

Workshop on fashion marketing

TRIBUNE NEWS SERVICE

LUDHIANA, JANUARY 10

Ivanna Institute of Fashion Technology yesterday conducted a workshop on fashion marketing for students pursuing graduation and post-graduation under the PTU Distance Learning.

Resource person Pooja Chatley, lecturer in business management, gave tips on effective and creative marketing skills.

She stressed the need for analysing consumer needs and making fashion available to the consumer at convenient location and also by a process suitable to the product.

The three steps involved in marketing — planning, implementation and evaluation — were discussed.

The speaker stressed the role of potential consumer, who was important and indispensable.

She also made the students aware about the duplication and copying, differentiation of the product, price-centric buying and segmentation of the market and consumers.