

# Smart learning plan (training)

Dear Oksana,

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

## 1. Learning objectives

**Master AI tools for fashion trend analysis:** Learn to use AI platforms to identify emerging trends in handmade accessories, helping you create products that align with market demands while maintaining your unique creative style.

**Develop AI-enhanced market research skills:** Gain proficiency in using AI tools to analyze potential customers for your handmade accessories business, identify market gaps, and understand pricing strategies in the Estonian and international markets.

**Create an AI-assisted business plan:** Learn to leverage AI tools to develop a comprehensive business plan for your e-commerce store, including financial projections, operational strategies, and regulatory compliance specific to Estonia.

**Build an AI-powered marketing strategy:** Master the use of AI tools for content creation, social media management, and customer engagement to effectively market your handmade fashion accessories across multiple platforms and languages.

## 2. Learning plan

### Phase 1: AI Foundations for Fashion E-commerce

- Familiarize yourself with basic AI concepts and terminology
- Explore AI image generation tools (like DALL-E, Midjourney) for product visualization
- Learn about AI chatbots for customer service in e-commerce
- Practice prompt engineering specifically for fashion and accessory design
- Understand ethical considerations in AI use for small businesses

### Phase 2: Market Intelligence with AI

- Learn to use AI tools to analyze fashion trends and consumer preferences
- Practice using AI for competitor analysis in the handmade accessories market
- Explore AI-powered tools for pricing strategy in different markets (Estonian, EU, global)
- Use AI to identify your target customer segments and their behaviors

- Create customer personas using AI insights for your specific accessories

### Phase 3: Business Planning with AI Assistance

- Learn to use AI tools to draft different components of your business plan
- Explore AI-powered financial modeling for your startup costs and projections
- Use AI to understand Estonian e-commerce regulations and requirements
- Practice creating an operational plan with AI guidance
- Develop risk assessment strategies with AI support

### Phase 4: AI-Enhanced Marketing and Sales

- Master AI tools for creating multilingual content for your target markets
- Learn to use AI for optimizing your social media presence (Instagram, TikTok)
- Explore AI-powered photography enhancement for product images
- Understand how to use AI for email marketing and customer retention
- Develop an AI strategy for scaling your business internationally

## 3. Assignments

**Fashion Trend Forecaster:** Use an AI tool like ChatGPT to analyze current fashion trends in handmade accessories. Create a visual board of 5 trending styles that could inspire your next collection, and write a brief explanation of how you would adapt these trends to your unique creative style.

**Customer Journey Mapping:** Use AI tools to research and create 3 detailed customer personas for your handmade accessories business. For each persona, use AI to help you map their journey from discovery to purchase, identifying key touchpoints where you can enhance their experience.

**E-commerce Platform Comparison:** With AI assistance, research and compare 3 e-commerce platforms (e.g., Shopify, Etsy, local Estonian options). Create a pros/cons table and determine which platform would best suit your handmade accessories business, considering your beginner status and multilingual needs.

**Multilingual Social Media Campaign:** Design a week-long social media campaign for one of your handmade accessories using AI tools to create engaging content in both English and Estonian. Include 5 post ideas with captions, hashtag suggestions, and optimal posting times based on AI analysis.

## 4. Your mini-project

## "Accessorize AI" - Digital Showcase Launch

Create a digital showcase for your handmade accessories business that incorporates AI at multiple levels:

1. **Product Development:** Use AI to help design 3-5 new accessory concepts based on current trends
2. **Digital Storefront:** Create a prototype online store (can be a simple website or social media shop) with AI-enhanced product descriptions in multiple languages
3. **Marketing Strategy:** Develop a 30-day launch marketing plan using AI tools for content creation and scheduling
4. **Customer Interaction:** Implement a simple AI chatbot (can use existing platforms) to answer basic customer questions about your products

This mini-project will serve as a practical application of all your learning objectives and provide you with a functional prototype to build upon after the training.

## 5. Tips

**Leverage your multilingual abilities:** Use AI translation tools to perfect your content in Estonian while maintaining your fluency in English, Ukrainian, and Russian to reach diverse customer bases.

**Connect with the Estonian digital ecosystem:** Estonia is known for its digital innovation - join local e-commerce and startup communities to network with like-minded entrepreneurs who can share insights about the local market.

**Start small but think big:** Begin with a focused collection of your best handmade accessories rather than trying to offer everything at once. Use AI to help you identify which products have the most market potential.

**Balance AI efficiency with personal touch:** While AI can streamline many aspects of your business, remember that your handmade products have a personal story. Use AI to handle routine tasks so you can focus on creativity and craftsmanship.

**Document your journey:** As a young immigrant entrepreneur, your story is compelling. Consider documenting your business journey on social media - AI can help you create consistent content while you focus on building your business.

**Use your café job as a learning opportunity:** While working at the café, observe customer service, marketing, and operational practices that could apply to your business. AI can help you analyze and adapt these observations to your e-commerce context.

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