



University of Pretoria Yearbook 2021

Product development 411 (KLR 411)

Qualification	Undergraduate
Faculty	Faculty of Natural and Agricultural Sciences
Module credits	19.00
NQF Level	08
Programmes	BConSci Clothing Retail Management
Prerequisites	KLR 221 and KLR 321
Contact time	1 practical per week, 2 lectures per week
Language of tuition	Afrikaans and English are used in one class
Department	Consumer and Food Sciences
Period of presentation	Semester 1

Module content

Entrepreneurship in the South African clothing industry, business planning, starting a business and the product development processes that form part of the manufacturing of clothing.

Production: planning, conceptualisation, development, product analysis, execution and presentation of products. Application of clothing, textile and consumer knowledge by utilising a CAD-program for planning and assembling apparel.

Marketing aspects: Small business marketing and management, economic and strategic decisions regarding a clothing small business as well as the development of new clothing products, bearing in mind the needs of the selected target market, financial aspects and overall business planning

Assignments are based on the themes covered in the module. The UN sustainable development goals #8, 11&12 are addressed during the module and all projects are focused on responsible consumption and production, community engagement and economic growth.

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