Course description

- An interactive workshop to develop a business case in the Fashion Industry.

- The course will give you an overview of the Luxury business with a specific focus in the Fashion Industry.

The course will cover:

- Lines of business in the Luxury Area
- Definition of Fashion Industry as one of the main Luxury Sectors
- Players in the Fashion Industry and Geographical presence
- KPIs of the Fashion Industry
- How to build a business plan to calculate the investment NPV

How the Workshop will work

- All the participants will be divided in groups of 3 to 4 people
- First day
  - Course discussion on Fashion Industry & Luxury Business
- Second day
  - Each Group will need to develop a Business case to be delivered at the end of the day.
- Third day:
  - Each Group will have 20 minutes to present the business case. At the end of the day Grading will be given to each Group
Course Objectives

1. To develop teamwork holistic way with different people from different backgrounds and interests.

2. Building out a long term business plan will give participants a structured experience to develop skills applicable in professional settings.

3. To develop/enhance public speaking skills preparing a presentation for a Board of Directors meeting, that will approve or reject the opening of a brick and mortar Fashion store presented.

Requirements of the course

• Interest in exploring the main elements of the Fashion Industry from a business perspective

• The knowledge of the following topics:
  
  o Profit and loss and its main components
  o Business plan and its main components
  o Discounted Cash Flow and NPV
  o Marketing plan
  o Good knowledge of Excel
  o Good knowledge of Power Point
  o Good public speaking skills

• Pre-reading the following material

  Bain Company 2020 report

  Podcast about Retail stores
Financial Annual Reports of LVMH, Kering, Prada

What this course will **NOT** tell you

- How to become a Fashion stylist
- How to manufacture a product

Deliverables

- A comprehensive Power Point presentation of no more than 20 slides with a marketing plan, 7 years business plan, NPV calculation, to support the case of opening a brick and mortar Fashion store in a USA market.

Main elements to be addressed in the Business case:

- Identification of the location based on economic and demographic parameters
- Defining the merchandise mix and reasoning
- Describe, from a qualitative point of view, the main elements of the architectonic project of the store interior
- Development of a 7 year business plan calculating the NPV of the investment

Group Grading

- 10% Class participation
- 10 % Marketing plan
- 10% Excel business plan model flexibility
- 30% Power point presentation
- 40% Case presentation
DAY 1: FRIDAY

4:00 pm – 7:00 pm Overview of Luxury Business with the description of the Industry, main players, main product lines, main business KPIs

DAY 2: SATURDAY

9:00 am - 9:30 am Teams composition

9:30 am – 12:00 pm Group work

12:00 PM – 1:00 PM Lunch break

1:00 PM – 5:00 PM Group work

5:00 PM DELIVERY OF THE PRESENTATIONS

DAY 3: SUNDAY

8:30 AM – 12:00 PM PRESENTATION OF THE BUSINESS CASE (20 MINUTES EACH GROUP)

12:00 PM – 1:00 PM LUNCH BREAK

1:00 PM – 2:00 PM GRADING OF THE WORK PRESENTED BASED ON THE POWER POINT SLIDES AND THE PUBLIC PRESENTATION

2:00 PM – 3:00 PM: GROUP RESULTS