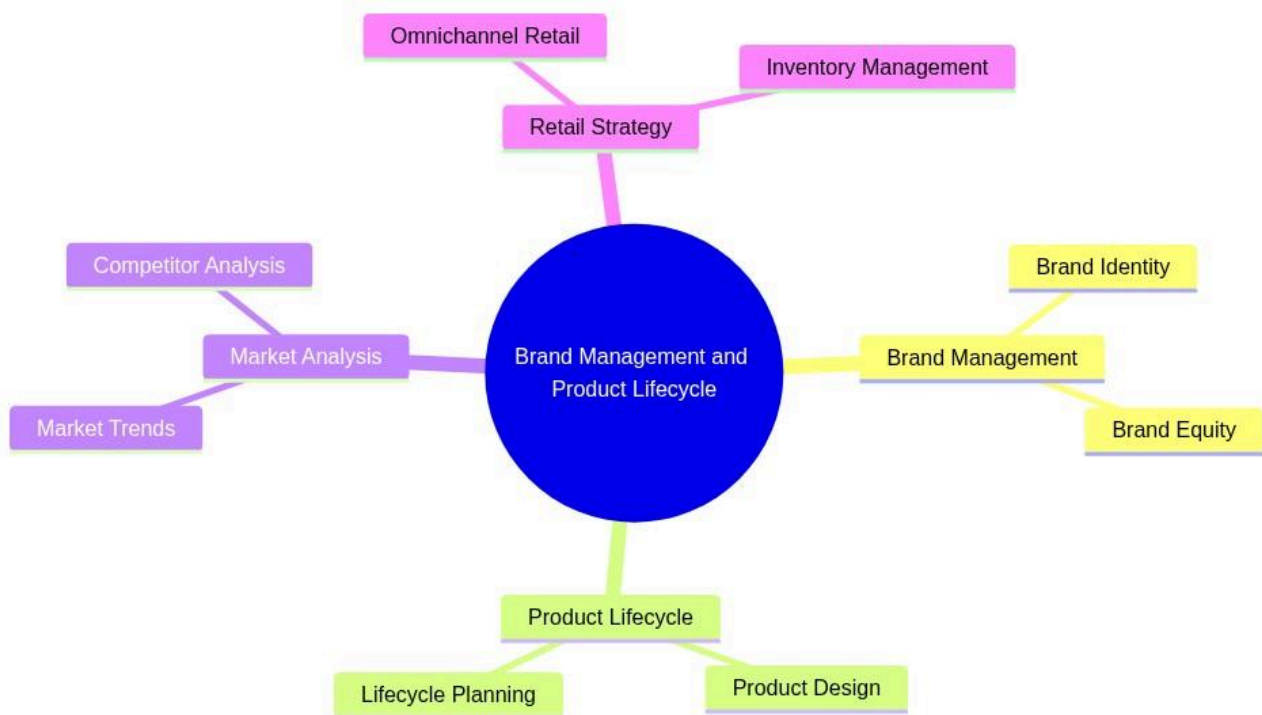


Professional Certificate in Fashion Buying and Merchandising

Brand Management and Product Lifecycle



mindmap

```
root((Brand Management and Product Lifecycle))
  Brand Management
    Brand Identity
    Brand Equity
  Product Lifecycle
    Product Design
    Lifecycle Planning
  Market Analysis
    Market Trends
    Competitor Analysis
  Retail Strategy
    Omnichannel Retail
    Inventory Management
```