Smart learning plan (training)

Dear Sara,

This plan is designed to support your learning during the training period.

1. Learning objectives

Module 1: Understanding AI basics

- Identify and learn to use 3-5 AI tools that can specifically help you overcome language barriers and simplify business planning for your beauty salon in Finland.
- Master basic prompt design techniques to generate accurate information about Finnish beauty industry regulations, licensing requirements, and market trends.
- Understand how AI can help you balance business operations with childcare responsibilities through automation and efficiency.

Module 2: AI for Business Planning

- Use AI tools to conduct a comprehensive market analysis of the beauty salon industry in Espoo, with special focus on identifying gaps in services for both immigrant and Finnish communities.
- Develop detailed customer personas for your beauty salon that reflect the diverse clientele you aim to serve (immigrant women and broader Finnish market).
- Create a first draft business plan that addresses your unique value proposition as a beauty professional with cross-cultural expertise.

Module 3: Business Prompting Workshop

- Learn to use AI tools to navigate Finnish business regulations, tax requirements, and funding opportunities specifically for immigrant entrepreneurs in the beauty industry.
- Create professional marketing materials that effectively communicate your beauty services in multiple languages (Finnish, English, Arabic).
- Develop a custom GPT focused on beauty industry knowledge and business operations to serve as your personal business assistant.

Module 4: AI for Business Success

- Design a comprehensive marketing strategy that leverages your immigrant community connections while expanding to the broader Finnish market.
- Create a sustainable business model that allows for work-life balance as a mother entrepreneur.

- Develop a 3-year growth plan for your beauty salon using AI-powered trend analysis and future forecasting.

2. Your tailored learning plan

For Module 1: Understanding AI basics

1. Start by exploring ChatGPT, Google Bard, and DALL-E to understand their different capabilities.
2. Practice creating prompts that ask for information about Finnish beauty industry regulations and licensing requirements.
3. Compare the responses from different AI tools to identify which provides the most accurate information for your needs.
4. Learn to use AI tools for translating business materials between Finnish, English, and Arabic.
5. Experiment with AI scheduling and automation tools that could help you manage business while balancing childcare.

For Module 2: AI for Business Planning

1. Use AI to conduct a PESTEL analysis of the beauty industry in Espoo, with special attention to cultural factors affecting immigrant and Finnish customers.
2. Create 3-4 detailed customer personas representing your target markets (e.g., immigrant women, Finnish professionals, students).
3. Map customer journeys for each persona, identifying touchpoints and potential pain points.
4. Research competitors in Espoo using AI tools, analyzing their services, pricing, and target markets.
5. Draft the first version of your business plan with AI assistance, focusing on your unique cross-cultural value proposition.

For Module 3: Business Prompting Workshop

1. Create structured prompts to gather information about beauty salon regulations, permits, and tax obligations in Finland.
2. Use AI tools to design a logo and visual identity that reflects both your cultural background and appeals to Finnish customers.
3. Develop a pitch deck for potential investors or loan applications that clearly communicates your business concept.
4. Build a custom GPT with knowledge of beauty industry standards, trends, and business operations.
5. Practice using your custom GPT to answer specific questions about running a beauty salon in Finland.

For Module 4: AI for Business Success

1. Design a marketing campaign that targets both immigrant communities and local Finnish customers.
2. Create multilingual content for social media, website, and promotional materials.
3. Develop a customer loyalty program and booking system that can be managed efficiently with AI assistance.
4. Use AI to identify potential business partnerships with complementary services (e.g., wedding planners, fashion retailers).
5. Create a 3-year business forecast with different scenarios, accounting for seasonal variations and growth opportunities.

3. Extra Assignments

Assignment for Module 1

Beauty Industry Terminology Assistant Create a multilingual beauty industry glossary using AI tools. Generate a list of 50+ professional beauty terms in English, Finnish, and Arabic that you'll need for your salon. Document which AI tools you used, what prompts were most effective, and how this resource will help you communicate with diverse clients and suppliers.

Assignment for Module 2

Competitor Analysis Dashboard Use AI to research and analyze 5 beauty salons in Espoo. Create a visual comparison chart showing their services, pricing, target markets, strengths, and weaknesses. Include a section on what unique services you could offer based on gaps in the market. Document your process, including which AI tools you used and how you verified the information's accuracy.

Assignment for Module 3

Regulatory Compliance Guide Create a comprehensive guide to Finnish beauty salon regulations using AI tools. Include licensing requirements, health standards, tax obligations, and employee regulations. Design this as a practical checklist you can use when setting up your business. Explain which AI tools you used, how you structured your prompts to get accurate information, and how you verified the information against official sources.

Assignment for Module 4

Multicultural Marketing Campaign Design a marketing campaign for your beauty salon that appeals to both Finnish and immigrant customers. Use AI to create sample social media posts,

promotional offers, and website content in multiple languages. Include a strategy for using AI tools to manage ongoing marketing with minimal time investment. Document which AI tools you used, your prompt strategies, and how you adapted the content for different cultural contexts.

4. Tips

Leverage your multilingual skills: Your ability to speak Arabic, English, and Finnish is a significant advantage. Use AI tools to help you create perfect business communications in all three languages, expanding your potential customer base.

Start small and grow gradually: Consider beginning with a focused set of services where you excel, perhaps specialized treatments popular in your home country but less common in Finland. AI can help you identify these unique market opportunities.

Build on your community connections: Your network in the immigrant community is valuable. Use AI tools to help you develop referral programs and community-based marketing that can generate word-of-mouth business.

Embrace your dual perspective: Your experience in both Iraqi and Finnish cultures gives you unique insights. Use AI to help articulate this cross-cultural understanding as a business advantage in your marketing materials.

Balance technology and personal touch: While AI can help with many aspects of business planning and operations, remember that your personal connection with clients is your greatest strength in the beauty industry. Use technology to handle administrative tasks so you can focus on client relationships.

Be patient with the learning process: Learning both entrepreneurship and AI tools simultaneously can be challenging. Give yourself permission to progress step by step, celebrating small victories along the way.

We hope you have a fruitful learning period. If you have any questions, please contact teachers.