

University of Pretoria Yearbook 2016

Product development 411 (KLR 411)

Qualification Undergraduate

Faculty [Faculty of Natural and Agricultural Sciences](#)

Module credits 19.00

Programmes [BConsumer Science Clothing: Retail Management](#)

Prerequisites KLR 221 and KLR 321

Contact time 1 practical per week, 2 lectures per week

Language of tuition Double Medium

Academic organisation Consumer Science

Period of presentation Semester 1

Module content

Production: product analysis, planning and execution. Application clothing, textile and consumer knowledge by utilising a CAD-program for planning and assembling apparel. The small business enterprise: Introduction: clothing small business enterprises; types and locations. Marketing aspects: target market selection; product mix; pricing methods; distribution channels; marketing communication mix; financial aspects.

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