



# THE SOFT ACADEMY

Ease of Learning Ease of Earning

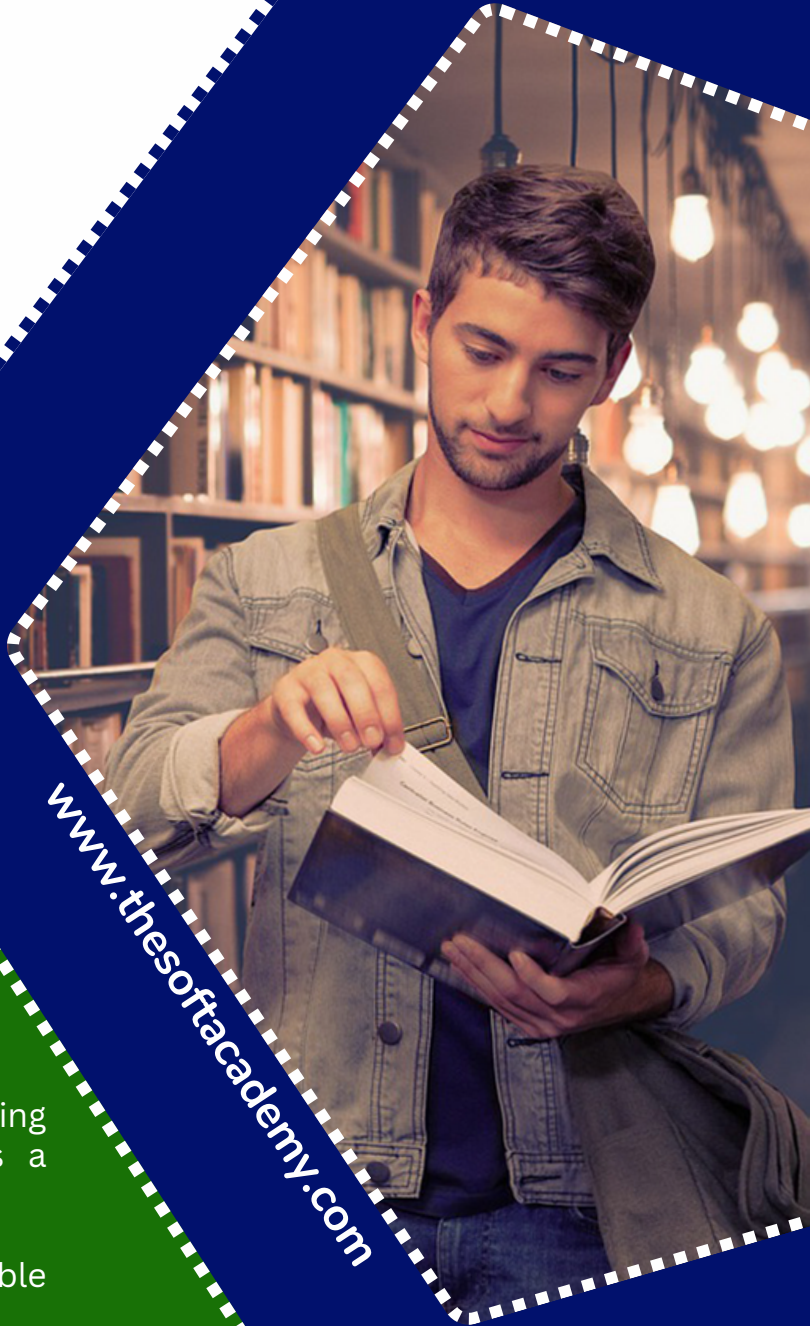
## Spread the knowledge, it's a win-win-win

**Knowledge Giver:** Wins by contributing expertise and establishing themselves as a resource.

**Knowledge Receiver:** Wins by gaining valuable insights and expanding their understanding.

**Community/Society:** Wins as shared knowledge fosters overall growth, innovation, and development.

[www.thesoftacademy.com](http://www.thesoftacademy.com)



## Why

The Purpose is to empower individuals with practical skills, relevant knowledge and industry insights that will enable them to thrive in the modern professional landscape.

## How

We serve our purpose by transforming education into a dynamic and practical experience in their chosen fields by equipping them with skills, insights, and a mindset that embraces constant growth.

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## What

We offer hands-on practical training in various fields such as Export-Import, Stock Market, Digital Marketing, Supply Chain Management, Business Management, Industrial Management etc.





# Program in International Business Management



Embark on global success with our International Business Management Program. Learn export-import, cross-cultural management, global marketing, and trade regulations. Gain vital skills for navigating the complexities of the international business landscape. Thrive in a dynamic, interconnected world!

**Industry Best Practical Training**



## Content

**Sat - 3 Hrs**  
**Sun - 3 Hrs**  
**8 Weekends**  
**48 Hrs of Intensive Training**

**With Implementation Sessions**

**FREE**

IEC - Port Visit  
Industry Visit  
Company Set-up  
Repeat Sessions  
Lifetime Consultancy  
Sessions on  
Digital Marketing  
CHA Meet & Banking

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- How to start International Business
  - Foreign Trade Policy
  - How to give Quotation
  - Shipping & Logistics
  - INCOTerms and Criteria
- Criteria for Product Selection
  - Criteria for Market Selection
- How to find International Buyers
  - International Marketing
  - Pre-Post Documentation
- Process and Stakeholders
  - Import Process
  - Custom Process
  - Government Benefits
- Risk Involved and Solutions



# Program in Stock Market Trading



**Monday to Friday / Duration: 20+ hrs**  
**Time: 7.00 pm to 9.00 pm**  
**1 live session (10.00 am to 12.00 pm)**  
**2 Weeks of Intensive Training**

Dive into the dynamic world of finance with our Stock Market Trading Program. Explore stock analysis, trading strategies, risk management, and market trends. Gain hands-on experience through simulations and expert guidance. Elevate your financial expertise and thrive in the exciting realm of stock trading.

## Content



## USP

- Gap Theory
- How to Find Stock
- Market Chart Pattern
- Fibonacci Retracement
- Fibonacci Extension
- Introduction Technical
- Excel Sheet for Position
- Technical Analysis Tools
- How to Maintain Journal
- Millionaire Trader Mindset
- Screener for Stock Finding
- Revision Session (Practical)
- Candlesticks & Candlestick Pattern
- Technical Indicator (MA, RSI, Volume Etc.)
- Risk Management Skill (360 Degrees of Discipline)
- Master Setup For Trading (Intraday, Swing & Position Setup)

Offline Training  
Lifetime Support  
On Market Support  
Telegram Channel Support  
Free One-to-one Sessions  
Free Repeat Class  
Evening Batch Suitable For Job  
& Business People

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# Program in Options Trading



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Delve into the nuances of finance through our Options Trading Program. Uncover strategies, risk management and market analysis tailored to options. Experience hands-on learning with simulations and expert guidance, acquiring crucial skills for navigating the intricate options market. Enhance your financial proficiency and excel in the dynamic realm of options trading.



## Content

**Duration: 16+ hrs**  
**Monday to Friday**  
**Time: 7.00 pm to 8.30 pm**  
**2 Weeks of Intensive Training**  
**2 LIVE Session**  
**Time: 10.00 am to 12.00 pm**

## USP

Offline Training  
Lifetime Support  
On Market Support  
Telegram Channel Support  
Free One-to-one Sessions  
Free Repeat Class  
Evening Batch Suitable For  
Job & Business People

**Technical Analysis (Price Action)**  
**Fibonacci 'My Way'**  
**Pure Price Action -**  
**- (No Indicator, No Oscillator)**  
**Trade Without Volume**  
**Dow Theory**  
**Practical Support & Resistance**  
**Market Psychology (Why 90% Loser)**  
**How To Develop Psychology**  
**Winning Habits**  
**Options Basics**  
**Stock Scanning (How To Use Chartink)**  
**Ready-Made Scanner**  
**Trade Execution**  
**Target, Entry & Stoploss**  
**Position Sizing**  
**5 Rules Of Market Sentiments**  
**Parameter Which Affects Market**



# Program in Digital Marketing



Embark on a journey from basics to advanced skills in our Digital Marketing Training Program. Cover fundamental concepts, SEO, social media strategies, analytics, and advanced campaign optimization. Gain hands-on experience and stay ahead in the ever-evolving digital landscape. Elevate your marketing proficiency and unleash the power of digital strategies.

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Duration: 40+ hours  
Batch: Evening / Morning  
Session Length: 2 hours each  
Frequency: 3 sessions per week

## USP

Study materials provided  
Hands-on practical training  
Industry-leading instructors  
Personalized one-on-one learning  
In-depth, comprehensive content  
Lifetime post-program support  
Dedicated staff for clarification

## Content

**Fundamentals of Digital Marketing**  
Google Keyword Planner  
Google My Business  
Facebook Marketing  
Instagram Marketing  
Sponsored Ads on FB & Insta  
**Advanced Ad Optimization & Custom Audience Targeting**  
**Retargeting Strategies**  
**Pixel Setup for Remarketing**  
**Crafting Compelling Taglines**  
Google Ads: Search, Display, and YouTube Ads  
Google Analytics  
**LinkedIn Strategies**  
LinkedIn Advertising  
YouTube Marketing  
Email Marketing  
ChatGPT & AI tools

Marketing Professionals, Business Owners, Entrepreneurs, Students, Housewives and Anyone Seeking to Enhance their skills



# Why TSA



## Industry Best Mentors

We have the industry's best mentors. With years of experience and vast knowledge of the industry, they will guide you to success.

## Well-Versed Courses

Our courses are designed to give you insights gradually so that you become an expert in no time.

## Support Helpdesks

We have dedicated support helpdesks available by email, phone, and WhatsApp, everyday appointments to meet mentor to solve your queries.



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## Complimentary Courses

In addition to the course you enroll in, you will also receive complimentary value-added courses like soft skills and digital marketing.

## Career Placement Support

We will assist you in getting placed at various companies like brokers, investment firms, and financial institutions.

## Lifetime Free Support

When you enroll in any of our programs, you become a lifetime member with access to free support Services



The only institute in the industry which is ISO 21001:2018 certified, an exceptional exclusive Education Organization Management Standard.



## Visit us

## THE SOFT ACADEMY

A Brand of   
**Priancy** Services PVT.LTD.

**Head Office:** 208,220,221  
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 Adajan, Surat, Gujarat, India 395009  
 Call: 0261 440 2189 / 0261 440 2182  
 Call & Whatsapp: 902 372 6030



## Online



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**For Export - Import & Digital Marketing**  
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**For Stock Market & Hedging**  
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