



LCBS
LUXURY CONNECT
BUSINESS SCHOOL

THE IDEA
OF BEING YOUR
OWN BOSS IS
ENTREPRENEURSHIP

Certification Program on

LUXURY
ENTREPRENEURSHIP



The Luxury Entrepreneurship program conducted by Luxury Connect Business School prepares you to be successful entrepreneur in the luxury industry. The program will immerse you into a luxury experience which is far beyond academics as you will be working with professionals who have a common interest in starting and building their dreams in Luxury industry.

Who could attend the program?

- Entrepreneurs at heart wanting to develop new business projects within existing companies
- Entrepreneurs with the ambition to build their own start-up company in luxury industry
- Professionals who want to evolve within their family business and want to make it in the Luxury Industry.
- Fashion Specialists and Design stylists who have dreams to launch their own brand.

Program Objectives

To build the capacity of participants to:

- Exhibit entrepreneurial behaviour for creating & managing a successful business venture in the luxury domain.
- Perceive and act on business opportunities for luxury brands
- Set challenging and attainable business goals
- Start and run a new businesses and improve on existing ones
- Source and use information for market development of Luxury business
- Develop business plans for application to banks and other Financial institutions
- Apply standards of excellence in their entrepreneurial performance
- Build up confidence to make effective presentations
- Excel in interpersonal competence

Program Duration

The program is a Six weeks program spread over 50 hours of classroom teaching, assignments and presentations





Program Contents:

- Evaluating & understanding Entrepreneurship opportunities in the Luxury Domain
- Building entrepreneurial Capabilities specific to the luxury sector
- Different sectors within the Luxury domain
- Luxury Business strategy
- HR compliances and people management
- Financial planning
- Luxury Marketing, Branding & Communication
- Digital Marketing Strategies
- Understanding Luxury Retail Environment
- Luxury Retail & Customer service skills
- Luxury Legal Regulatory Environment
- Case Studies
- Writing Business Proposal & projects

Learning Outcomes

The program main focus is on the process of transforming new knowledge or new technology into viable products and services for luxury industry. The learning outcomes of the program are as following:

Knowledge based learning outcomes

- Advanced knowledge in regard to the process of bringing new knowledge or new brand for the luxury industry.
- The candidate is able to combine and apply her/his understanding of new knowledge or new technology with her/his insights from business.
- The candidate acquires a cutting edge understanding when it comes to identifying opportunities and challenges affiliated with the organization and financing of new initiatives such as new business ventures for the luxury sector.
- The candidate is also aware of challenges affiliated with the rapid growth of new business ventures in the growing luxury sector.

Skill based learning outcomes

- The ability of assessing the commercial viability of a new technology based idea. The candidate can use various methods and tools for this purpose.
- The ability of transforming research based ideas into feasibility- and business plans for the luxury sector.
- The ability to assess the need for innovation, initiate the process and run innovations in organizations.
- The ability to seize opportunities, organize and finance viable initiatives through to fruition.

**STYLE
DISTINCTION
PANACHE
ELEGANCE
LUXURY**

**TO BE MADE
IDEA OF GETTING IDEA
IS QUITE POPULAR
THESE DAYS,
BUT STILL
YOU OUGHT
TO HAVE
ONE**