

Lagos Business School × FORJE

On-Demand Fashion Retail & Service Programme Proposal

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About FORJE

FORJE is a boutique retail-strategy consultancy dedicated to shaping profitable, future-ready fashion and lifestyle businesses across Africa. Founded by senior executives with deep, hands-on experience in buying, merchandising, supply-chain optimisation, and omnichannel growth, we partner with brands, retailers, and investors to unlock revenue, streamline operations, and elevate customer experience.

Our track record spans marquee projects with Ashluxury, Smartmark (Charles Trywhitt, Tommy Hilfiger, Swatch), Persianas (Puma | Lacoste | The Mix), Marsden, and high-growth e-commerce ventures such as Jumia and YUNI. From end-to-end commercial turnarounds and new-market launches to talent development and data-driven process design, FORJE delivers measurable impact—fusing global best practice with the realities of African markets. Guided by rigorous analytics, a vast industry network, and an ethos of practical innovation, we equip our clients to thrive amid volatility and scale sustainably.

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1. Executive Summary

FORJE and Lagos Business School (LBS) propose to launch Nigeria's first self-paced, AI-enhanced Fashion Retail & Service Programme, focused exclusively on Nigerian fashion retail. The five-pillar curriculum equips **mid & senior managers** with a rigorous, Nigeria-specific foundation in buying, merchandising, sales leadership, inventory & supply-chain, and retail analytics—delivered under the **LBS brand**, conferring prestige and immediate employer recognition.

2. Purpose & Positioning

- Close the talent gap in Nigerian fashion retail by delivering rigorous, localised, on-demand learning.
- Leverage LBS's academic credibility to create a recognised certificate programme.
- Provide flexible, role-based pathways so unit heads upskill in key areas, while senior leaders gain holistic expertise.

3. Programme Architecture – Five Pillars

#	Pillar	Key Topics	Typical Roles
1	Nigerian Fashion Retail Landscape & Strategy	<ul style="list-style-type: none"> • Market & consumer insights • Competitive positioning • Scenario planning for FX & import rules 	All learners
2	Merchandising, Range Planning & Visual Execution	<ul style="list-style-type: none"> • Range architecture & OTB maths • Visual merchandising principles • Private-label development 	Buying, Merch Planning, VM leads

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3	Supply-Chain & Inventory Optimisation	<ul style="list-style-type: none"> • Demand forecasting • Customs, ports, last-mile realities • Vendor / 3PL management • AI-driven replenishment 	Supply-chain, Logistics
	Sales Leadership, Clienteling & Store Performance	<ul style="list-style-type: none"> • Sales frameworks & coaching • CRM & WhatsApp selling • VIP events & loyalty • Store-level KPIs & incentive design 	Store / Commercial managers, CRM heads
	Retail Finance, Analytics & Enterprise KPI Management	<ul style="list-style-type: none"> • P&L ownership & cash cycle • Data visualisation & BI tools • Cross-functional KPI scorecards 	Directors, Finance & Analytics teams

4. Role-Based Learning Paths

- Functional heads & assistants: any 2 pillars most relevant to remit.
- Senior leaders (Commercial Directors, COOs, GMs): complete all 5 pillars for full Certificate.
- High-potential supervisors: Pillar 1 + one career-aligned pillar.

5. Learning Experience & Delivery Model

Self-paced micro-lessons combined with interactive AI simulations, auto-graded quizzes, and monthly live 'Ask-the-Expert' sessions. Learners earn a digital badge per pillar; completing all five grants the Certificate in Fashion Retail Management.

Corporate dashboard lets HR managers assign specific pillars to each employee and monitor progress.

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6. Content Development & Facilitators

- Adapt existing LBS retail, supply-chain and finance content where overlap exists.
- Commission new Nigeria-specific case studies (Smartmark, YUNI, Alára, Persianas).
- Record masterclasses with industry facilitators (GMs, Buying Heads, Retail-Tech founders).
- Embed AI: scenario branching, chat-bots for clienteling practice, demand-planning games.

7. Commercial Model & Pricing

- Cost per module or bundle discount for all five pillars.
- Revenue share: LBS & FORJE (after platform fees).
- Corporate licences: tiered volume discounts with analytics dashboard for HR/L&D.

8. Differentiators

- Only programme marrying **local realities** (FX, import delays, informal channels) with best-practice theory.
- **Self-paced**—managers learn without leaving day-to-day roles.
- **AI-powered** activities increase engagement and signal future-oriented thinking.
- Backed by LBS accreditation + FORJE's industry credibility.

9. Roles & Responsibilities

FORJE: Curriculum architecture, case writing, facilitator sourcing, marketing to retailers.

LBS: Academic oversight, instructional design, LMS hosting, accreditation, certificate issuance, joint marketing.

10. Next Steps

1. Finalise MoU

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2. Approve 5-pillar curriculum outline
3. Begin content creation
4. Build and test Pillar 1 in LMS – Summer 2025.

11. Contact

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