

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Certificate in Fashion Retail Operations

Foundation Level



LAPT — London Academy of Professional Training

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Reference FS-FBM-F • Fashion Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

REFERENCE	FS-FBM-F
AWARD	Certificate
ASSESSMENT	445 marks — 267 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1 Fashion Buying Essentials 4 chapters · 20 classes 90 marks	• 1 Understanding the Fashion Buying Cycle — 5 classes › 1.1 Exploring the Stages of the Fashion Buying Cycle › 1.2 Identifying Key Players in Fashion Buying › 1.3 Analyzing Consumer Trends and Their Impact › 1.4 Understanding the Importance of Seasonal Planning › 1.5 Applying the Fashion Buying Cycle to Retail Strategies • 2 Identifying and Analyzing Fashion Trends — 5 classes › 2.1 Understanding What Constitutes a Fashion Trend › 2.2 Investigating Historical Fashion Trend Cycles › 2.3 Analyzing Current Fashion Industry Indicators › 2.4 Utilizing Fashion Forecasting Techniques › 2.5 Applying Trend Analysis to Retail Strategy • 3 Supplier Relationship Management and Negotiation Skills — 5 classes › 3.1 Understanding Supplier Dynamics in Fashion Retail › 3.2 Building Strong Supplier Relationships › 3.3 Exploring Key Negotiation Tactics in Fashion Buying › 3.4 Analyzing Case Studies in Successful Negotiations › 3.5 Practicing Negotiation Skills Through Role-Play Scenarios • 4 Financial Planning and Budgeting for Fashion Buyers — 5 classes › 4.1 Understanding Financial Statements › 4.2 Analyzing Cash Flow and Profitability › 4.3 Setting Budgets for Buying Decisions › 4.4 Forecasting Sales and Trends in Fashion Retail › 4.5 Monitoring and Adjusting Buying Budgets
2 Introduction to Fashion Retail 4 chapters · 20 classes 90 marks	• 1 Understanding the Fashion Retail Landscape — 5 classes › 1.1 Exploring Fashion Retail Types and Models › 1.2 Identifying Key Stakeholders in Fashion Retail › 1.3 Analyzing Consumer Behavior Trends in Fashion › 1.4 Examining Supply Chain Dynamics in Fashion Retail › 1.5 Applying Technology Solutions to Fashion Retail Challenges • 2 Consumer Behavior and Fashion Retail — 5 classes › 2.1 Understanding Consumer Behaviour in Fashion › 2.2 Analyzing Fashion Trends and Consumer Preferences › 2.3 Identifying Factors Influencing Fashion Purchases › 2.4 Applying Consumer Insights to Fashion Retail Strategies › 2.5 Evaluating the Impact of Consumer Behavior on Retail Success • 3 Fundamentals of Fashion Buying and Merchandising — 5 classes › 3.1 Exploring the Role of a Fashion Buyer › 3.2 Understanding Fashion Merchandising Strategy › 3.3 Analyzing Fashion Market Trends › 3.4 Evaluating Supplier Relationships in Fashion › 3.5 Applying Key Principles of Stock Management • 4 Retail Operations and Store Management — 5 classes › 4.1 Understanding the Basics of Store Management › 4.2 Exploring the Role of Retail Operations › 4.3 Analyzing Customer Service Strategies in Retail › 4.4 Implementing Effective Merchandise Displays › 4.5 Evaluating Sales Performance and Store Metrics

3

Market Analysis for Retail

4 chapters · 20 classes

90 marks

• 1 Understanding the Fashion Retail Landscape — 5 classes

- › 1.1 Exploring the Global Fashion Retail Market
- › 1.2 Identifying Key Players in Fashion Retail
- › 1.3 Analyzing Consumer Trends in Fashion
- › 1.4 Evaluating Competitive Strategies in Fashion Retail
- › 1.5 Applying Market Analysis to Retail Decisions

• 2 Market Research Techniques in Fashion Retail — 5 classes

- › 2.1 Understanding Market Research in Fashion Retail
- › 2.2 Identifying Consumer Trends and Preferences
- › 2.3 Conducting Competitive Analysis in Fashion
- › 2.4 Utilizing Data for Fashion Market Insights
- › 2.5 Applying Market Research to Retail Strategies

• 3 Data Analysis and Interpretation in Fashion Market Analysis — 5 classes

- › 3.1 Understanding Market Data Sources in Fashion
- › 3.2 Analyzing Consumer Trends in Fashion Retail
- › 3.3 Interpreting Sales Data for Fashion Insights
- › 3.4 Applying Statistical Tools in Fashion Market Analysis
- › 3.5 Utilizing Data for Strategic Fashion Retail Decisions

• 4 Applying Market Insights to Retail Strategy — 5 classes

- › 4.1 Understanding Market Insights in Retail
- › 4.2 Identifying Key Market Trends
- › 4.3 Analyzing Customer Demographics
- › 4.4 Integrating Market Data into Retail Strategy
- › 4.5 Evaluating the Impact of Market Insights on Business Growth

4

Retail Communication Skills

4 chapters · 20 classes

45 marks

• 1 Fundamentals of Communication in Retail Fashion — 5 classes

- › 1.1 Understanding Retail Fashion Communication Channels
- › 1.2 Identifying Key Elements of Effective Communication
- › 1.3 Developing Active Listening Skills for Retail
- › 1.4 Mastering Verbal and Non-Verbal Communication Techniques
- › 1.5 Applying Communication Skills in Real-Life Retail Scenarios

• 2 Customer Interaction and Engagement Strategies — 5 classes

- › 2.1 Understanding Customer Needs and Expectations
- › 2.2 Building Rapport through Effective Communication
- › 2.3 Tailoring Communication Styles for Different Customer Types
- › 2.4 Utilizing Active Listening to Enhance Customer Engagement
- › 2.5 Implementing Strategies for Handling Difficult Customer Interactions

• 3 Visual Merchandising Communication — 5 classes

- › 3.1 Understanding Visual Merchandising Concepts
- › 3.2 Identifying Key Elements of Store Displays
- › 3.3 Designing Eye-Catching Window Displays
- › 3.4 Utilizing Color and Lighting in Retail Spaces
- › 3.5 Evaluating Visual Merchandising Effectiveness

• 4 Digital Communication and Social Media in Fashion Retail — 5 classes

- › 4.1 Exploring Digital Communication Tools in Fashion Retail
- › 4.2 Understanding Social Media Platforms for Retail Exposure
- › 4.3 Crafting Engaging Content for Fashion Audiences
- › 4.4 Leveraging Influencer Partnerships in Retail Promotions
- › 4.5 Evaluating Digital Communication Success in Fashion Retail

5

Supply Chain Management Basics

4 chapters · 20 classes

65 marks

• 1 Understanding Fashion Supply Chain Fundamentals — 5 classes

- › 1.1 Exploring the Components of the Fashion Supply Chain
- › 1.2 Understanding the Role of Manufacturers and Suppliers
- › 1.3 Analyzing the Logistics of Fashion Distribution
- › 1.4 Evaluating Inventory Management Strategies in Fashion
- › 1.5 Applying Sustainable Practices in Fashion Supply Chains

• 2 Sourcing and Procurement in Fashion Retail — 5 classes

- › 2.1 Understanding the Fashion Supply Chain
- › 2.2 Identifying Key Sourcing Strategies
- › 2.3 Exploring Procurement Processes in Fashion
- › 2.4 Analyzing Supplier Relationships and Management
- › 2.5 Applying Ethical Considerations in Fashion Sourcing

• 3 Inventory Management and Logistics — 5 classes

- › 3.1 Understanding Inventory in Fashion Retail
- › 3.2 Exploring Types of Inventory Control Systems
- › 3.3 Analyzing Demand Forecasting Methods
- › 3.4 Coordinating Efficient Logistics in Fashion
- › 3.5 Applying Strategies for Optimal Stock Levels

• 4 Technology and Innovation in Fashion Supply Chains — 5 classes

- › 4.1 Exploring the Role of Technology in Fashion Supply Chains
- › 4.2 Understanding Digital Innovations Transforming Fashion Logistics
- › 4.3 Analyzing the Impact of Automation in Fashion Manufacturing Processes
- › 4.4 Integrating Smart Inventory Management Systems in Retail
- › 4.5 Evaluating the Benefits of Blockchain for Supply Chain Transparency

• 1 Principles of Visual Merchandising in Fashion Retail — 5 classes

- › 1.1 Understanding the Role of Visual Merchandising in Fashion Retail
- › 1.2 Identifying Key Elements of Effective Fashion Displays
- › 1.3 Exploring Colour Theory and Its Impact on Consumer Behaviour
- › 1.4 Learning to Create Balanced and Harmonious Fashion Displays
- › 1.5 Applying Visual Merchandising Techniques in Fashion Store Layouts

• 2 Designing Effective Store Layouts and Displays — 5 classes

- › 2.1 Exploring the Principles of Store Layout Design
- › 2.2 Analyzing Customer Flow and Zoning Strategies
- › 2.3 Creating Visually Appealing Product Displays
- › 2.4 Implementing Color and Lighting for Impact
- › 2.5 Evaluating the Effectiveness of Store Layouts

• 3 Utilizing Color, Lighting, and Signage for Impact — 5 classes

- › 3.1 Exploring the Power of Color in Visual Merchandising
- › 3.2 Understanding Lighting Techniques to Enhance Retail Displays
- › 3.3 Designing Effective Signage for Shopper Engagement
- › 3.4 Combining Color and Lighting for Maximum Retail Impact
- › 3.5 Analyzing Case Studies of Successful Visual Merchandising

• 4 Seasonal and Trend-Driven Visual Merchandising Strategies — 5 classes

- › 4.1 Understanding Seasonal Trends and Themes
- › 4.2 Identifying Key Trend-Driven Elements
- › 4.3 Designing Impactful Displays for Seasonal Appeal
- › 4.4 Utilizing Colour and Material for Trend Alignment
- › 4.5 Implementing Seasonal Strategies in Store Layouts