



Apparel Merchandising and Export-Import Management (AMEIM-DLP)

The program is designed for executives associated with sampling, merchandising, retailing and documentation activities in the garment/home furnishing industry and aims to impart in-depth knowledge essential for the growth of an individual in his/her organization.

Program Content:

Module 1- Textile and Apparel Manufacturing

- Fundamentals of textile manufacturing processes
- Commercial Woven and Knitted Fabrics
- Pattern Terms, Sizing Systems and Body Measurements
- Knowledge of Stitches and Seams
- Types of Trims and Accessories and their quality requirements
- Understanding of Techpack
- Production Planning and Control
- Quality Assurance in Apparel Manufacturing
- Garment Washes and Finishes

Module 2 - Marketing and Merchandising Management

- Introduction to Global Business Environment
- Core Concepts of Marketing Management
- Consumer Behaviour
- Trend Forecasting
- Merchandising Functions
- Retail Marketing and Visual Merchandising
- Export-Import Procedures & Documentation
- Letter of Credit and Incoterms

Module 3 - General Management

- Business Communication
- Social Compliance (SA-8000)