



## 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

- Introduction to Textile and Apparel Industry
- Fundamentals of spinning, weaving, knitting and chemical processing of textiles
- Familiarization with garment manufacturing processes
- Understanding of sizing systems and body measurements
- Knowledge of stitches and seams
- Trims and Accessories
- Understanding of Techpack

#### Module 2 - Marketing and Merchandising Management

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

