

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

- Develop foundational AI skills to streamline beauty salon operations and reduce administrative workload, allowing you to balance business and family responsibilities
- Learn to use AI tools to research Finnish beauty industry regulations and compliance requirements specific to your salon business

Module 2: AI for Business Planning

- Create a comprehensive market analysis for your beauty salon in Espoo, identifying opportunities to serve both immigrant communities and broader Finnish clientele
- Develop detailed customer personas for your target markets and map their beauty service journey to identify unique selling points for your salon

Module 3: Business Prompting Workshop

- Master AI-assisted content creation for multilingual marketing materials that appeal to both Finnish and immigrant customers
- Create a custom GPT specialized in beauty industry knowledge and Finnish business regulations to support your ongoing business development

Module 4: AI for Business Success

- Design AI-powered marketing strategies that highlight your unique beauty services and cultural expertise
- Develop a sustainable business model that incorporates flexible scheduling to accommodate your family responsibilities while maximizing salon profitability

2. Your tailored learning plan

For Module 1: Understanding AI basics

1. Start by exploring basic AI tools like ChatGPT and Google Bard to understand their capabilities

2. Practice using AI to research beauty salon regulations in Finland, focusing on licensing requirements and health standards
3. Learn to create effective prompts that generate accurate information about Finnish business registration processes
4. Experiment with AI tools to translate beauty industry terminology between Arabic, Finnish, and English
5. Use AI to create a simple database of beauty products and services you plan to offer

For Module 2: AI for Business Planning

1. Use AI tools to conduct a PESTEL analysis of the beauty industry in Espoo, with special attention to cultural factors affecting immigrant communities
2. Research successful beauty salons in your area and use AI to analyze their business models and customer reviews
3. Create detailed customer personas for different target groups (Finnish locals, immigrant women, working professionals, etc.)
4. Map the customer journey for each persona, identifying pain points and opportunities
5. Begin drafting your business plan with AI assistance, focusing on your unique value proposition as a multicultural beauty service provider

For Module 3: Business Prompting Workshop

1. Learn to craft specialized prompts that generate beauty industry-specific content
2. Create bilingual or trilingual marketing materials that appeal to your diverse target audience
3. Design a pitch deck highlighting your beauty salon concept and unique cultural expertise
4. Develop a custom GPT with knowledge of beauty trends, Finnish business regulations, and multicultural beauty practices
5. Practice using AI to create financial projections and pricing strategies for your salon services

For Module 4: AI for Business Success

1. Design a marketing campaign that highlights your specialized beauty services for diverse hair and skin types
2. Create a social media content calendar with AI-generated post ideas in multiple languages
3. Develop a flexible appointment scheduling system that accommodates your childcare needs
4. Use AI to identify potential partnership opportunities with local businesses or community organizations
5. Finalize your business plan with clear implementation steps, including funding options suitable for immigrant entrepreneurs

3. Extra Assignments

Assignment for Module 1

Beauty Industry Regulation Guide: Use at least two different AI tools to create a simple guide to Finnish beauty salon regulations. Compare the outputs, refine your prompts, and create a final one-page document that outlines the key licenses, certifications, and health standards you'll need to comply with. Document which tools and prompts worked best for this specialized information.

Assignment for Module 2

Multicultural Beauty Market Analysis: Use AI to analyze the potential market for specialized beauty services for different hair and skin types in Espoo. Create a visual representation (chart or infographic) showing the estimated market size, competition, and opportunity gaps. Include a brief explanation of how you prompted the AI to gather and visualize this data.

Assignment for Module 3

Bilingual Service Menu Creator: Develop a custom prompt template that helps you create professional, culturally-sensitive service descriptions for your beauty salon. Use this template to create a bilingual (Finnish/English or Finnish/Arabic) service menu with consistent formatting and culturally appropriate terminology. Document your prompt engineering process and how you refined it to get better results.

Assignment for Module 4

AI-Powered Work-Life Balance Planner: Create a business operation model that uses AI tools to maximize your salon's efficiency while accommodating your childcare responsibilities. Include specific AI applications for appointment scheduling, inventory management, and customer communications that could run with minimal supervision during your family time. Explain which AI tools you would implement and how you would set them up.

4. Tips

Leverage your cultural bridge position: Your understanding of both Iraqi and Finnish cultures is a unique business advantage. Use AI to help articulate this value proposition in your business materials.

Start small but think ahead: Consider beginning with a home-based or small-scale salon operation that can grow as you build clientele. Use AI to help you plan this scalable approach.

Build a multilingual digital presence: Use AI translation and content creation tools to maintain social media and marketing in multiple languages, reaching both local Finnish customers and the immigrant community.

Connect with immigrant entrepreneur networks: Use AI to research support programs and networking opportunities specifically for immigrant business owners in Finland, which may provide funding options not available through traditional channels.

Document your journey: Consider using AI to help you create content about your entrepreneurial journey as an immigrant woman in Finland. This could become valuable marketing content and inspire others in similar situations.

Balance technology with personal touch: While AI can help streamline many aspects of your business, remember that the beauty industry is built on personal connections. Use technology to handle administrative tasks so you can focus on building relationships with clients.

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