



Fashion **Business** Management Brochure (FBM)

Industry-Led *Certificate Program*



Program *Focus*

The Fashion Business Management (FBM) program is an intensive, industry-aligned certificate course designed for aspiring and practicing fashion entrepreneurs and business professionals. The program focuses on equipping professionals with the business, strategy, and operational skills needed to build and scale commercially viable and sustainable fashion businesses



Total *Duration*

6 Months

Total Contact Hours:

90 hours

Total Training Days:

18 Live
Instruction
Days

Training Breakdown:

- 6 weeks of instruction (3 sessions per week, 4–5 hours per session)
- 2 weeks of assessments, applied practicals, and pitch preparation
- 2 weeks of Bridge Project (cross-collaboration with students from other courses)



Mode *of* Delivery



**100%
Virtual**



**Live Instructor
Led Sessions**



**Recorded Session Access
For Enrolled Learners**

Weekly Training *Rhythm*



Each week is structured to balance guided instruction, independent application, and accountability.

In-Class Sessions:

Lectures, workshops, case studies, and guided practical work

Independent Work Days:

Applied exercises focused on the learner's own business or project, with WhatsApp group support and facilitator check-ins

Weekly Deliverables:

Tangible business outputs submitted at the end of each week

Soft Skills Integration:

Professional development, communication, leadership, and workplace readiness are embedded into each week's curriculum

CURRICULUM OVERVIEW



Week

01

BUSINESS FOUNDATIONS & FINANCIAL LITERACY

- ✓ Choose the right legal structure for your business
- ✓ Calculate true product costs (stop leaving money on the table)
- ✓ Set profitable prices based on data, not guesswork
- ✓ Create 12-month financial forecasts and budgets
- ✓ Set up proper accounting systems



Week

02

PRODUCTION, OPERATIONS & SUPPLY CHAIN

- ✓ Design efficient production workflows
- ✓ Select and negotiate with suppliers effectively
- ✓ Manage inventory to prevent stockouts and overstocking
- ✓ Implement quality control systems
- ✓ Build reliable vendor relationships



Week

03

FINANCIAL MANAGEMENT & BUSINESS ANALYTICS

- ✓ Manage cash flow to avoid business-killing gaps
- ✓ Read and understand financial statements
- ✓ Calculate break-even points for smart decision-making
- ✓ Use data and KPIs to guide business growth
- ✓ Plan for taxes and work effectively with accountants

Week

04 **BRANDING,
MARKETING &
DIGITAL
STRATEGY**

- ✓ Build a compelling brand identity and positioning
- ✓ Create detailed customer personas
- ✓ Develop multi-channel marketing strategies
- ✓ Master social media and e-commerce platforms
- ✓ Design customer experiences that create loyalty



Week

05 **GROWTH,
FUNDING &
STRATEGIC
PARTNERSHIPS**

- ✓ Understand funding options (grants, loans, investors)
- ✓ Create investor-ready pitch decks
- ✓ Build strategic partnerships
- ✓ Develop 3-5 year growth strategies
- ✓ Navigate business negotiations confidently



Week

06 **BUSINESS
SYSTEMS, RISK &
SUSTAINABILITY**

- ✓ Build scalable systems and SOPs
- ✓ Design organizational structures for growth
- ✓ Manage business risks and ensure continuity
- ✓ Implement sustainable and ethical practices
- ✓ Lead teams and delegate effectively

Capstone & Closing



Assessment & Practicals Phase

- Individual applied projects
- Mid-program and final assessments
- Pitch event preparation

Closing Event

- Fully physical pitch day
- Learners present their business concepts or growth strategies
- Feedback from industry judges and facilitators

Lesson *Outcomes*

WHAT YOU'LL CREATE

By program end, you'll have completed:

- ✓ Comprehensive Business Plan (25-35 pages)
- ✓ 3-5 Year Financial Projections Model
- ✓ Production & Operations Manual with SOPs
- ✓ Marketing & Sales Strategy (90-day plan)
- ✓ Brand Identity Guide & Customer Personas
- ✓ Investor-Ready Pitch Deck
- ✓ Quality Control Systems & Inventory Templates
- ✓ Vendor Management Database
- ✓ Risk Management & Business Continuity Plan
- ✓ Sustainability Action Plan



Learning *Approach*



LEARN IT

Expert-led instruction on business principles and frameworks



APPLY IT

Immediately implement in your business during independent work days



GET FEEDBACK

Instructors review your work and provide personalized guidance



REFINE IT

Iterate based on feedback and real-world testing



PRESENT IT

Showcase your complete business plan to industry experts



Program *Highlights*

-  **PROFESSIONAL CERTIFICATION**

Earn a Bridge Institute Certificate in Fashion Business Management – recognized credential that opens doors

-  **REAL BUSINESS OUTCOMES**

Every week produces tangible deliverables you implement immediately in your business

-  **EXPERT INSTRUCTION**

Learn from industry practitioners with proven track records building and managing successful fashion businesses

-  **INDUSTRY CONNECTIONS**

Network with investors, brand partners, and fellow entrepreneurs. Pitch event includes industry leaders.

-  **CAREER ADVANCEMENT**

Graduates work as Fashion Business Managers, Brand Operations Managers, Production Managers, and Consultants earning ₦200K-₦1,000,000 Million monthly

-  **ONGOING SUPPORT**

Lifetime alumni network access, quarterly workshops, job placement assistance, and continued learning resources

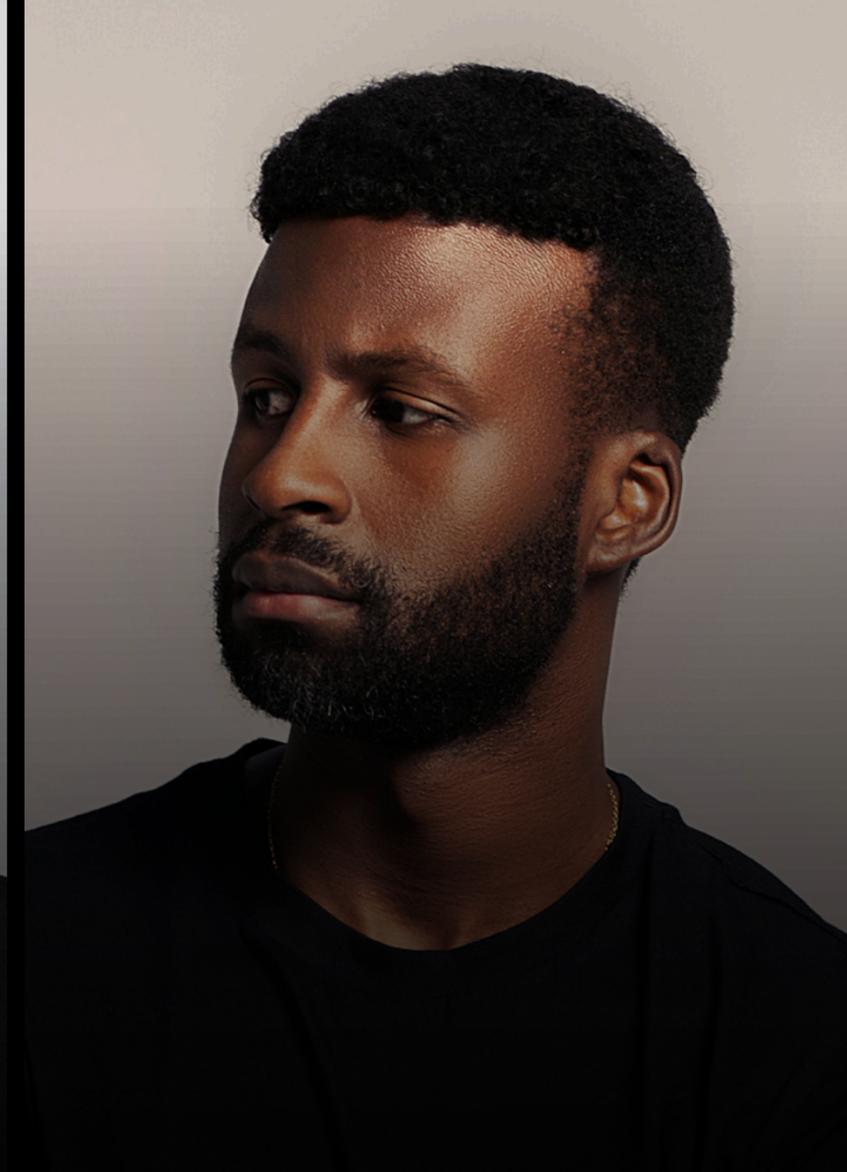
- **FASHION PRACTICUM**

Job placements with industry partners and Fashion businesses for real world experience



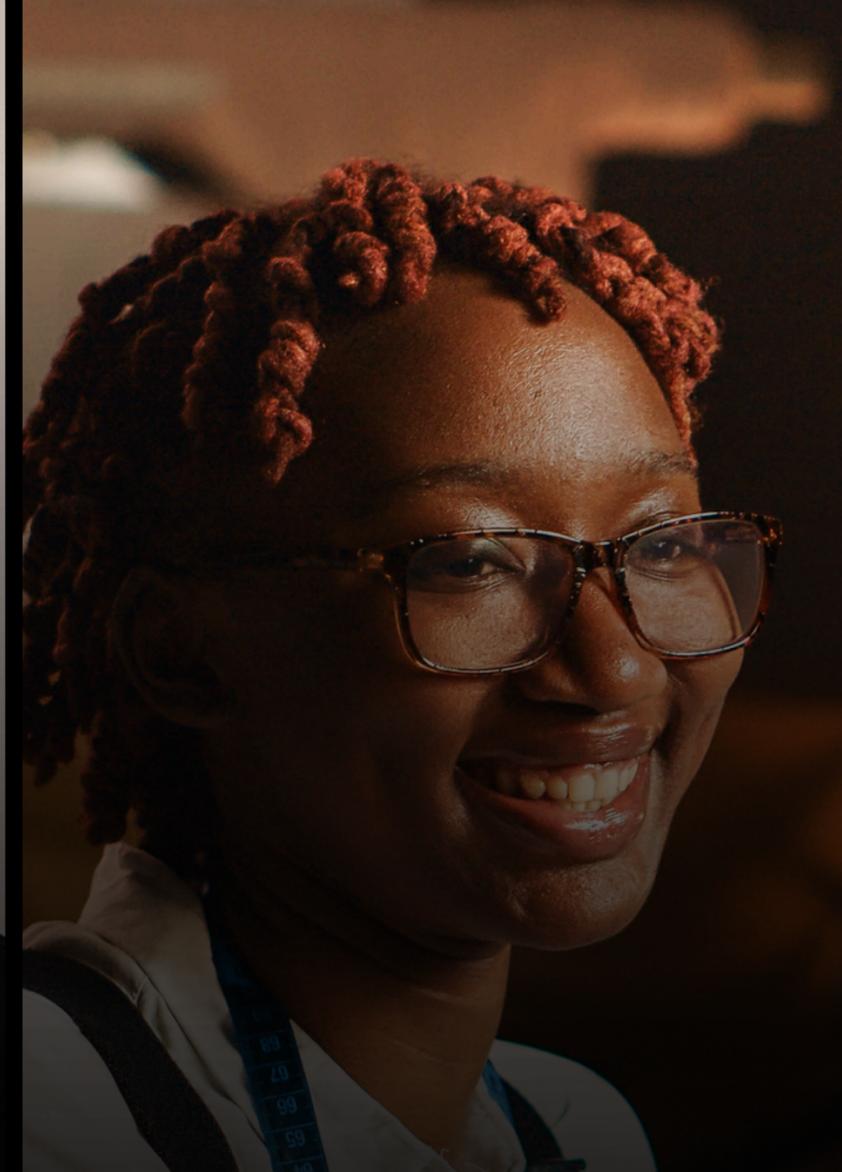
FASHION ENTREPRENEURS

You have a brand or product line but struggle with the business side. You're ready to move from "owner-managed chaos" to professional, profitable operations.



ASPIRING FASHION BUSINESS OWNERS

You have a fashion business idea and the creative vision, but need the business knowledge to launch successfully and avoid costly mistakes.



FASHION MANAGERS & COORDINATORS

You work in fashion but want to advance your career by developing strategic business skills, financial literacy, and leadership capabilities.



CAREER SWITCHERS

You're transitioning into fashion from another field and need comprehensive business training to enter the industry with confidence and credibility.

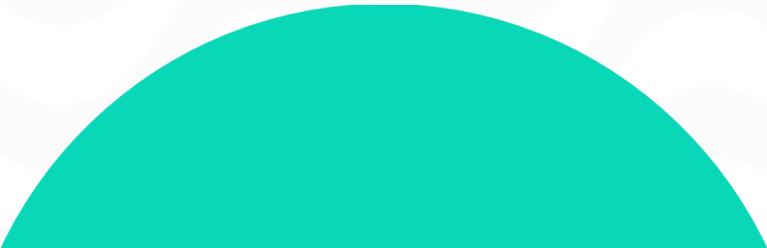


Investment

Program Fee: 350,000

(Check websites for available discounts or scholarship)

Payment Plans Available
Contact: bridge@obsidianadvisoryafrica.com



Frequently Asked Questions

QUESTION

I don't have a fashion degree. Can I still join?

ANSWER

Absolutely! This program focuses on business skills, not design. If you're in fashion or want to be, you're welcome.

Frequently Asked Questions

QUESTION

What if I'm just starting and don't have a business yet?

ANSWER

Perfect! You'll develop your complete business plan during the program and avoid expensive beginner mistakes.

Frequently Asked Questions

QUESTION

I'm already running a business. Is this too basic?

ANSWER

No. Most existing business owners discover gaps in their financial management, systems, and strategy. The program meets you where you are.

Frequently Asked Questions

QUESTION

Can I work while doing this program?

ANSWER

Yes, but you need to commit to 3 full days per week plus independent work time. Many participants maintain part-time work.

Frequently Asked Questions

QUESTION

What if I miss a class?

ANSWER

You can miss maximum 2 sessions to maintain certification eligibility. Content is not recorded, so arrange peer notes.

Frequently Asked Questions

QUESTION

Is the certificate recognized?

ANSWER

Yes. Bridge Institute's certificate is recognized. Graduates work in top fashion companies and many have secured funding based on their certification.

Frequently Asked Questions

QUESTION

Will this help me get investment?

ANSWER

The program prepares you to pitch professionally. High performers pitch directly to investors at our event. However, investment depends on your specific business and readiness.

Frequently Asked Questions

QUESTION

What's the difference between this and other programs?

ANSWER

FBM is intensely practical. Every week you create real deliverables for YOUR business. You leave with a complete business plan, not just knowledge. Plus, you pitch to real industry leaders.

Frequently Asked Questions

QUESTION

Can I pay in installments or apply for scholarship?

ANSWER

Yes!

Contact bridge@obsidianadvisoryafrica.com for payment plan options.

Frequently Asked Questions

QUESTION

What happens after I graduate?

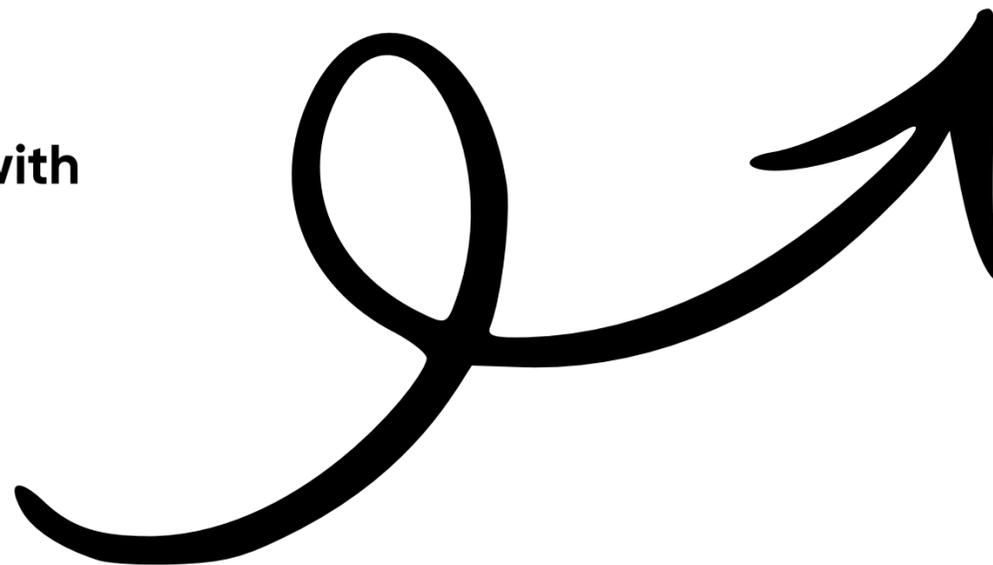
ANSWER

You join our alumni network, get job placement support, access to ongoing workshops, and potential brand placement opportunities.

READY TO TRANSFORM YOUR *FASHION* *BUSINESS?*

Don't let another year pass struggling with
the business side of fashion.row

APPLY NOW



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