

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Adv Diploma in Global Fashion Retail Strategy

Executive Level



LAPT — London Academy of Professional Training

Address 85 Great Portland Street, W1W 7LT, London, United Kingdom

Email info@lapt.org

Telephone +44 7513 283044

Web lapt.org

Reference FS-FBM-E • Fashion Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

REFERENCE	FS-FBM-E
AWARD	Certificate
ASSESSMENT	430 marks — 258 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1

Advanced Merchandising Techniques

5 chapters · 30 classes85 marks

• 1 Understanding Key Merchandising Principles — 6 classes

› 1.1 Define Key Merchandising Concepts

› 1.2 Analyze Consumer Buying Patterns

› 1.3 Explore Visual Merchandising Techniques

› 1.4 Evaluate Effective Pricing Strategies

› 1.5 Develop Inventory Management Skills

› 1.6 Apply Merchandising Principles in Case Studies

• 2 Consumer Behaviour and Market Segmentation — 6 classes

› 2.1 Understanding Consumer Behaviour in Fashion Retail

› 2.2 Exploring Market Segmentation Strategies

› 2.3 Analyzing Consumer Motivations and Trends

› 2.4 Implementing Psychographic Segmentation

› 2.5 Identifying Key Demographic Segments

› 2.6 Applying Segmentation to Enhance Retail Strategies

• 3 Integrating Data Analytics in Merchandising — 6 classes

› 3.1 Understanding the Role of Data Analytics in Merchandising

› 3.2 Identifying Key Data Sources for Fashion Retail

› 3.3 Applying Analytical Tools to Forecast Trends

› 3.4 Interpreting Consumer Insights to Drive Decisions

› 3.5 Implementing Data-Driven Merchandising Strategies

› 3.6 Evaluating the Impact of Analytics on Sales Performance

• 4 Merchandising Financials and Performance Metrics — 6 classes

› 4.1 Understanding Key Financial Metrics in Merchandising

› 4.2 Analyzing Sales Data for Merchandising Success

› 4.3 Calculating Gross Margin and Profitability

› 4.4 Forecasting Demand with Financial Models

› 4.5 Evaluating Inventory Turnover and Stock Efficiency

› 4.6 Applying Performance Metrics to Optimize Merchandising Strategies

• 5 Sustainable Merchandising Practices — 6 classes

› 5.1 Understanding Sustainability in Fashion Merchandising

› 5.2 Identifying Sustainable Materials and Their Impact

› 5.3 Evaluating Eco-Friendly Production Techniques

› 5.4 Incorporating Circular Economy Principles in Merchandising

› 5.5 Designing a Sustainable Merchandising Strategy

› 5.6 Analyzing Successful Sustainable Merchandising Case Studies

• 1 Understanding Customer Profiles in Fashion Retail — 6 classes

- › 1.1 Exploring Fashion Retail Customer Segments
- › 1.2 Identifying Key Demographics in Fashion
- › 1.3 Understanding Psychographics in Retail
- › 1.4 Analyzing Customer Buying Behaviors
- › 1.5 Constructing Comprehensive Customer Profiles
- › 1.6 Applying Customer Profiles to Strategic Marketing

• 2 Developing a Compelling Brand Message — 6 classes

- › 2.1 Understanding Brand Identity
- › 2.2 Identifying Target Customer Needs
- › 2.3 Crafting a Unique Value Proposition
- › 2.4 Developing Core Brand Messaging
- › 2.5 Aligning Brand Message with Marketing Channels
- › 2.6 Evaluating and Refining Brand Communication

• 3 Leveraging Digital Marketing Tools and Platforms — 6 classes

- › 3.1 Understanding the Digital Marketing Landscape
- › 3.2 Exploring Key Digital Marketing Channels
- › 3.3 Analyzing Consumer Data for Targeted Marketing
- › 3.4 Utilizing Social Media Platforms for Brand Engagement
- › 3.5 Implementing Email Marketing Campaigns Effectively
- › 3.6 Measuring Success: Key Metrics in Digital Marketing

• 4 Creating Personalized Customer Journeys — 6 classes

- › 4.1 Understanding Personalized Customer Journeys
- › 4.2 Analyzing Customer Data for Personalization
- › 4.3 Mapping Customer Personas and Segments
- › 4.4 Designing Tailored Customer Experiences
- › 4.5 Implementing Personalization Strategies
- › 4.6 Evaluating the Impact of Personalized Marketing

• 5 Measuring Marketing Impact and Customer Engagement — 6 classes

- › 5.1 Understanding Key Metrics for Measuring Marketing Impact
- › 5.2 Analyzing Customer Engagement through Data Insights
- › 5.3 Evaluating the Effectiveness of Marketing Campaigns
- › 5.4 Exploring Tools and Techniques for Customer Feedback
- › 5.5 Implementing Strategies to Enhance Customer Engagement
- › 5.6 Assessing Return on Investment in Marketing Efforts

• 1 Understanding the Dynamics of Global Fashion Markets — 6 classes

- › 1.1 Exploring the Global Fashion Retail Landscape
- › 1.2 Identifying Key Players in the International Fashion Market
- › 1.3 Analyzing Consumer Trends in Global Fashion
- › 1.4 Examining the Impact of Technology on Fashion Retail
- › 1.5 Assessing the Role of Sustainability in Fashion Markets
- › 1.6 Applying Market Dynamics to Strategic Retail Decisions

• 2 Innovative Retail Strategies in Emerging Markets — 6 classes

- › 2.1 Understanding Key Retail Trends in Emerging Markets
- › 2.2 Analyzing Consumer Behavior in Emerging Markets
- › 2.3 Exploring Technological Innovations & Their Impact
- › 2.4 Leveraging Local Insights for Strategic Advantage
- › 2.5 Evaluating Successful Case Studies in Emerging Retail
- › 2.6 Developing Tailored Strategies for Market Penetration

• 3 Digital Transformation in Fashion Retail — 6 classes

- › 3.1 Explore the Role of Digital Transformation in Fashion Retail
- › 3.2 Analyze Key Technologies Driving Change
- › 3.3 Understand the Impact of E-commerce on Traditional Retail Models
- › 3.4 Evaluate the Benefits of Integrated Omnichannel Strategies
- › 3.5 Investigate the Influence of Social Media and Influencer Marketing
- › 3.6 Apply Data Analytics to Enhance Customer Experience

• 4 Sustainability and Ethical Practices in Global Fashion Retail — 6 classes

- › 4.1 Introduction to Sustainability in Fashion Retail
- › 4.2 Understanding Ethical Practices within the Fashion Industry
- › 4.3 Analyzing the Impact of Supply Chain Transparency
- › 4.4 Evaluating Sustainable Materials and Technologies
- › 4.5 Exploring Consumer Expectations and Ethical Marketing
- › 4.6 Developing Strategies for Implementing Ethical Practices

• 5 Future Trends and Innovations in Global Fashion Retail — 6 classes

- › 5.1 Exploring Technological Innovations in Fashion Retail
- › 5.2 Understanding the Impact of Sustainability on Fashion Retail
- › 5.3 Analysing Consumer Behaviour Trends in the Fashion Industry
- › 5.4 Integrating Digital and In-Store Experiences
- › 5.5 Evaluating the Rise of Direct-to-Consumer Models
- › 5.6 Projecting Future Challenges and Opportunities in Fashion Retail

• 1 Understanding Leadership Dynamics in Fashion Retail — 6 classes

- › 1.1 Exploring Leadership Roles in Fashion Retail
- › 1.2 Analyzing Key Leadership Skills for Fashion Retail Success
- › 1.3 Understanding Emotional Intelligence in Retail Leadership
- › 1.4 Examining Decision-Making Processes in Fashion Leadership
- › 1.5 Assessing the Impact of Leadership on Brand Identity
- › 1.6 Applying Leadership Strategies to Enhance Team Performance

• 2 Strategic Vision and Innovation in Fashion Retail Leadership — 6 classes

- › 2.1 Understanding Strategic Vision in Fashion Retail
- › 2.2 Analyzing Market Trends to Inform Strategic Decisions
- › 2.3 Identifying Innovation Opportunities in Fashion Retail
- › 2.4 Fostering a Culture of Innovation in Your Team
- › 2.5 Implementing Strategic Initiatives for Retail Success
- › 2.6 Measuring and Evaluating Innovation Impact in Retail

• 3 Building and Leading Effective Teams — 6 classes

- › 3.1 Understanding Team Dynamics in Fashion Retail
- › 3.2 Identifying Key Roles and Responsibilities
- › 3.3 Facilitating Effective Communication
- › 3.4 Managing Conflicts Within Retail Teams
- › 3.5 Fostering Innovation and Creativity
- › 3.6 Evaluating Team Performance and Success

• 4 Navigating Cultural Differences and Ethical Leadership in Global Markets — 6 classes

- › 4.1 Understanding Cultural Dynamics in Global Markets
- › 4.2 Analyzing Ethical Leadership Practices in Fashion Retail
- › 4.3 Identifying Cross-Cultural Challenges in Retail Strategy
- › 4.4 Applying Ethical Decision-Making in Diverse Environments
- › 4.5 Developing Intercultural Communication Skills for Leaders
- › 4.6 Evaluating Best Practices for Ethical Leadership Globally

• 5 Change Management and Transformation in Fashion Retail — 6 classes

- › 5.1 Understanding Change in Fashion Retail
- › 5.2 Identifying Drivers of Change in the Fashion Industry
- › 5.3 Analyzing Impacts of Retail Transformation
- › 5.4 Strategies for Leading Change Initiatives
- › 5.5 Overcoming Resistance and Building Support
- › 5.6 Implementing and Sustaining Change

• 1 Understanding Global Fashion Retail Landscapes — 6 classes

- › 1.1 Recognizing Key Global Fashion Retail Markets
- › 1.2 Analyzing Cultural Influences on Fashion Retail
- › 1.3 Evaluating Global Retail Strategies
- › 1.4 Exploring Technological Impacts on Fashion Retail
- › 1.5 Investigating Consumer Trends in Global Markets
- › 1.6 Applying Strategic Concepts to Real-World Retail Challenges

• 2 Retail Business Models and Strategic Positioning — 6 classes

- › 2.1 Understanding Retail Business Models
- › 2.2 Analyzing Competitive Advantage in Retail
- › 2.3 Exploring Strategic Positioning in Fashion Retail
- › 2.4 Evaluating Multi-Channel Retail Strategies
- › 2.5 Adapting to Omnichannel Retail Environments
- › 2.6 Applying Strategic Positioning in Global Markets

• 3 Consumer Behavior and Retail Strategies — 6 classes

- › 3.1 Exploring Consumer Behavior Basics
- › 3.2 Analyzing Influences on Consumer Decisions
- › 3.3 Understanding Consumer Segmentation
- › 3.4 Identifying Key Trends in Retail Strategies
- › 3.5 Examining Case Studies in Retail Innovation
- › 3.6 Formulating Effective Retail Strategies

• 4 Global Supply Chains and Merchandising Operations — 6 classes

- › 4.1 Exploring the Fundamentals of Global Supply Chains
- › 4.2 Analyzing Key Components of Merchandising Operations
- › 4.3 Evaluating the Role of Technology in Supply Chain Management
- › 4.4 Identifying Strategies for Effective Global Sourcing
- › 4.5 Implementing Sustainability Practices in Global Retail
- › 4.6 Optimizing Cross-Border Logistics and Distribution

• 5 Innovating Retail Strategies for Future Growth — 6 classes

- › 5.1 Understanding Future Retail Trends
- › 5.2 Analyzing Consumer Behavioral Shifts
- › 5.3 Exploring Innovative Retail Technologies
- › 5.4 Designing Omnichannel Retail Strategies
- › 5.5 Integrating Sustainability in Retail Growth
- › 5.6 Evaluating Case Studies of Retail Innovation

• 1 Understanding Global Fashion Supply Chains — 6 classes

- › 1.1 Exploring the Structure of Global Fashion Supply Chains
- › 1.2 Identifying Key Players and Their Roles
- › 1.3 Analyzing the Impact of Globalization on Fashion Supply Chains
- › 1.4 Evaluating Logistics and Distribution Strategies
- › 1.5 Understanding Sustainable Practices in Fashion Supply Chains
- › 1.6 Assessing the Challenges in Optimizing Global Supply Chains

• 2 Strategic Sourcing and Supplier Management — 6 classes

- › 2.1 Understanding Strategic Sourcing in Fashion Retail
- › 2.2 Identifying and Evaluating Potential Suppliers
- › 2.3 Developing Supplier Relationships and Partnerships
- › 2.4 Analyzing Cost Structures and Negotiation Strategies
- › 2.5 Implementing Supplier Performance Metrics
- › 2.6 Applying Risk Management in Supplier Selection

• 3 Inventory Management and Demand Forecasting — 6 classes

- › 3.1 Understanding Inventory Types and Their Roles in Fashion Retail
- › 3.2 Analyzing Demand Patterns in Global Fashion Markets
- › 3.3 Introduction to Demand Forecasting Models for Fashion
- › 3.4 Implementing Effective Stock Replenishment Strategies
- › 3.5 Leveraging Technology for Real-Time Inventory Tracking
- › 3.6 Evaluating Supply Chain Performance in Fashion Retail

• 4 Logistics and Distribution Optimization — 6 classes

- › 4.1 Understanding Logistics in Fashion Retail
- › 4.2 Exploring Distribution Models for Efficiency
- › 4.3 Analyzing Logistics Costs and Their Impact
- › 4.4 Integrating Technology in Supply Chain Tracking
- › 4.5 Optimizing Delivery Routes and Times
- › 4.6 Implementing Sustainable Logistics Practices

• 5 Sustainability and Ethical Considerations in Supply Chains — 6 classes

- › 5.1 Understanding Sustainability in Global Fashion Supply Chains
- › 5.2 Analysing Ethical Sourcing Practices in Fashion Retail
- › 5.3 Evaluating Environmental Impact and Mitigation Strategies
- › 5.4 Identifying Social Responsibility in Supply Chain Operations
- › 5.5 Integrating Sustainable Practices in Fashion Logistics
- › 5.6 Applying Ethical Frameworks to Supply Chain Decision-Making