

ROOKIE ENTREPRENEUR

CURRICULUM

DAY 1

DO YOU REALLY WANT TO RUN A FASHION BUSINESS?

	Overview of the Global Fashion Industry. Fashion Lingo.
	The Nigerian Fashion Climate
	The Business side of Fashion. Business Lingo
	Fashion Entrepreneur Quiz (use a pencil)

BUILDING YOUR SUCCESS BLUEPRINT

	Business Plan and Model
	The Company – Culture, Structure, Ethics and Values, Processes.
	Class Project: Develop your business model

STRUCTURING YOUR BUSINESS

1	Developing Systems for Sustainability
2	Cash Flow Management
3	When Do I make my First Hire?
	Interpret your Fashion Quiz and Consult yourself as a third party.

ASSIGNMENT FOR NEXT CLASS

- 1) What are your favorite brands? (1 Fashion brand, 1 Non Fashion brand)
- 2) Identify 5 things you like about each brand.
- 3) Use a board to illustrate question (2)

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DAY 2

BRANDING

What it means. What it means to people. What it should mean to you.

Branding in this Age

BRANDING YOURSELF TO GREATNESS

Personal branding

Your business brand as an extension of your personal brand

PUTTING YOURSELF OUT THERE

The Ps of Marketing

Content Marketing

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DAY 3

MAKING MONEY	
	Revenue streams
	Diversifying income avenues. Yes or No?/ When and How?
	Positioning your business to getting Customers.

LIVE PANEL OF ENTREPRENEURS	
	Discussion on Being Profitable and Managing Cash flow.