

DIPLOMA IN APPAREL MERCHANDISING

Diploma in Apparel Merchandising is a must for those who are interested to enter a career in the fashion industry or for practitioners who wish to upgrade their skills. Merchandising entails in-depth product knowledge covering fabric, design, product development, apparel production to quality control. While Marketing covers retail merchandise buying, branding and creating sustainable value chain, with the critical skill of the Art of Follow-Up helps to ensure that you will source, produce and deliver the final product in store on-time.

COURSE STRUCTURE

Diploma in Apparel Merchandising will be conducted in the form of lectures, discussions, demonstrations, case studies, practical exercises, role plays and hands-on activities.

14 MODULES:

1. Apparel Product Development
2. Apparel Production Sequence
3. Garment Construction
4. Introduction to Textiles
5. Production Drawing
6. Quality Assurance in the Textile and Fashion Industry
7. Workplace Skills
8. Digital Apparel Design
9. Social Accountability Compliance
10. Fashion Merchandise Buying
11. Global Sourcing
12. Global Immersion in the Textile and Fashion Industry
13. Material and Apparel Costing
14. Order Coordination and Production Tracking

ENTRY REQUIREMENT

- Currently working in the apparel industry or aspire to work in the apparel industry
- Possess university, diploma or high school certificate
- Ability to read, write and comprehend English proficiently
- Basic computing skills and knowledge of Microsoft office

COURSE FEE

For more details on type of Place and Train programme packages and courses fee, please contact us at (855) 23 883 435

COURSE DURATION

Course Type	Full-Time
Total Training and Assessment Hours	390 hours
Total Number of Months	3 months

*Maximum number of months factoring in holidays and scheduling conflicts.

GRADUATION REQUIREMENTS

Student must fulfil the following requirements:

- 75% attendance rate of total training hours per module
- Assessed and be competent for every module

CERTIFICATE ISSUANCE

Upon successful completion of the course, student will be awarded the CGTI Certification which is nationally endorsed and recognised by industry partners.

CAREER OPPORTUNITIES

- Assistant Merchandiser and Merchandiser
- Marketing Executive and Manager
- Product Development Executive
- Sourcing Executives and Manager
- Assistant Buyer and Buyer
- Planner
- Assistant Quality Coordinator
- Procurement In charge
- Factory Manager

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CGTI
Cambodian Garment Training Institute

GMAC
Garment Manufacturer Association in Cambodia

TaF.tc
INTERNATIONAL

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MODULES SYNOPSIS

1. Apparel Product Development

With the growing trend of buyers asking for value-added services, only factories who can offer design and product development services can compete in the global arena. It is fast becoming a pre-requisite for factories to be able to offer such services to remain in the buyers' matrix of selected suppliers. Garment manufacturers have to develop their own product development team to meet their buyers' requirements. Factories that have already set up product development teams, would have a head start to work with buyers and designers to collaborate and better understand the buyer's needs. It is also imperative to create the most relevant collection in the shortest time for the buyers, as lead time gets shorter. Product development is not just about the creation of new samples, it has to meet the criteria and the needs of the buyers.

2. Apparel Production Sequence

Learn how a garment is made from pattern drafting, cutting and sewing. With the basic knowledge in drafting and sewing, you can better understand and relate mass production processes from pattern making to cutting, sewing and finishing. This course also covers basic threading of the industrial sewing machine and sewing techniques, and is a good foundation for anyone who wants to be in the apparel industry.

3. Garment Construction

With steep retail competition and quick style changeovers, manufacturers, retailers and buying agents are faced with the challenges of offering a wider product range, a quicker product development cycle in a shorter production lead-time. Thus, Merchandisers, Garment Technologists and Designers are required to develop designs and respective technical packages including production design that are feasible in production as well as achieve accuracy in sample interpretation. The understanding of how garments are constructed, the various seams and stitches utilization in various components within the garment is critical. Thus fundamental knowledge will reduce redundant designs that cannot be replicated in mass production and eliminate misinterpretation in sampling.

4. Introduction to Textiles

This subject provides a basic understanding of fibers and yarns in textiles formation. Students are taught the fundamentals of knits and weaves, and to identify fabric by names through visual identification and their intrinsic characteristics. Students' understanding of textiles include production processes and developments in the industry. Virtual field trips includes visits to mills and testing laboratory. This is a fundamental foundation for anyone in the fashion industry.

Merchandisers, Designers, Product Developers, Purchasers, Procurement Officers, Quality Control Auditors/Inspectors, Sample Makers and Production Personnel often have problems in identification of fabrics and pre-empting issues relating to materials due to the lack of material knowledge, its characteristics, limitations and the varied processes. Thus a good understanding of textiles is a critical competency required for the incumbent in the effective delivery of their job functions.

5. Production Drawing

This module aims to provide basic knowledge and skills to draw production drawings. It covers different garment types, details and specifications. You will learn how to draw basic production drawings and give basic descriptions.

6. Quality Assurance in the Textile and Fashion Industry

This module covers the major aspects of Quality in the textiles & apparel industry. Students will learn the Principles of quality management, to understand and interpret the various types of quality audit reports and how quality policies can impact the operational performance of the organization. The areas of coverage include: statistical sampling, defects classification, samples evaluation and report writing. Raw Materials, product testing and safety, color evaluation will also be introduced. Students will also have the opportunity to be engage in discussions on common quality issues and measurement deviations faced by the industry.

7. Workplace Skills

The module is designed to help individuals function effectively as an independent thinking adult in the workplace and focus on importance of initiative and enterprise in the context of his/her work scope, responsibility, accountability authority and expertise. This module covers area of communication, goal setting, time management, work ethics etc.

This course will help you become a better communicator and self-motivated person who is able to connect well with the different stakeholders to enhance workplace success.

8. Digital Apparel Design

This training provides fundamental applicable skills in using the Adobe Illustrator (AI) software, concentrated in the area of fashion design and presentation. Learners will identify the numerous benefits of using CAD and any possible shortcomings, you will learn how to use AI to render garment designs and technical sketch, you will learn basic Photoshop skills, and you will be familiar with the various electronic file types, their properties and effective digital transmission. Learners will be able to create vector-based flat drawings, do basic image editing, use selected effects and create presentation layouts using selected CAD software. You will also learn to create their own trims library for enhanced and long-term effectiveness.

9. Social Accountability Compliance

Social Accountability Compliance has emerged as one of the most complex challenges in the garment industry. In recent years, a significant number of Asian vendors have failed to meet the code of conduct standards of buyers. Inability to meet these standards has forced hundreds of factories to close down. There are still thousands of small factories that find it difficult to do businesses with large brands as you do not know how to meet the code of conduct requirements. Buyers, on the other hand, face increasing pressure from their stakeholders in their home country and raising the bar with new demands. A factory is often faced with multiple codes of conduct and has many audits and monitoring visits. The challenge, therefore, is to ensure that you meet the code of conduct audit and stay competitive. After attending this module students will be able to reduce the audit failure rate and minimize business risk for factories.

10. Fashion Merchandise Buying

In today's world, buying according to market trends and consumer demands is important to remain competitive in the fashion industry. This course aims to equip you with skills to forecast, budget and plan merchandising assortments with key focus on consumer-centric buying relevancy to market merchandising concept. Conducted in a multifaceted manner, you'll learn how to develop and implement a sourcing strategy. Conducted in multifaceted approach, you will acquire key skills such as tactics for sourcing various materials, supplier selection, vendor management, negotiation, effective communication and comprehension of import/export regulation and agreement between countries.

11. Global Sourcing

Strategic sourcing enhances efficiency and value, ultimately impacting the profitability of any organization. In this essential course, you'll learn how to develop and implement a sourcing strategy. Conducted in multifaceted approach, you will acquire key skills such as tactics for sourcing various materials, supplier selection, vendor management, negotiation, effective communication and comprehension of import/export regulation and agreement between countries.

12. Global Immersion in the Textile and Fashion Industry

This training provides the participant with the attitude, the skills and knowledge to work in the global textile and apparel industry. It provides the participant an overview of the global textile and apparel industry, business and culture etiquettes of various countries and how to work in global environment with the right amplitude, attitude and expectations.

13. Material and Apparel Costing

Learn the techniques and concepts in material and apparel cost computations that are widely used in the fashion industry. This includes fabric costing, fabric consumption calculation and apparel costing. This fundamental knowledge will enable the entrepreneur, designer, merchandiser or marketing personnel to compute cost based on given sketch or sample. Understanding of the various components costs which enables you to estimate the commercial viability of the design; apply the various alternatives to fulfill the design/collection; be a more effective negotiator with the suppliers or manufacturers; and provide quotations on the spot.

14. Order Coordination and Production Tracking

This training provides knowledge pertaining to the sequence and inter-relation of each process of the life cycle of a product from design concept to retail floor. Students will be equipped with production tracking tools to follow up from design to delivery, as well as coordinate and monitor production, trouble shoot and solve problems to ensure on-time delivery.

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