

Smart learning plan (training)

Dear Sara,

These recommendations are designed to support your preparation for module 2.

Learning objectives

1. **Define Your Business Idea:** Use AI tools to clarify and articulate your vision for the beauty salon, focusing on the unique services you plan to offer to the local community.
2. **Market Analysis:** Utilize AI for competitor analysis in the beauty industry in Espoo, identifying key players and potential gaps in the market that your salon can fill.
3. **Customer Personas:** Create detailed customer personas using AI tools to better understand your target audience, particularly focusing on immigrant women and their specific beauty needs.
4. **Business Plan Development:** Leverage AI to draft the initial version of your business plan, incorporating insights from your market analysis and customer personas.

Assignments

Business Idea Clarity:

- **Assignment:** Use a generative AI tool (like ChatGPT) to brainstorm and refine your business idea. Prompt: "Help me outline a unique beauty salon concept that caters to immigrant women in Espoo, focusing on hairdressing and skincare services."
- **Process:** Document the responses and select the elements that resonate most with your vision.

Competitor Analysis:

- **Assignment:** Conduct a PESTEL analysis of the beauty industry in Espoo using AI tools. Prompt: "Analyze the political, economic, social, technological, environmental, and legal factors affecting beauty salons in Espoo."
- **Process:** Summarize the findings and identify at least three competitors, noting their strengths and weaknesses.

Customer Personas Creation:

- **Assignment:** Use an AI tool to create customer personas. Prompt: "Generate customer personas for a beauty salon targeting immigrant women in Espoo, including demographics, needs, and preferences."

- **Process:** Create at least three distinct personas and describe how your salon can meet their needs.

Business Plan Drafting:

- **Assignment:** Utilize a custom GPT to draft the first version of your business plan. Prompt: "Draft a business plan for a beauty salon that serves both immigrant and local communities in Espoo, including services, target market, and marketing strategies."
- **Process:** Review the draft, make necessary adjustments, and outline the next steps for refining your business plan.

We hope these recommendations will help you prepare for module 2. If you have any questions, please contact your teachers.