

Smart learning plan (onboarding)

Dear Sara,

Thank you for participating in our Entrepreneurship Training Course! Below is your personalized plan to build the foundational skills you currently rate as beginner, tailored specifically for your beauty salon business goals in Finland.

1. Essential learning topics and materials

1 Generative AI skills

To be able to utilize the commonly used generative AI tools, you will need some basic knowledge and training on them. Learning Resources: Explore materials on "Generative AI for Beginners" (<https://github.com/microsoft/generative-ai-for-beginners>) and "Introduction to Generative AI" (https://www.cloudskillsboost.google/course_templates/536). Practice Tip: Choose one generative AI service (ChatGPT, Copilot, Gemini or Claude), sign into its free version and familiarize yourself with creating content using AI.

2 Making a Business Plan

To be able to make an effective business plan, you'll need some basic knowledge and training on them. Learning Resources: Try HubSpot's free "Business Plan Template" and review tutorials on creating business plans on LinkedIn Learning. Practice Tip: Draft a mini-business plan, focusing on basic sections such as vision, goals, target audience, and financial projections. You can use generative AI to assist you.

3 Running a Business

To be able to consider all aspects of running a successful business, you'll need some basic knowledge and training on them. Learning Resources: SBA.gov and Small Business Development Centers (SBDCs) offer beginner resources for business management. Practice Tip: Study case studies on small business operations and identify essential operational processes. You can use generative AI to assist you.

2. Learning objectives

Generative AI Skills

- Understand the basic concepts and capabilities of generative AI tools
- Learn how to craft effective prompts to get useful business information

- Apply AI tools to solve specific challenges in beauty salon business planning
- Use AI to overcome language barriers when researching Finnish business regulations

Making a Business Plan

- Identify all essential components of a comprehensive beauty salon business plan
- Create financial projections specific to the beauty industry in Finland
- Develop a market analysis focused on beauty services in Espoo
- Craft a business plan that addresses the unique needs of both immigrant and local Finnish customers

Running a Business

- Understand Finnish regulations and requirements for beauty salon businesses
- Learn essential operational processes for day-to-day salon management
- Develop strategies for balancing business operations with family responsibilities
- Create systems for inventory management, appointment scheduling, and staff management

3. Your study plan

Generative AI Skills

STEP 1: Learn the fundamentals - Complete the first 3 modules of "Generative AI for Beginners" on GitHub - Watch the "Introduction to Generative AI" course on Google Cloud Skills Boost - Take notes on key AI concepts and how they might apply to beauty salon business planning

STEP 2: Set up and explore an AI tool - Create a free account on ChatGPT (OpenAI) - Spend 30 minutes exploring the interface and basic capabilities - Try simple prompts like "Explain what generative AI is" to understand how the system responds

STEP 3: Practice basic prompting techniques - Learn about prompt engineering from Module 3 of the "Generative AI for Beginners" course - Practice writing clear, specific prompts related to business questions - Experiment with different ways of asking the same question to see how responses vary

STEP 4: Apply AI to beauty salon research - Use ChatGPT to research beauty salon trends in Finland - Ask for information about regulations for beauty businesses in Finland - Generate a list of potential services you could offer based on your skills and market needs

STEP 5: Use AI for multilingual assistance - Practice using AI to help translate or explain complex Finnish business terms - Ask AI to explain Finnish business concepts in simpler English or Arabic - Generate customer communications that would work well in multiple languages

Making a Business Plan

STEP 1: Understand business plan fundamentals - Download HubSpot's free Business Plan Template - Review the template sections and make notes on what each section requires - Watch at least 2 LinkedIn Learning tutorials on creating business plans

STEP 2: Research beauty salon business plans - Use AI to find examples of beauty salon business plans - Identify industry-specific elements that should be included - Make notes on how these examples address market analysis, operations, and financials

STEP 3: Develop your business concept - Define your salon's unique value proposition for the Espoo market - Identify your primary services and target customer segments - Use AI to help refine your business concept based on market gaps

STEP 4: Create a market analysis - Research beauty industry trends in Finland using online resources and AI - Analyze potential competitors in Espoo - Identify the specific needs of both immigrant and local Finnish customers

STEP 5: Draft financial projections - Research typical startup costs for beauty salons in Finland - Create basic revenue projections based on your service offerings - Develop a simple break-even analysis with AI assistance

STEP 6: Compile your draft business plan - Use the HubSpot template to organize all your research and planning - Focus on creating clear, concise sections that tell your business story - Use AI to help refine your writing and ensure clarity

Running a Business

STEP 1: Learn Finnish business basics - Visit SBA.gov and identify universal small business principles - Research Finnish-specific business resources (Enterprise Finland, Business Finland) - Make a list of regulations specific to beauty salons in Finland

STEP 2: Study operational processes - Research appointment scheduling systems for beauty salons - Learn about inventory management for beauty products - Understand staffing requirements and options (employees vs. chair rental)

STEP 3: Explore financial management - Learn basics of bookkeeping for small businesses - Research Finnish tax requirements for small businesses - Identify banking and payment processing options in Finland

STEP 4: Develop customer service protocols - Create standard operating procedures for customer interactions - Develop policies for appointments, cancellations, and refunds - Plan how to leverage your existing customer service strengths

STEP 5: Plan for work-life balance - Research flexible business models for salon owners with children - Identify potential childcare resources in Espoo - Create a schedule template that accommodates both business and family needs

4. Assignments

Generative AI Skills

Assignment 1: AI Beauty Salon Research Assistant Create a document with 10 well-crafted AI prompts that help you research different aspects of starting a beauty salon in Finland. Include prompts about regulations, market trends, pricing strategies, and customer preferences. For each prompt, include the AI's response and your notes on how useful the information is and what follow-up questions you might ask.

Assignment 2: Multilingual Service Menu Creator Use an AI tool to help you create a professional service menu for your salon in both Finnish and English. Include at least 8 services with descriptions and pricing. Ask the AI to help you ensure the Finnish translations are natural and culturally appropriate. Compare the AI-generated content with information from real Finnish salons to evaluate its accuracy.

Making a Business Plan

Assignment 1: Competitor Analysis Map Create a visual map of beauty salons in Espoo, identifying at least 5 potential competitors. For each competitor, use AI to help you analyze their strengths, weaknesses, service offerings, and pricing. Then create a one-page summary explaining how your salon will differentiate itself from these competitors, with specific strategies to attract both immigrant and local Finnish customers.

Assignment 2: Financial Scenario Planning Develop three different financial scenarios for your salon: conservative, realistic, and optimistic. Use AI to help you create simple spreadsheets showing startup costs, monthly expenses, and revenue projections for each scenario. Include a brief explanation of what factors would lead to each scenario and how you would adjust your business approach accordingly.

Running a Business

Assignment 1: Beauty Salon Operations Manual Create a mini-operations manual for your future salon. Include sections on opening/closing procedures, appointment scheduling, handling payments, inventory management, and customer service protocols. Use AI to help you develop comprehensive checklists for each area. Make sure to note any specific Finnish regulations or cultural considerations that would affect these procedures.

Assignment 2: Work-Life Balance Business Model Design a business model that allows you to balance salon ownership with childcare responsibilities. Create a weekly schedule template showing business hours, administrative time, and family time. Include contingency plans for handling childcare emergencies. Use AI to brainstorm innovative approaches other parent entrepreneurs have used successfully, and adapt them to your situation.

5. Additional online materials

1: Market Analysis & Customer Understanding – Understanding Your Customers: A free short course introducing key marketing concepts and customer behavior insights.

<https://www.open.edu/openlearn/money-business/understanding-your-customers/>

2: Making a Business Plan – Write Your Business Plan: A step-by-step guide on writing an effective business plan, including both traditional and lean startup approaches.

<https://www.sba.gov/business-guide/plan-your-business/write-your-business-plan>

3: Making a Business Plan – Small Business: The Business Plan: A free online course that walks you through creating a comprehensive business plan covering mission, market research, and funding options.

<https://alison.com/course/small-business-the-business-plan>

4: AI for Business Planning - Microsoft's AI Business School: Part of Microsoft Learn, this free resource, updated in 2024, helps business leaders plan and strategize AI implementation with case studies and videos. Duration varies, suitable for beginners.

<https://learn.microsoft.com/en-us/ai/>

5: AI for Business Planning - AI for Business: Generation & Prediction: A free Coursera course from 2023 covering AI applications in business, including generation and prediction techniques. Lasts 3 hours with 16 videos, suitable for beginners.

<https://www.coursera.org/learn/ai-for-business-generation-and-prediction>

6: A 45-minute microlearning course by Google Cloud that introduces the basics of generative AI, its applications, and Google tools for development, ideal for understanding its role in business for non-technical users.

https://www.cloudskillsboost.google/course_templates/536

We are glad to have you onboard 😊 If you have any questions, please contact teachers.