. The course is divided into six months, these are:

- Month One: Introduction To Retail Buying
- Month Two: Strategy & Assortment Planning
- Month Three: Trends & Product Development
- Month Four: Sales Performance & Pricing
- Month Five: Sourcing & Negotiation
- Month Six: Work Experience & Career Development



MONTH ONE: INTRODUCTION TO RETAIL BUYING

The first month of the ULTIMATE program is designed to give you an overview of the history of fashion retail and how it has evolved through the 19th and 20th century to where it is today, as well as examining the different market levels from luxury brands and designers through to mass-market fast fashion brands. We will introduce you to the functions and activities that take place in a buying office throughout a season as well as outline any jargon and retail maths calculations that you will need throughout the course. There are three subjects in month one:

- 1: Understanding Retail – The Global Fashion Market
- 2: Understanding Retail – The Product Lifecycle
- 3: Understanding Retail – Calcs & Jargon



MONTH TWO: STRATEGY & PLANNING

Fashion buying is a combination of art and science. In month two, we look at the technical skills needed in the strategy and plan stages of the product lifecycle. How to develop a category strategy? How Merchandise Planners build a merchandise financial plan? How does the buyer decide what products to put in the range and how many to buy? There are three subjects in this month:

- 1: Creating a Strategy
- 2: Merchandise Planning
- 3: Assortment Planning & Range Building



MONTH THREE: TRENDS & PRODUCT DEVELOPMENT

Where do trends come from? How do you put together a balanced colour palette that is both on trend and commercial? What are the different types of fabrics and fibres and how do you use these when developing your range? These are some of the questions we answer in month three of this course. There are six subject area covered:

- 1: History of Fashion
- 2: Trends & Trade Shows
- 3: Colour
- 4: Fabric & Fibres
- 5: Silhouette, Shape & Fit
- 6: Sample Management



Dusky Blue

Saharan Red

Camel

Sand

MONTH FOUR: SALES PERFORMANCE & PRICING

Once a decision has been taken on what to buy for a season, the next step is to get the product to the point where the customer can purchase it. And when the range is selling, how do you evaluate what is working and what is not? How do you manage product and price so that you make the most profit from your range? In this month there are five subjects:

- 1: Order Management, Allocation & Replenishment
- 2: Evaluating Performance
- 3: In-season Management
- 4: Managing Key Lines
- 5: Price Management



MONTH FIVE: SOURCING & NEGOTIATION

One of the key responsibilities for buyers is managing and negotiating with suppliers. In this month we look at how buyers source products, how to prepare for buying trips, as well as the sustainability issues around fashion. We also look at how decisions affect cost prices and how to negotiate and manage suppliers. There are six subjects:

- 1: Sourcing
- 2: Supplier Management
- 3: Buying Trips & Factory Visits
- 4: Sustainability
- 5: The Journey from Cost to Profit
- 6: Introduction to Negotiation Skills



MONTH SIX: WORK EXPERIENCE & CAREER DEVELOPMENT

The fashion industry is incredibly competitive and you need to stand out from the crowd in order to get ahead. In month six we look at personal branding, networking and how to best present yourself during interview, as well as employers expectations and how to conduct yourself in the workplace. This is the opportunity to launch your career. We have many industry contacts and will help you wherever we can to land that first role. There are three subjects:

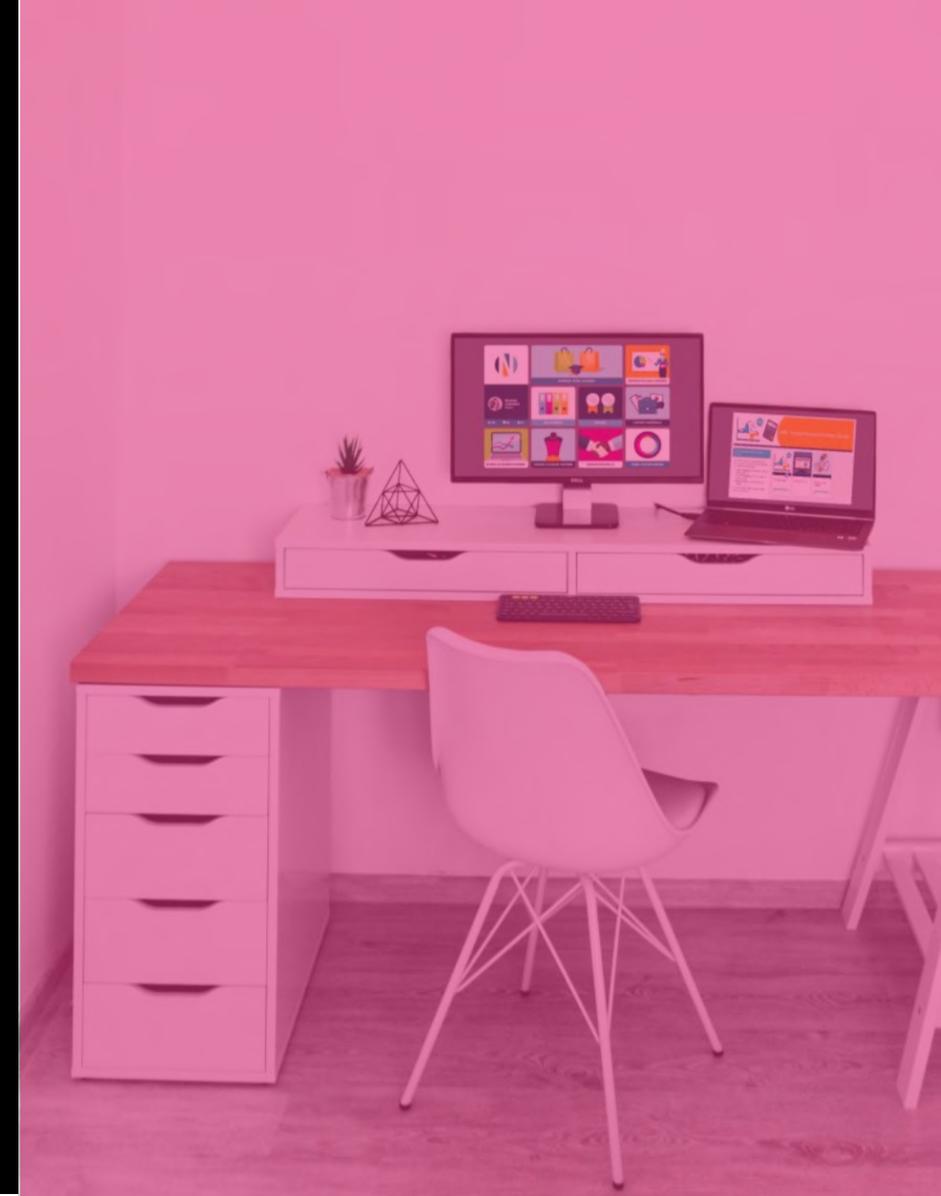
- 1: Being Work Ready & Personal Branding
- 2: Presentation Skills & Interview Preparation
- 3: Work Experience Report



WHAT ELSE DO YOU GET?

Through our parent company Numensa, we work with some of the most iconic fashion retail brands in Australia. Our aim is to assist you to land your first role in a fashion buying office, so during the course and after you also get:

- Weekly tutorial to assist you in completing assessment tasks
- Access to all course materials and downloads for 6-months
- Monthly mentorship for 6-months
- Access to jobs board for entry roles and internships
- Exclusive discounts for additional online courses



WHERE CAN I INTERN?

Currently we have a intern partners based in the Melbourne, Sydney, Brisbane and the Gold Coast. Students intern for one or two days per week for the duration of the program, giving you an hands-on opportunity to experience a full seasonal merchandise cycle. You will have an opportunity to:

- Work alongside experienced fashion buyers and merchandise planners
- Attend important meetings such as range reviews and sales performance meetings
- Learn the tasks performed at the entry level role
- Develop real work skills to add to your résumé

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START YOUR CAREER IN FASHION BUYING & PLANNING

If you want to have an exciting career in Fashion Buying & Planning then our ULTIMATE course is for you. To apply or find out more contact:

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Apply Now

