

How to price, promote and brand your product for the Summer Market

About the Course

The course is designed for learners who have developed some creative craft products and are looking to take their first steps into entrepreneurship. The course assists learners in developing branding, pricing and promotion skills so that learners can market their creative craft products at correct price points that define the value of their products. The course can be a good stepping stone for learners preparing for their first sales through craft markets or online platforms.

Course Learning Outcomes

- Develop brand name, logo, brand identity and positioning statement
- Find your suitable pricing strategy and develop pricing plan for your products
- Design product labels & promotional materials for social media and print via Canva app

Learners need to have basic maths skills and basic proficiency in working on a laptop.

Please note: To successfully complete this course, you must commit to 100% attendance and punctuality.

Progression Pathway Self-employability

Community Learning Courses:

- • Drawing & Painting
- Pottery
- Floristry
- Sewing
- Crochet
- Knitting
- Baking
- Jewellery

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We can also provide you with information, advice and guidance for employment or further learning.

Please speak with your tutor or
Call 020 8583 6174 to speak to an advisor or
Email work@hounslow.gov.uk or
Visit www.workhounslow.co.uk