

## All about product

Professional training work shops for merchandisers, managers and directors in the apparel business.



### Course 1

#### Product Management (1 day)

- How to establish a seasonable time frame?
- How to define segmentation, categories and concepts?
- How to work with historical and forecast figures?
- How to collect information from the markets?
- How to collect trend forecast and innovation?
- How to define a seasonal briefing and follow the steps to finalise the collection?

### Course 3

#### Product Costing (1 day)

- How to define direct and in-direct cost?
- What are the parameters for consumption calculation?
- What are the parameters for wages calculation?
- How to define a marginal income?
- The potential and synergy of strategic sourcing?
- Influence of product management and product development?

### Course 5

#### Full scale product work shop (3 days)

- Product Management
- Product Development
- Product Costing
- Quality Management

### Course 2

#### Product Development (1 day)

- How to develop the full size and colour range?
- How to achieve a duly production readiness (quality, fit and workman ship)?
- How to establish relevant mile stones, deliverables and deadlines?
- Where are the critical links to the technical departments?
- Where are the critical links to the procurement departments?
- Which documents are required along the process?

### Course 4

#### Quality Management (1 day)

- What are the different kind of inspections?
- What are the different tolerance and sample levels?
- What is a level of acceptance?
- What an inspection report should contain?
- How to support a commercial decision making?
- How to cooperate with the product development?

The fee for course 1.-4 is 1,799 HKD per person  
The fee for course 5. is 4,500 HKD per person

Group discounts for companies can be discussed.

Enquiries and reservations under [admin@mclbrands.com](mailto:admin@mclbrands.com)  
[www.mclbrands.com](http://www.mclbrands.com)