



# **ERICJAY FASHION INSTITUTE**

## **ORGANISATIONAL PROFILE**

**ERICJAY FASHION INSTITUTE, GOASO - AHAFO REGION OF GHANA**

**2024**



**We Train to Perfection**



## **ERICJAY FASHION INSTITUTE**

**We Train to Perfection**

*This is a summary of our business profile which spells out who we are, what we stand for and why we exist...*

*We believe in hard work, resilience and team work.*

**GPS Address: BU-0007-9555**

*Manhyia Zongo, close to Regional Mosque*

*Goaso, Ahofo Region.*

*Ghana*

*Tel: +233 546 027 079, +233 554 346 121*

*EricJay Fashion Institute*

*(We Train to Perfection)*

**2024**

## **BRIEF HISTORY OF ERICJAY ENTERPRISE**

Networking in most cases heralds new beginning. Through our quest to flourish in the fashion industry, we explored avenues to ensure every opportunity is duly utilised. On the basis of this, an opportunity was offered to us through an entrepreneurship idea pitching sessions initiated by the German Cooperation, Gesellschaft für Internationale Zusammenarbeit (GIZ) in 2022 for business idea pitching at Goaso in the Ahafo Region. The session was facilitated by Milygof City Solutions, a consultancy firm in the Sunyani Municipality in Bono Region.

As the consultancy firm prepared the participants for the Business Idea Competition through an orientation session led by one of the consultants of Milygof City Solutions, his presentation opened our minds to myriad opportunities that we could explore to make a difference within the market space. He shared some examples of possible opportunities and encouraged participants to explore the Ahafo Region to identify some missing gaps within the fashion market space to take advantage of. This ignited a conversation between **Eric Opoku and Nkansah Ababio George** in exploring the missing gaps within the market space.

The conversation consequently led to the idea of opening a Fashion Institute within Ahafo Region as there was none in the area. Thus, **EricJay Fashion Institute** was birthed.



## WHO ARE WE?

EricJay Fashion Institute is a vocational training institution located at Goaso, in the Ahafo Region of Ghana. We strive to increase the employment drive in the country through vocational training specifically in the fashion industry.

Established in the year 2023 and became fully operational in 2024. EricJay Fashion Institute has enrolled 18 young men and women who have the zeal to pursue fashion as a profession.

Our board of directors and management of the institute are zealous to its course and are willing to uphold the vision and the objectives of this noble institution.

We envision working diligently in nurturing and developing talents in the fashion industry by adopting comprehensive training programmes tailored to meet the evolving needs and trends of the global fashion landscape.

With our commitment to excellence built on innovation, EricJay Fashion Institute intends to empower committed youth who would enrol with us with the needed essential skills and knowledge necessary to thrive in the competitive world of fashion.

## MISSION

**To provide holistic fashion training to our learners, to be able to set up sustainable fashion enterprises within the highly competitive fashion market through a dedicated and well-trained workforce.**

Our mission statement places emphasis on the fact that beyond vocational training, one needs certain competences and skills to remain relevant in the fashion industry therefore; EricJay Fashion Institute has embraced varied engagement programmes to equip learners with soft skills in order to professionally flourish in the industry. Examples of programmes to engage our learners with are, leadership training, team building, financial management, customer service, entrepreneurship, and conflict resolution programmes. These would enable them to overcome challenges that are likely to erupt in the course of time.

Our holistic approach would take care of practical or technical aspect of the training and also most importantly soft or essential skills needed to remain relevant in the industry. These varied programmes would be the game changer when our learners graduate.

## VISION

**To become a state of the art fashion training institution that stands tall among the best globally.**

We strive to be excellent and top-notch global fashion industry that trains well-deserving fashion designers to be competitive in the global fashion industry.

## OBJECTIVES

- ✚ To train thousands of young men and women regardless of abilities to become top-class fashion designers
- ✚ To create a hub for fashion Innovation and Creativity in the region and beyond
- ✚ To position EricJay Fashion Institute as an excellence fashion resource centre
- ✚ To equip young men and women to be financially independent
- ✚ To partner local and community artisans to embark on outreach programmes and projects that would alleviate poverty through vocational training and promotion
- ✚ To produce fashion entrepreneurs whose products can meet the market competition
- ✚ To create a conducive practical and theoretical training centre that focuses on customer needs
- ✚ To put Ahafo Region on Ghana's fashion map

## OUR CORE VALUES

- Excellence
- Team work
- Learner centred
- Inclusivity
- Integrity
- Patience
- Trustworthiness
- Development-focused
- Diligence
- Resilience



## **MODE OF ADMISSION/ENROLMENT**

EricJay Fashion Institute accepts individuals **with** or **without** academic qualifications. We consider the following;

- People with no educational background
- People with primary and Junior High School background
- Individuals with TVET education but want to top-up with us
- Those who have completed or dropped out of apprenticeship training in fashion, but want to sharpen their skills or continue the training with us
- Tertiary students or graduates who desire to learn fashion

## **COURSE DURATION**





Currently the duration of our programme is one year, six months (1 year 6 months).

## **PROGRAMMES WE OFFER**

- ✓ Fashion Design
- ✓ Fashion Entrepreneurship
- ✓ Fashion Technology and Innovation
- ✓ Textile Design

## **OUR VISIONARY TEAM**

The following are Our Visionary Team of Experts;

-  Nkansah Ababio George – Chief Executive Officer (CEO) and Co-founder
-  Eric Opoku – Chief Operations Officer (COO) and Co-founder
-  Dorcas Agyemang – Administrator
-  Shulamite Akosua Nyarko – Head of Academics and Training

With our team of dedicated and hardworking personalities, EricJay Fashion Institute seeks to achieve the stated objectives with diligence.



## **OUR STAKEHOLDERS**

- Goaso Traditional Council
- Municipal Assembly
- Commission for Technical and Vocational Educational and Training (CTVET)
- Regional Coordination Council
- National Youth Authority (NYA)
- National Entrepreneurship and Innovation Programme (NEIP)
- Youth Employment Agency (YEA)
- Dress Makers Association, Goaso

## **EXPANSION PLAN**

In our efforts towards expansion of the Institute, we welcome investors with the mindset of creating wealth through entrepreneurship development and productivity. Our doors are opened for investors to be able to expand our capacity to absorb more trainees and spread our tentacles within other areas of Ahafo Region and beyond. Interested investors can contact us for further details and discussions.

..... **End** .....