



Brand and Merchandising Manager of the Children's Products Sector

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Abstract

The role of the Brand Manager is a key factor in the management of SMEs in the Children's products sector: functions and responsibilities are not determined yet, but he must take in charge all the issues related with the perception, visualisation and communication of the brand, looking to reach the defined target groups with the required values, in accordance to the strategic mission and vision of the company.

This means a horizontal activity that must harmonize with different departments in the company. This new profile requires a training that does not exist now, as was the case some time ago with the designer profile. This training requires a sound curriculum, able to transfer to the future professionals the knowledge and skills that they need.

The objectives of the project are:

- to define a professional profile for the Brand Manager of SMEs in the children's fashion sector;
- to define and develop a curriculum for the training, as an European standard, including a qualification and recognition framework;
- to define and develop a training system ICT based, as well as the corresponding training materials;
- to deploy a pilot action, with the corresponding evaluation and readjustment of the previous results.

The consortium is integrated, in a balanced way, by Companies Associations of the Sector, Training higher Institutions with curricula in the sector, Technical developers and Consultants:

- Children's Fashion Europe
- Hellenic Clothing Industry Association
- CNA FEDERMODA
- Association of Fashion Retailers in Finland
- University of Borås – Swedish School of Textiles
- S2 Grupo
- IEP Instituto de Economía Pública

The result of the project, beside the focus on the children's product sector, will be applicable to all SMEs working in sectors with a high value of the brand.