

# Wonderful

Enterprise project



> Toolkit



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# 1. Introduction to the Toolkit

As we move through the times of change marked by the technological and industrial developments, coordinated and structured projects, that are equipping young people with entrepreneurial skills that will both prepare them for the future, along with ensuring the sustainability of our World have become more and more critical. In line with these needs, the WONDERFUL Project, with project partners from various countries, all contributing to the achievements of the project objectives with their own expertise, was born. This **Entrepreneurial Education Toolkit for Women and Youth in Handmade Cosmetics Sector**, developed by the Wonderful Project Consortium, aims to address the need for quality learning materials in the field of sustainable businesses, entrepreneurial education and practical learning via providing comprehensive and hand-on learning materials tailored for the unique challenges and needs of youth in today's world.

In the times of increasing unemployment rates, shift towards digitalization in learning, and alarming challenges in climate change, this toolkit provides practical solutions to empower the next generation of entrepreneurs to create a sustainable world. It highlights the importance of participation of young people, especially young women in sustainable practices, inclusion, life-long learning and preparation for navigation in the World of entrepreneurship in handmade cosmetics sector.

## 1.1 Why This Toolkit?

In today's educational systems, the practicality aspect of learning often falls short in providing learners with practical and hands-on learning experiences, especially in the field of entrepreneurship skills building. This toolkit, by offering learnings with experiential learning opportunities that blends theoretical knowledge with practical applications, **bridges the gap in educational practices** and prepares the youth for it prepares youth for taking practical action towards a sustainable world.

Further, women, especially young women, as stated Neumeyer et al. (2019) experience unique barriers in access to resources, mentorship and networking opportunities when it comes to participation in entrepreneurial ecosystems. This toolkit aims to **empower young women** through tailored learning materials in the field of entrepreneurship and handmade cosmetics, contributing to an inclusive entrepreneurial ecosystem in Europe, where people of all backgrounds and young women can develop and showcase their skills and potential.

On the other hand, as the challenges resulted by the climate change continue to pose significant threats to the environment and the Global Earth, there is a growing need for a transition in all sectors, including business and especially cosmetics field. This toolkit highlights the importance of sustainability factor in entrepreneurial journeys, specifically in the field of handmade cosmetics sector, **encouraging the sustainable transition in eco-friendly business models** for young entrepreneurs.



For an aspiring young entrepreneur in the competitive global market, developing a unique skill set with an innovative mindset is of extreme importance. This toolkit helps aspiring young women entrepreneurs develop necessary skills by providing learning plans that foster creativity, problem-solving and strategic thinking skills, therefore increasing their competitiveness in the market.

## 1.2. Why This Toolkit Now?

The COVID-19 crisis has led to an increased rates in unemployment across Europe and the World, particularly among young people (Pastore, 2023). In line with that, developing soft and hard skills became more and more important for young people that are getting ready for participation in the labor market. Thus, **strategic learning** became more and more important for young people. By offering practical entrepreneurial education, this toolkit provides learners with an alternative pathway to conventional employment, encouraging young people to generate opportunities of their own.

The shift towards the e-commerce was boosted by the impact of the COVID-19 measures. This increase in e-commerce, coupled with the ongoing digitalization process for businesses opened up new ways and opportunities for young people interested in entrepreneurship. This toolkit offers learners with tips and tricks to **utilize the digital and conventional methods** to maximize their potential and stay updated with the latest development.

As the challenges and threats posed by the climate change increase and people all across the World become more aware of the problems related to environmental issues, a growing demand for sustainable products become more evident in the cosmetics sector. The handmade cosmetics sector, by **adopting sustainable production methods** through locally produced materials and helping reduce the carbon footprint, could help aspiring young entrepreneurs with opportunities for success in the entrepreneurship market, while also aligning with the environmental priorities for the Global Earth.



Finally, this toolkit offers learners with the necessities of the ever-changing job market, equipping them with **practical, adaptable learning opportunities**, through non-formal and engaging methods.

### 1.3. Conceptual Explanation

This Entrepreneurial Education Toolkit is designed as a comprehensive learning and teaching tool, aiming to equip young people, especially young women with skills, competences and knowledge necessary to reach success in their entrepreneurial journeys. This toolkit and sources within utilizes the principles of non-formal education (NFE) methods, which prioritize experiential hands-on learning and adaptability in various learning environments. Through the integration of entrepreneurial education with non-formal learning methods and field-specific knowledge on handmade cosmetics sector, this toolkit aims to provide learners with an engaging, practical and inclusive educational experiences. .

The core principles that this toolkit is built upon include experiential learning, inclusivity, empowerment of women, sustainable practices and hybrid-blended learning opportunities.

The **experiential learning** principle of the toolkit is grounded upon learning through action, reflection and application aspects of learning. This strategy ensures that the learners can directly apply what they learned in real-life scenarios, strengthening their practical and critical thinking skills.

The **inclusivity principle** of the toolkit aims to empower the participation of young women in entrepreneurial ventures, recognizing the barriers they face and providing support and resources for them to smoothen their ventures.

The **sustainability principle** of the toolkit aims to integrate the sustainable practices into learning experience and materials. This principle is particularly relevant for the handmade cosmetics sector where sustainable production methods, sourcing and packaging can significantly impact the carbon footprint of products.

The **blended and hybrid learning** principle of the toolkit aims to incorporate blended and hybrid learning strategies that combine online and physical learning environments for the flexibility of the learners. This flexibility not only ensures a learning experience without the limits of time and place, but also empower accessibility for all learning groups.

### 1.4. Components of This Toolkit

The toolkit at hand includes various **learning plans**, tailored for specific needs and opportunities in the handmade cosmetics sector. In addition, the toolkit also offers learning plans on general entrepreneurial education, from idea generation to market research and business plan development, aiming to prepare the learners with specific features of the handmade cosmetics sector and making them ready for going forward with their ideas in the field. The learning included in this toolkit are aimed to be used both by learners and trainers, facilitating teaching and self-learning processes via interactive and engaging hands-on learning.

As a means of contributing to the learning and teaching processes, this toolkit offers **practical tips and tricks** to be used educators and learners. These tips aim to assist learners and educators with most common challenges in entrepreneurial learning, offering strategies in problem-solving, communication and engagement.

Finally, this toolkit includes a list of **comprehensive checklists** for trainers to use in their training sessions and for learners to self-evaluate their learning experiences. These checklists aim to ensure that the learning process is on track, offering a set of criteria for evaluating the development process.

## 1.5. Objectives of the Entrepreneurial Education Toolkit



This toolkit at hand aims to offer extensive and practical learning resources to increase the entrepreneurial skills of young women, assist youth trainers in delivering entrepreneurial skills trainings using non-formal education methods and empower youth organizations with increased ecosystem involvement. Therefore, the objectives of this toolkit are structured to cater the need of the stakeholders followingly:

### Objectives for Young People

- Enhancing skills development of young people through equipping them with essential entrepreneurial skills through tailored lesson plans.
- Increase self-confidence of young people, especially young women in entrepreneurial activities by providing practical learning experience that will enable their participation in labor market and entrepreneurship.
- Foster creativity and innovative practices through practical exercises and hands-on activities.
- Increase awareness on the importance of sustainable practices in handmade cosmetics sector and in entrepreneurship through the activities and exercises.
- Promote the concepts of lifelong learning and flexibility to prepare young people to continuously develop their skills and succeed in entrepreneurial ecosystems.

### Objectives for Youth Trainers

- Equip youth trainers with innovative and effective non-formal teaching strategies, encouraging them to organize engaging and effective entrepreneurial skills building activities.
- Provide trainers with practical educational tools, including learning plans, checklists and tips & tricks, in order to increase their effective and innovative session delivery.
- Assist the professional development journey of youth trainers by increasing their knowledge and skills in NFE methodologies and entrepreneurship education.

## Objectives for Youth Organizations

- Empower youth organizations with high-quality educational materials to provide young people with effective entrepreneurship skills.
- Support youth organizations in developing and organizing effective entrepreneurship learning programs, utilizing the toolkit and resources.
- Encourage youth organizations to engage with their local communities, contributing to inclusive and supportive entrepreneurship ecosystems around Europe.
- Provide assistance to youth organizations in involving sustainability initiatives into their programs, to encourage responsible and sustainable entrepreneurship among young people.

## 2. Facilitators and learners in NFE in entrepreneurial Education

In entrepreneurship education, grasping the profiles and values of both learners and trainers is fundamental for success (Fayolle and Gailly, 2008). Non-formal education (NFE), through its flexibility, learner-centered approach and focus on practical skills, differs greatly from conventional education methods. Therefore, to create an effective learning environment for entrepreneurship education via NFE, it is of utmost importance to understand the unique characteristics, values and motivations of both learners and trainers in the learning processes.

Non-Formal education settings, by nature, offers diverse, dynamic and highly interactive learning experiences to the learners. The methods and techniques used in NFE provide learners with collaborative learning opportunities, hands-on activities and real-life problem-solving exercises. At the same time, these techniques require trainers to be not only knowledgeable in entrepreneurial concepts, but also skilled in and competent in providing guidance and mentorship for learners as well (Pylväs, 2018). Simultaneously, it requires learners to be open-minded, eager to apply what they learn in their lives and be proactive learners.



In this section, we will delve into optimal learning profiles and values for learners and trainers in NFE-based entrepreneurship education. We will explore the specific characteristics that allow for effective learning and training, the values that guide their engagement and how these elements contribute to a successful learning experience. Understanding these values and concepts will allow learners and trainers to better implement learning plans that meet the needs of the learners, thus achieving the goals of this Entrepreneurial Education Toolkit.



## 2.1. Learners' Profiles



Learning in NFE environments can be described by their varied backgrounds and diversity in their learning styles. In NFE settings, it is encouraged to work and learn with others that are coming from different educational, social and cultural backgrounds, as this richness will result in various perspectives and enhanced learning processes for everyone. However, we can still mention about common traits that the learners are encouraged to have for a rich and fruitful learning experience in NFE for entrepreneurship education:

**Open-mindedness:** Effective learners often exhibit willingness and curiosity to learn about new ideas and concepts. They are open to communicate with different people and learn from various sources, such as mentors and peers.

**Sense of Initiative:** Non-formal learning environments follow a learner-centered approach, requiring the learner to take charge of their learning. In that sense, learners are encouraged to be proactive, to take initiative in seeking the information, ask questions and engage profoundly with the learning materials.

**Flexibility:** Entrepreneurship, by nature is a dynamic concept, demanding entrepreneurs to adapt to the circumstances that are constantly changing. Learners in NFE are encouraged to be flexible, think of various scenarios that could happen in the real life, and come up with practical strategies to those challenges.

**Collaborative Attitude:** NFE usually involves group work where participants are asked to work with others, share ideas and contribute to the group efforts, and create a collaborative result in the end. Therefore, learners in NFE for entrepreneurial education have the advantage of achieving successful results in collaborative settings, as it happens with entrepreneurship in real life.

**Goal-Oriented Thinking:** Learners in NFE are asked to think about the goals and objectives in a task they are engaged with. They are guided by a desire to achieve these objectives and put in the effort through the group to reach their goals.

## 2.2. Learners' Values

In non-formal education settings, values that a learner has can significantly impact their engagement process. The values provided below can help the learners shape their attitudes towards learning, co-operation and personal development. These values are:

**Commitment to Lifelong Learning:** Understanding that learning does not stop in formal education and its an ongoing process for one's lifespan is an important value that will enable learners to increase their continuous personal and professional development. Understanding and committing oneself to lifelong learning will boost the learning process.

**Entrepreneurial Mindset:** Entrepreneurship is a journey that requires innovation, creativity and risk-taking. Learners that understand and adapt these values will tend to be more thinking outside the box, and motivated to create things that are new and impactful.

**Sustainability:** In today's World, being aware of the global challenges that we all face is an important factor for creating a better world. Successful leaders tend to have an understanding of these challenges we face, such as the climate change, and they value sustainable practices in developing businesses.



**Resilience:** Entrepreneurship by nature involve failures and setback. Learners who have the resilience and perseverance to go through the challenges, learn from their mistakes tend to be successful in achieving their dreams.

**Ethical Values:** Honesty, integrity, fairness and respect are important factors in entrepreneurship. Learners having these values are likely to be able to establish long-lasting relationships with their stakeholders and create impactful ventures.

### **3. Online and Physical Learning Environments, Strategies, Tips & Tricks**

Non-formal education methods are comprised of learning activities that are outside the conventional classroom settings, requiring learners to be active learners in the process. These methods can be delivered not only in physical environments, but also through online learning settings as well. Each environment provides learners and trainers with advantages and challenges that influence the learning experience.



As per **online learning environments**, it has advantages for learners in terms of flexibility and accessibility, providing learners to access to learning opportunities from any location at any time. Online learning environments are particularly practical for accommodating various learning needs and schedules, also making it easy to reach out to wide range of participants. Online platforms also can offer interactive learning for participants through multimedia content, virtual debates, collaborative projects, rendering the learning process engaging and dynamic for participants (Sun & Chen, 2016). On the other hand, the lack of physical presence can have a negative impact on creating a sense of community among participants, hindering the learning experience.

Participants in **physical learning environments**, on the other hand can enjoy direct and face-to-face communication with others, create stronger relationships and provide/receive immediate support. Physical environments are ideal for group works, experiential learning and practical projects where participants can directly apply what the concepts into real-life situations. The physical existence of the trainers can also help maintain the motivation in the group, boosting the engagement. However, physical learning environments, as opposed to online modes, are constrained by geographic and time-bound limitations, making it challenging to reach wider range of learners.

In addition to the online and physical learning settings, **blended learning environments**, combining the strengths of both modes into one can offer learners and trainers a versatile and comprehensive educational experience. This hybrid approach allows for flexibility and accessibility while also offering the practicality and hands-on benefits of physical learning settings. This combination of both modes is particularly important for NFE for entrepreneurship education, that require practical and accessible learning for young people of all backgrounds.



Online learning mode offer learners access to digital resources from all over the world, opportunities for virtual discussions from people of different backgrounds and self-paced learning, maximizing the yield for learning for various needs, styles, and schedules. This flexibility is advantageous for young entrepreneurs to balance their responsibilities and learning needs. On the other hand, physical learning environments provide learners with direct interaction, hands-on learning and immediate feedback, which are important in experiential and practical learning, which is an inseparable part of entrepreneurship education.

Blended learning environments also increase the cohesion and continuity for learners in their educational experience. In blended learning mode, learners can prepare online, comprehend the theoretical part before the face-to-face activity, and engage in the physical activities for more hands-on learning. Following that, learners can reinforce their learning via additional digital exercises and reflective activities. This process enhances the effectiveness of the learning process while also saving on time for the learners and teachers.

### 3.1. Strategies for Trainers and Learners in Blended Learning Environments

Effective combination of the benefits of online and physical educational settings is crucial for success in the use of NFE for entrepreneurship education in blended learning environments. For trainers, this encompasses inclusion of various learning tools, flexible schedules, collaborative approaches, clear guidance and continuous support provision for learners. These strategies allow learners to engage with the learning content, and maximize their learning in transition between online and physical settings. For learners, strategies such as time management, staying organized, active participation and maximum utilization of the learning resources are essential part of success for learning. These strategies, when combined, will provide dynamic and authentic learning experience, maximizing the practical and theoretical learning for learners.



Trainers can utilize various strategies to create suitable learning environment for learners

### 3.2. Strategies for Trainers

**Integration of online and offline activities:** When designing your activities, always keep in mind that it is convenient to use theoretical and foundational parts for online platforms, while hands-on projects, discussions and practical learning parts are more convenient for physical learning settings.

**Utilization of various learning tools:** Using various learning tools, such as video tutorials, quizzes, debate forums and digital simulations to increase the engagement in online learning. When it comes to physical learning settings, try to combine and integrate group activities and drawing/making activities for your sessions.

**Flexibility in learning schedules:** Create a learning schedule that suits both asynchronous (self-paced) and synchronous (live) learning. This provides learners with an opportunity to manage their time effectively, learn at their own speed and also participate in real-time sessions if needed.

**Collaboration and interaction:** Fostering collaboration and communication among learners via discussions, group projects and interactive exercises is crucial for achieving learning goals. Use offline settings for creating a teamwork spirit among participants, while using online sessions for achieving the continuity in communication among partners.



**Guidance and support:** Providing clear instruction and continuous support in blended learning environments are another success factor for trainers. Organize feedback and reflection times in the end of the day or sessions, use check-ins in the beginning of the days and sessions, and ensure that learners' can contact you in certain times throughout the learning to express their concerns and issues with their experience.

**Active participation:** Using case studies, role-play activities and problem-solving exercises will help learners to be engaged with the sessions, triggering their active participation. Active participation will help learners to keep engaged with the content and reinforce their learning process.

**Assessment:** Assess and evaluate the effectiveness of your teaching strategies in both online and offline modes of your blended learning plan. Collect feedback from participants, analyze their progress and create alternative scenarios if there is a need for an adaptation or change.

### 3.3. Strategies for Learners

**Self-organization:** Using digital or traditional calendars and to-do lists, keep track of the deadlines, assignments, and activities. Staying organized and always having a big picture when you needed will help you manage the demands of physical and online learning settings.

**Active Participation:** Active participation in online and offline sessions through engaging in discussions, asking question and contributing to group projects will help you maximize your learning experience. This will also help increase your participation and the engagement in the experience.



**Time management:** Try to spare some time prior to online and physical sessions to prepare yourself. This will help your active participation and reinforce your learning. Balancing between self-paced online learning and physical activities will ensure a successful progress for you!

**Utilizing Resources:** Try to make use of all the provided materials, online tutorials, discussion forums and classroom activities. These resources are designed in a way to complement each other and increase your learning performance.



Collaboration with others will increase learners' experience and engagement.

**Collaborate with others:** Collaboration and communication with other participants in both in-person and online settings will help you with your learning aims. Online tools can help you maintain the communication with your peers, while physical meetups can help you deepen your collaboration.

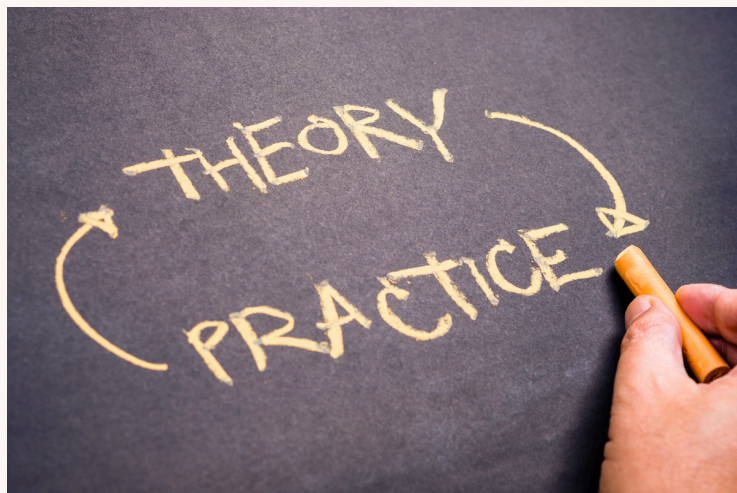
**Feedback and support:** Asking for feedback from your peers and your trainers would help you find the missing parts in your learning experience. You can regularly check with them, ask for guidance, and evaluate your progress to further improve yourself.

**Reflect and apply:** Taking some time after the learning time and reflecting on what you have learned and the ways to apply these in your life would help you with your learning process. You can also reflect with other participants on your learning to increase the effectiveness and communication with others.

## 4. Introduction to Work-Based Learning (WBL)

Work-Based Learning, commonly referred to as WBL, is an educational approach wherein academic learning is combined with work experiences so that a better linkage between theoretical knowledge and practical application can be achieved. As Lester and Costley (2010) stated, WBL enables learners to apply what they have learned within either semi-structured or structured working environments so that training will be closely linked to industry practices and workplace needs and realities. The method has found special relevance in the entrepreneurship education of young people, for whom experience and practical application are vital in their careers.

WBL can be implemented in various methods, such as apprenticeships, internships or project-based experiences in companies. WBL, through providing a learning experience in real-life situations, can offer development in technical knowledge, as well as soft skills in the workplace environments, such as communication, teamwork, negotiation and problem-solving skills (Raelin, 1997). WBL's highly flexible nature allows it to be adaptable in various contexts and educational levels, rendering it an indispensable part of professional development for young people.



Work-based learning allows learners to put the theoretical learnings into practice

In entrepreneurship education, especially for handmade cosmetics business sector, WBL could be a highly effective method, allowing learners to directly engage with the business processes, such as product development, production, branding, marketing, and engagement with the customers. As suggested by Raelin (2008), WBL is highly effective when the learning environment at the workplace allows for connections between academic learning and applicability in the workplace, thus making it an ideal learning method before venturing into the real business markets.

## 4. 1. Benefits of WBL for Learners

### **Practical Application of Knowledge**

WBL, in terms of rendering the theoretical knowledge into practical knowledge, can be a valuable source of learning for learners. Lester and Costley (2010) described that WBL, by allowing learners to practically try-out their learnings, ensures a higher level of skills enhancement for learners compared to sole theoretical trainings. For examples, as for handmade cosmetics sector, learners can directly put into practice the theoretical knowledge that they learnt in packaging and presentation within WONDERFUL project, by designing and producing actual packaging products, experiencing first hand that the packaging materials can have a substantial impact on the overall looking and functionality of the items. This hands-on experience solidifies the learning experience of learners, as well as providing them with the confidence to put their ideas into practice effectively.

### **Development of Reflective Practices**

In WBL, one of the crucial aspect for learning reinforcement is the development of the reflective skills. According to Helyer (2015), reflection is crucial in WBL as it encourages learners to evaluate their own experiences, identify their strong and weak points, and plan their improvement process. In the context of handmade business cosmetics, learners, after the learning sessions and WBL experiences, can reflect on their learning experiences via the questions provided in the learning plans, and the guidance of their supervisors, along with the feedback from their peers and customers. This reflection process fosters continuous improvement and will enable them to become more adaptive and self-aware entrepreneurs.



WBL helps learners with career development.

### **Career Development and Employability**

WBL also provides learners with enhanced employability by providing them with real-work experiences and on-the-spot competence development. Learners, through WBL, not only gain practical skills, but also extend their professional networks, highly contributing to their career prospects. For entrepreneurship skills development in particular, WBL could provide learners with specific insights into customer needs, interested, market trends and business procedures specific to the sector (Raelin, 2008). For instance, learning about production techniques and quality control through hands-on learning, learners could directly transfer these competences into their future business ventures.



## 4. 2. Benefits of WBL for Trainers and Educators

### **Enhanced Engagement in Learners' Development**

Unlike conventional classroom settings, WBL provides trainers and educators with opportunities to actively engage with the development of their learners. Through WBL, trainers are able to observe the learning process of the learners while they apply their academic knowledge into real-world scenarios, and provide real-time feedback and guidance to learners, ensuring that the learning outcomes of students are in line with the demands and realities of the industry (Boud & Solomon, 2001). For instance, in the case of packaging design for handmade cosmetics industry, trainers can provide feedback on the design choices, material selection, sustainability choices and branding strategies.

### **Co-Creating Learning Experiences**

According to Boud and Solomon (2001), WBL creates a collaborative learning environment for both learners and trainers, where both parties can instantly and flexibly co-create the learning environment in line with the changing needs and realities of the situation. For trainers using this toolkit, this means that they can co-design the learning experience of learners on the spot, in line with their needs and interests, in occasions such as defining the product, the materials, the packaging, marketing strategies and exploring the market. Trainers also can adapt their teaching strategies merging the industry needs and learners' strengths, ensuring that the learning process is relevant and applicable.



## 4.3. Integration of WBL into the Toolkit

### **Application for Learners**

Learners using this toolkit of WONDERFUL project can apply the WBL approach by trying out their learning outcomes in real-world industry scenarios. For example, in the learning plans provided by this toolkit, learners are asked to create outputs, such as material selection, branding strategies, packaging and product presentation, and developing a business, and through WBL, learners can take this process one step further can implement an actual market testing. The learners, before going out on the real market as entrepreneurs, through co-operation, internship or apprenticeship in already existing handmade cosmetics business can apply the material selection, quality control mechanisms, packaging and presentation, marketing and business procedures in the industry, increasing their business skills before starting their own ventures.

## Application for Trainers

Trainers using this toolkit can incorporate WBL strategies into their practices by offering tasks involving real-life scenarios or real-life business challenges in the sessions they hold. For instance, trainers can implement activities where learners can interact with local business owners about their own experiences and present their own ideas to the challenges faced by the business owners. This practical experience builds practical skills, as well as providing a deep understanding of how real-life enterprises operate.

In addition, trainers can implement simulations at workplaces by creating partnerships with the local businesses, where learners can experience the workplace realities for a limited time. For instance, a trainer can collaborate with a local cosmetics shop to allow their learners to present their products in a retail environment. This would expose learners to real interactions with the customers, providing valuable feedback to them on branding, customer interaction, product presentation and branding. Trainers, then can hold reflection sessions with the learners, guiding them through assessing and evaluating their work and offer improvements.

### 4.4. Reflection Tools and Exercises

Trainers should make use of various reflective tools and activities in order to fully benefit from WBL. Helyer (2015) suggests that reflective activities are core to the WBL methods, as they provide learners with opportunities to link the theory with practice, through critical thinking and self-assessment. Here are some of the tools that trainers can use in their sessions:

**Journals:** Encourage keeping a reflective journal for your learners, where they write down about their experiences on their practical tasks, such as their thoughts and ideas at the workplace, feedback from their peers, and customers, as well as their key moments.



Journaling can help learners increase their learning and retention processes.

**Peer Review Sessions:** Organize sessions with your learners to share their experience, followed by structured feedback from you as a trainer and their peers.

**Informal Meet-Ups:** In the end of their experiences within WBL, make sure to organize a meet-up, with participation of learners, trainers and supervisors, to create opportunities for exchange of experiences and celebrate the success of the learners.

#### 4.4. Conclusion for WBL

Work-Based Learning provides both learners and trainers with valuable learning/teaching experiences that could significantly increase the professional and entrepreneurial development of the learners by providing a strong link between academic and practical knowledge. For entrepreneurship education and training, WBL can provide a significant learning atmosphere for developing hard and soft business skills, such as product design, production, branding, customer interaction and services. Thus, WBL can act as a crucial component of entrepreneurship skills development, allowing learning to apply what they have learned during the sessions into real-business environments.

On the other hand, via WBL, the trainers are able to provide tailored learning lessons regarding real business challenges where learners are meaningfully integrated in problem-solving and reflective practices. Through WBL, the trainers are able to facilitate relevant learning, narrowing the gap that exists between education and industry, which helps learners in the development of skills and confidence that is needed for them to survive in the competitive world of business.

The future for WBL lies in its adaptability and relevance to the industries that are emerging. As the handmade cosmetics sector continues to grow, learners and trainers alike can use WBL to maintain their competence relevant, innovative, and focused on the needs of businesses and customers.

### **5. Learning Tools for Handmade Cosmetics**

The WONDERFUL Project toolkit on Entrepreneurship Skills Development on Handmade Cosmetics is divided into different sections, each section including various tools, such as learning plans, checklists for facilitators and tips&tricks for learners and facilitators to elevate their learning/teaching practices in the field of handmade cosmetics and entrepreneurship. In addition, the toolkit provides tools for learners to structure and increase their learning practices in WBL, allowing them to go over their learning experiences and facilitate a practical learning outcomes for learners.

The first section of this toolkit, namely non-formal education tools include learning plans that are built upon the learning content produced by the Wonderful Project. These tools aim to render the outcomes of the learning content and modules of Wonderful project into practical learning, equipping learners with practical skills via activities and exercises, while also providing the facilitators and trainers with relevant NFE activities that they can use within their sessions.

The structure of the tools of the first section on handmade cosmetics is as follows:

- 1- Introduction to Handmade Cosmetics: Understanding the basics of handmade cosmetics production through practical learning.
- 2- Best Practices, Safety Guidelines, and Industry Standards: Safety measures, regulations and industry standards in handmade cosmetic products.
- 3- Ingredient Selection and Formulation – Practical lessons on creating cosmetics using natural ingredients.
- 4- Production Techniques and Quality Control – Covering the processes involved in handmade cosmetics production.
5. Packaging and Presentation – Techniques for effective packaging and attractive presentation.
6. Creating and Selling Handmade Cosmetics – Marketing strategies, brand development, and social media use.
7. Motivational Success Stories – Inspirational stories and activities that foster entrepreneurial mindset.

The second section of the tools in this toolkit provides learning plans, checklists and tips&tricks for learners and trainers on how to start businesses related to handmade cosmetics. The structure of this section is as follows:

1- Identifying problems and generating new ideas – The learning plans under this topics aim to help young learners with finding business ideas and opportunities relevant to handmade cosmetics field, as well as providing them with tools to spark creativity. The section also includes checklists and tips&tricks for learners and facilitators to increase their learning experience.

2- Market Research for beginners – The learning plan under this topic aim to help young learners with the basics of market research in a practical way, helping them to analyze the market, competitors and the ways and methods to engage with their target group. This topic also includes checklists and tips&tricks for learners.

3- From ideas to the Reality – The learning plan under this topic aims to boost the soft skills and entrepreneurial skills of young people taking part in the session with by helping young people to use their ideas, utilize their market research for putting their ideas into reality, helping them to create a pathway to enter into the world of entrepreneurship.

Finally, the toolkit involves tools for young people participating in work-based learning that aims to structure their learning process and experiences, providing them with guidelines and questions to reflect on their WBL experiences, as well as a structured tool for peer-feedback for Work-Based Learning.



# Learning Tools for Handmade Cosmetics Field

Wonderful

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# Learning Plan: 1

Module 1 :	Duration:	Group Size:
Introduction to the Handmade Cosmetics	2 Hours	10- 15 participants

## Learning objective/s:

- Learn about the history, growth, types, and current trends of handmade cosmetics; compare them with mass-produced alternatives and predict future trends.
- Recognize regulatory requirements, safety standards, and develop strategies for compliance.
- Identify key stakeholders, explore global distribution channels, and create effective marketing strategies for handmade cosmetics.

## Materials needed:

- Projector and presentation facilities,
- White Board,
- Markers, Notebooks,
- Handmade cosmetics
- ingredient samples, Camera

## Hook/intro (15 minutes):

You can start with an ice-breaking question. Ask all participants to name an accomplishment achieved by age 18. These accomplishments can range from academic to personal, and you can play as many rounds as you like.

## Session structure:

This session starts with an introduction of the topic to the students, asking about their motivations, and personal accomplishments. Then, the session continues with historical development and journey of handmade cosmetics sector, providing information to the participants the understanding of significance of handmade cosmetics in cultural and societal aspects. Then, a short documentary on handmade cosmetics reinforces the historical perspective of the topic for the participants. The session continues with a groupwork on examining the cosmetic traditions from specific regions and linkage with today's context. The session concludes with debriefing and reflection of the participants on the session.

## Session Structure

### 1. Introduction to the Activity (15 minutes)

- Icebreaking Activity:
  - Introduce yourself and the topics of the module and get to know each other with participants.
  - Let them introduce themselves and their motivations to follow the module. Create a peaceful, safe, and warm learning environment.
  - Ask them about their expectancies from this module and what they already know about it.
- Presenting Module Objectives:
  - Present the objectives and the aims of the module.
  - Briefly explain the lecture structure by mentioning topics, methodology, and activities.

### 2. Activity Explanation (40 minutes)

#### Part 1: Presentation on History of the Handmade Cosmetics(15 minutes)

- The Evolution of the Handmade Cosmetics:
  - Present the detailed history of the handmade cosmetic sector since ancient times.
  - Illustrate various practices from different regions and cultures.
  - Give information about the importance of cosmetic practices in social life (such as applying specific makeup products or practices to show social status - Look in Egypt, Ancient Greece, and India).
  - Present some local products and techniques.
- Industrial Revolution and the Rise of Mass Production:
  - Underline the increased mass production after the Industrial Revolution.
  - Highlight the relationship between global marketing and global trends, as they both correlatedly increased after the Industrial Revolution.
  - Present some pros and cons that came out by the time and discuss them with participants.

#### Part 2: Documentary Session (10 minutes)

- Disseminate a documentary/short movie/movie scene about
  - The ancient handmade cosmetic practices
  - History of the Handmade Cosmetics
- Discuss the message of the documentary with participants.

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## Session Structure

### Part 3: Group Activity – Local Practices (15 minutes)

- Small Group Exercise:
  - Divide participants into small groups of 4-5. Each group will focus on a specific region/culture from history and present the common handmade cosmetic practices/products.
  - Groups discuss how these practices/products inherited in the modern industry.
- Group Presentation:
  - Each group presents their given region/culture to other participants.

### 3. Conclusion (10 minutes)

- Key Takeaways:
  - Recap the main ideas covered, including the characteristics of various substances and how well-suited they are for different kinds of skin care products.
- Q&A Session:
  - Let attendees ask questions in order to get clarification or more details about the components.
- Closing Remarks:
  - Give a motivational speech to end the session, urging attendees to experiment with their own compositions and to investigate components further.

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## Debriefing and Closure (15 minutes) :

- How do you think the use of natural ingredients in cosmetics evolved over time? Can you identify any historical moments that significantly influenced this shift?
- In what ways did cultural practices around beauty influence the development of handmade cosmetics in different regions?
- What trends in handmade cosmetics from the past are still relevant or have been revived in modern beauty culture? Why do you think this is?
- How have advancements in science and technology changed the methods or ingredients used in handmade cosmetics over the centuries?
- How did the societal views on beauty and self-care affect the popularity and development of handmade cosmetics in the past?
- Can you think of any historical figures or movements that contributed to the shift toward natural, handmade beauty products?



- How do traditional practices in handmade cosmetics compare to modern DIY beauty approaches? Are there any significant differences in methods or ingredients?
- After learning about the history of handmade cosmetics, how might you approach creating or using your own beauty products differently?
- How do you think the sustainability practices of ancient civilizations in sourcing natural ingredients compare to today's environmental concerns regarding cosmetic production?

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### Online Learning / Blended Learning Variation:

For a blended or online practices of the lecture on the history of handmade cosmetics, you can incorporate various interactive and reflective tasks to enhance engagement. Watching videos or creating digital timelines of key historical developments will increase the blended activities during the lecture. Besides, lecturer can use quizzes, polls, and breakout discussions to foster participation, while post-lecture tasks might involve collaborative wikis, blog posts, or DIY cosmetic demonstrations shared virtually. Tools like Zoom, Google Docs, Mentimeter, and Padlet can facilitate collaboration and interaction. Assessment methods, such as peer review, online quizzes, or gamified activities like virtual escape rooms, can also reinforce learning in a flexible hybrid or online setting.

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### Further Information:

- BBC Documentary. (2021). Make up: A glamorous history series: 1, episode: 1 [Video]. YouTube. <https://www.youtube.com/watch?v=VE1cd7P7USI>
- British Pathé. (1958). Mixing face powder: Retro cosmetics [Video]. YouTube. <https://www.youtube.com/watch?v=NH35f0CrlvI>
- British Pathé. (1963). Beatnik beauty transformation: A sixties makeover [Video]. YouTube. <https://www.youtube.com/watch?v=6zA5nLp8AS4>
- Insider. (n.d.). Using ancient cosmetics to create modern makeup (Do not try at home!) [Video]. YouTube. <https://www.youtube.com/watch?v=T7tfDwn6pYU>

# Learning Plan: 2

Module 2:  
Market Analysis and  
Competitor Research

Duration:  
1.5 Hours

Group Size:  
10 - 15 participants

## Learning objective/s:

- Learn about the history, growth, types, and current trends of handmade cosmetics; compare them with mass-produced alternatives and predict future trends.
- Recognize regulatory requirements, safety standards, and develop strategies for compliance.
- Identify key stakeholders, explore global distribution channels, and create effective marketing strategies for handmade cosmetics.

## Materials needed:

Projector and presentation facilities,  
White Board, Markers, Notebooks,  
Handmade cosmetics and  
ingredient samples, Camera

## Hook/intro (10 minutes):

You can start with an ice-breaking question. Ask all participants to name an accomplishment achieved by age 18. These accomplishments can range from academic to personal, and you can play as many rounds as you like.

## Session structure:

Please provide here step-by-step instructions for trainers or self-learners to follow. The instructions should be ideally in three parts, introduction to the activity, activity explanation and conclusion of the activity. In case you use hand-outs or various resources, please provide links to those in the "further information" section!

## Session Structure

### 1. Introduction to the Activity (15 minutes)

- Icebreaking Activity:
  - Ask participants to list 3 main cosmetic products they use the most. (You can use Mentimeter.)
  - Ask participants to show cosmetic products they have with them and see if they are on the list on the Mentimeter.
  - Look for the most popular product and brand among participants and talk about their motivation.
- Presenting Module Objectives:
  - Present the objectives and the aims of the module.
  - Briefly explain the lecture structure by mentioning topics, methodology, and activities.

### 2. Activity Explanation (40 minutes)

#### Part 1: Presentation on Key Products and Market Trends(15 minutes)

- Introduce trending products in the Handmade Cosmetic Sector.
  - Present a detailed explanation of:
    - Skincare products
    - Makeup products
    - Haircare products
    - Fragrance
    - Men's products
  - Illustrate relevant products for each type.
- Present the trending ingredients of the handmade cosmetic sector and in which products they can be found:
  - Briefly explain the most common ingredients in the handmade cosmetic sector such as:
    - Botanical extracts, plant oils, natural butter, clays and mud, hydrosols, floral waters, fruit enzymes, probiotics and ferments, adaptogens, and superfoods.
- Introduce the Market Trends in the Handmade Cosmetic Sector
  - Explain current trends by illustrating best practices and their marketing strategies
  - Show social media trends and how they shape the sector strategies.

Part 2: Workshop Session - choose one of the workshop ideas stated below(10 minutes)

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## Session Structure

- **DIY Formulation Workshops:** Host hands-on DIY formulation workshops where participants can learn how to create their own handmade cosmetic products, such as lip balms, body scrubs, or facial masks. Provide guidance, ingredients, and equipment, and allow participants to experiment with different formulations and customize their products.
- **Ingredient Exploration Sessions:** Organize ingredient exploration sessions where participants can learn about the properties, benefits, and uses of various cosmetic ingredients, such as essential oils, botanical extracts, and natural additives. Create sensory experiences, such as scent tests or texture comparisons, to engage participants and deepen their understanding of ingredients.
- **Q&A with a Professional:** Organize an online meeting with a handmade cosmetic product manufacturer and let participants guess the ingredients they use in their products.
- **Brand Storytelling Workshops:** Host interactive brand storytelling workshops where participants can develop their brand identity, values, and messaging. Facilitate brainstorming sessions, storytelling exercises, and visual branding activities to help participants articulate their brand story and communicate it effectively to their target audience.
- **Marketing Strategy Clinics:** Organize marketing strategy clinics where participants can receive personalized feedback and guidance on developing effective marketing strategies for their handmade cosmetic businesses. Offer insights on branding, social media marketing, influencer partnerships, and customer engagement tactics tailored to the cosmetics industry.

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## Debriefing and Closure (15 minutes) :

- How have consumer preferences shaped the development of key cosmetic products over the last decade? Can you identify any shifts in demand?
- In what ways do historical handmade cosmetic products compare to modern formulations in terms of ingredients and consumer appeal?
- What are the most prominent current market trends in the cosmetics industry, and how do they reflect broader societal changes, such as sustainability or inclusivity?
- How do you think trends like clean beauty, vegan formulations, or personalized skincare have impacted product innovation in the cosmetic industry?
- What factors do you believe drive consumer decisions when selecting beauty products? How has this changed with the rise of social media and influencer marketing?
- How important is brand transparency in the modern cosmetics market, and how does this affect consumer loyalty and purchasing behavior?

- Can you think of a recent cosmetic trend that was driven by consumer demand rather than industry innovation? What impact did this have on the market?
- How do you think the current trend towards "natural" and "organic" products will shape future product development?
- How do global beauty trends differ across regions, and what cultural factors influence these variations? Can you provide examples of how international trends have influenced local markets?
- In what ways are emerging markets contributing to the evolution of the cosmetics industry, and what trends are we seeing in those areas?
- After identifying key products and market trends, how might you approach developing or selecting a cosmetic product to meet current market demands?
- Considering the rapid changes in market trends, how important is it for companies to stay agile and adapt quickly to shifts in consumer preferences?

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### Online Learning / Blended Learning Variation:

For the online and blended learning variation of your lecture on identifying key products and market trends in cosmetics, you can incorporate a mix of interactive and reflective tasks to engage participants in a flexible environment. Pre-lecture activities could include market research assignments or watching industry-related videos, with participants sharing their insights in online forums. During live sessions, use polls, quizzes, or breakout discussions to explore current trends and consumer behavior. Post-lecture, students could collaborate on digital presentations or market analysis projects, or contribute to discussion forums reflecting on industry trends. Tools like Zoom, Google Docs, and Padlet can facilitate collaboration and discussion, while assessments could include peer reviews, online quizzes, or group projects that analyze recent trends. This approach ensures that participants can engage deeply with the material, regardless of their learning mode.

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### Further Information:

- Financial Times. (n.d.). How Lush took on the cosmetics industry [Video]. YouTube. [https://www.youtube.com/watch?v=HK\\_4T7BFwI](https://www.youtube.com/watch?v=HK_4T7BFwI)

# Learning Plan: 3

Module 3:  
Ingredient Selection and  
Formulation

Duration:  
60 minutes

Group Size:  
Up to 20 participants

## Learning objective/s:

- Understand the basic ingredients used in handmade cosmetics.
- Learn about the properties and benefits of various natural ingredients.
- Gain knowledge on how to select appropriate ingredients for different cosmetic products.
- Learn basic formulation techniques for handmade cosmetics.
- Gain hands-on experience in creating handmade soaps, skin creams, and perfumes.

## Materials needed:

- Essential oils (various types)
- Carrier oils (e.g., coconut oil, almond oil)
- Butters (e.g., shea butter, cocoa butter)
- Natural additives (e.g., aloe vera gel, honey)
- Soap bases or saponification materials
- Emulsifying agents
- Fragrance oils and natural colorants
- Mixing bowls, spoons, and spatulas
- Protective gear (gloves, aprons)

## Hook/intro:

### Introduction to the Module:

1. Overview of the importance of understanding ingredients and formulations in handmade cosmetics.
2. Benefits of natural and handmade products for personal care.

### Ice-Breakers:

1. Participants introduce themselves and share their favorite natural ingredient or DIY cosmetic product.
2. Quick quiz on common natural ingredients and their benefits.

## Session structure:

In this 1-hour session, participants will learn about the basic ingredients used in handmade cosmetics, their properties, benefits, and how to select appropriate ingredients for different products. Visual aids, sample ingredients, and case study examples will be used. The session begins with a welcome and overview of objectives, followed by an interactive presentation on oils, butters, essential oils, and natural additives. Participants will then engage in group discussions to share experiences and preferences, and analyze case studies of popular handmade cosmetics.

## Session structure:

### 1. Introduction to the Activity (10 minutes)

- Welcome and Objectives:
  - Greet participants and briefly introduce the session's goal: to understand the basic ingredients used in handmade cosmetics and learn about their properties and benefits.
  - Highlight the importance of selecting appropriate ingredients for different skin types and product needs.
- Icebreaker Activity:
  - Ask participants to share a favorite natural ingredient or product they use. This helps establish a personal connection to the topic and encourages interaction.

### 2. Activity Explanation (40 minutes)

#### Part 1: Presentation on Ingredients (15 minutes)

- Overview of Key Ingredients:
  - Present a brief introduction to essential ingredients used in handmade cosmetics: oils (e.g., coconut, jojoba), butters (e.g., shea, cocoa), essential oils, and natural additives (e.g., aloe vera, honey).
  - Use slides or images to show the ingredients and explain their benefits, such as moisturizing, healing, or soothing effects on the skin.
- Ingredient Properties:
  - Discuss how each ingredient is suited to different skin types (e.g., dry, oily, sensitive) and what role it plays in cosmetic formulations.
  - Provide simple examples of products that utilize these ingredients (e.g., a hydrating cream for dry skin with shea butter).

#### Part 2: Group Activity – Ingredient Matching (15 minutes)

- Small Group Exercise:
  - Divide participants into small groups of 4-5. Each group receives a list of different cosmetic products and must match the appropriate ingredients to each product based on its function (e.g., a calming lotion for sensitive skin).
  - Groups discuss why they chose specific ingredients and share their reasoning with the larger group.
- Group Presentation:
  - Each group presents their chosen ingredients, explaining how they contribute to the product's effectiveness.

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## Session structure:

### Part 3: Case Study Review (10 minutes)

- Real-World Product Analysis:
  - Present a case study of a popular handmade cosmetic product and analyze its ingredient list.
  - Discuss the choice of ingredients, their properties, and how they complement each other in the formulation.

### 3. Conclusion of the Activity (10 minutes)

- Recap Key Learnings:
  - Summarize the key points discussed: the properties of different ingredients and their suitability for various products and skin types.
- Q&A Session:
  - Open the floor for questions, allowing participants to seek clarification or further information on ingredients.
- Closing Remarks:
  - Conclude the session with a motivational message, encouraging participants to explore ingredients further and experiment with their own formulations.

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## Debriefing and Closure:

- Which ingredient did you find most interesting and why?
- How do you think the properties of different oils and butters affect their use in cosmetics?
- What are the key benefits of using natural ingredients in handmade cosmetics?
- Can you identify any potential drawbacks or challenges of using certain natural ingredients?
- How would you select ingredients for a product aimed at sensitive skin?
- What factors would you consider when choosing essential oils for a skincare product?
- How will you apply the knowledge gained today in your future cosmetic projects?
- Can you think of a product you'd like to create using the ingredients discussed? What would it be and why?



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## Online Learning / Blended Learning Variation:

For a blended or online learning environment, this session on understanding ingredients in handmade cosmetics is adapted with interactive tools and collaborative activities. Participants will explore basic ingredients and their properties through digital visual aids and virtual samples, engaging in group discussions via breakout rooms to share insights and compile preferences. Digital case studies of popular cosmetics will be analyzed collectively, fostering discussions on ingredient selection rationale. Alternative exercises include virtual labs for ingredient simulations, collaborative recipe development, and online quizzes to reinforce learning. The session concludes with a summary of key insights and a Q&A session, ensuring participants grasp the significance of ingredient selection tailored to skincare needs and types. Additional tasks like ingredient research assignments and reflective journals encourage deeper understanding and application of acquired knowledge in cosmetic formulation.

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## Further Information:

- Lotioncrafter. (n.d.). Ingredient encyclopedia: Properties and benefits. Lotioncrafter. Retrieved from <https://lotioncrafter.com/>
- DIY Natural. (n.d.). Making natural cosmetics. DIY Natural. Retrieved from <https://diynatural.com/>
- The Spruce Crafts. (n.d.). DIY beauty: Guides on natural ingredients. The Spruce Crafts. Retrieved from <https://www.thesprucecrafts.com/>
- Indie Business Network. (n.d.). Handmade success stories. Indie Business Network. Retrieved from <https://indiebusinessnetwork.com/>
- Starter Story. (n.d.). Soap making resource: Successful business stories. Starter Story. Retrieved from <https://www.starterstory.com/ideas/soap-business/success-stories>
- VentureRadar. (n.d.). The handmade business: Successful brands. VentureRadar. Retrieved from <https://www.ventureradar.com/keyword/Handmade>

# Learning Plan: 4

Module 3:  
Ingredient Selection and  
Formulation

Duration:  
60 minutes

Group Size:  
Up to 20 participants

## Learning objective/s:

- Learn basic formulation techniques for handmade cosmetics.
- Understand the steps involved in creating handmade soaps, skin creams, and perfumes.
- Gain hands-on experience through practical examples.

## Materials needed:

- Ingredients and tools for soap making, skin cream formulation, and perfume blending.
- Step-by-step guides (handouts or slides).
- Protective gear (gloves, aprons).

## Hook/intro:

### Introduction to the Module:

1. Overview of the importance of understanding ingredients and formulations in handmade cosmetics.
2. Benefits of natural and handmade products for personal care.

### Ice-Breakers:

1. Participants introduce themselves and share their favorite natural ingredient or DIY cosmetic product.
2. Quick quiz on common natural ingredients and their benefits.

## Session structure:

This session teaches basic formulation techniques for handmade cosmetics, covering handmade soaps, skin creams, and perfumes, with hands-on practice. Materials needed include ingredients, tools, step-by-step guides, and protective gear like gloves and aprons.

The session begins with an overview of emulsification, saponification, and blending, highlighting their importance in cosmetic formulation. Next, a practical demonstration is set up to show the process of making handmade soap (cold process), followed by demonstrations of skin cream formulation and perfume blending, with explanations and Q&A.

Participants then engage in a hands-on workshop, creating their own small batches of soap or skin cream with guided assistance and troubleshooting tips. The session concludes with a review of practical experiences.

## Session structure:

### 1. Introduction to the Activity (10 minutes)

- Welcome and Objectives:
  - Greet participants and introduce the session's goal: to learn basic formulation techniques used in handmade cosmetics, including soap making, skin cream formulation, and perfume blending.
  - Briefly explain why understanding these techniques is key to producing high-quality handmade cosmetics.
- Overview of Techniques:
  - Provide a short explanation of the main techniques covered in the session:
    - Emulsification: For blending water and oils in creams.
    - Saponification: The process used in soap making.
    - Blending: For mixing essential oils in perfumes.
  - Show a brief visual (slide or image) of each process.

### 2. Activity Explanation (40 minutes)

#### Part I: Demonstration of Techniques (20 minutes)

- Soap Making (Cold Process):
  - Demonstrate the step-by-step process of cold process soap making, explaining each stage of saponification.
  - Highlight safety precautions (e.g., wearing gloves and aprons) and the importance of accurate measurements.
- Skin Cream Formulation:
  - Show how to emulsify oils and water to create a basic skin cream. Explain how emulsifiers help blend the ingredients together.
  - Demonstrate the addition of active ingredients (e.g., vitamin E) and preservatives to ensure a stable product.
- Perfume Blending:
  - Give a quick demonstration of how to blend essential oils for a basic perfume, explaining the importance of top, middle, and base notes.
- Interactive Questions:
  - Allow participants to ask questions during the demonstration to clarify any of the steps or techniques.

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## Session structure:

### Part 2: Group Reflection and Discussion (15 minutes)

- Group Reflection:
  - Divide participants into small groups. Ask them to reflect on the demonstrations and discuss which formulation technique they found most interesting or challenging.
  - Encourage them to think about how they would apply these techniques in their own projects (e.g., making a soap for dry skin or a cream for sensitive skin).
- Sharing Insights:
  - Each group shares their reflections with the rest of the participants, discussing potential challenges and solutions in the formulation process.

### 3. Conclusion of the Activity (10 minutes)

- Recap Key Techniques:
  - Summarize the core formulation techniques covered in the session: emulsification, saponification, and blending.
  - Reiterate the importance of following proper procedures and safety measures during product creation.
- Q&A Session:
  - Open the floor for any final questions. Provide additional tips or suggestions for participants to try at home or in future projects.
- Closing Remarks:
  - Encourage participants to continue experimenting with the formulation techniques, reminding them that practice leads to improvement and creativity in handmade cosmetics.

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## Debriefing and Closure:

- What was the most challenging part of the soap-making process for you, and how did you overcome it?
- How did the emulsification process differ when creating skin creams compared to other formulations?
- What factors influenced your choice of ingredients for your handmade cosmetic products?
- Can you describe the steps you took to ensure the stability and consistency of your skin cream?
- How did the saponification process work during soap making, and what key observations did you make?

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## Debriefing and Closure:

- How did you decide on the essential oils for your perfume blend, and what characteristics were you aiming for?
- What troubleshooting tips did you find most helpful during the hands-on workshop, and why?
- How do you plan to apply the formulation techniques learned in this session to future cosmetic projects?
- What additional information or resources would help you further improve your skills in cosmetic formulation?

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## Online Learning / Blended Learning Variation:

For the blended or online version of Lesson Plan 2: Formulation Techniques and Practical Examples, participants will receive a list of required ingredients and tools beforehand, along with digital handouts and instructional videos. The session will start with a virtual ice-breaker and an interactive presentation on formulation techniques. Live demonstrations via video conferencing will show soap making, skin cream formulation, and perfume blending. Pre-recorded videos will also be available for participants to follow at their own pace. Participants will then be divided into breakout rooms for hands-on workshops, using collaborative tools to share progress and receive feedback. The session concludes with a group discussion on practical experiences and a virtual Q&A. Additional tasks include ingredient research assignments, reflective journals, and online quizzes. Further resources are provided through links to detailed guides on soap making, skin cream formulation, and perfume blending. This structure ensures effective learning and engagement in a digital environment.

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## Further Information:

- Formula Botanica. (n.d.). 10 ideas to inspire your cosmetic formulations. Retrieved from <https://formulabotanica.com/cosmetic-formulations/>
- Personal Care Science. (n.d.). Cosmetic formulations: A beginner's guide [PDF]. Retrieved from [https://personalcarescience.com.au/userfiles/files/Book\\_sample/Beginner%20book%20V7%20-%20SAMPLE..pdf](https://personalcarescience.com.au/userfiles/files/Book_sample/Beginner%20book%20V7%20-%20SAMPLE..pdf)
- Skin Consult. (n.d.). Cosmetics manufacturing: Best practices for quality and consistency. Retrieved from <https://skinconsult.com/en/blog/cosmetics-manufacturing-best-practices/>
- in-cosmetics Connect. (n.d.). How to create the perfect cosmetic formula. Retrieved from <https://connect.in-cosmetics.com/formulation/how-to-create-the-perfect-cosmetic-formula/>

# Learning Plan: 5

Module 4:  
Production Techniques  
and Quality Control

Duration:  
60 minutes

Group Size:  
Up to 20 participants

## Learning objective/s:

- Understand basic production techniques for handmade cosmetics.
- Learn about quality control mechanisms and regulations in the production process.
- Gain knowledge of European regulations related to handmade cosmetics.

## Materials needed:

- Visual aids (slides or handouts) on production techniques and quality control.
- Sample products for quality control demonstration.
- Access to European regulations documentation.
- Protective gear (gloves, aprons).

## Hook/intro:

- Start by displaying a selection of beautifully packaged handmade cosmetics (or images if in a virtual setting) and ask participants to guess the key steps involved in creating these products. Pose questions like, "What do you think makes this cream smooth and consistent?" or "How can we ensure the pH level of this lotion is safe for use?"
- Encourage a few quick responses to spark curiosity. Then, introduce the session by explaining how participants will dive into these questions through exploring production techniques.

## Session structure:

The session introduces key production techniques like mixing, heating, cooling, and quality control steps such as consistency and pH testing through an interactive presentation. Participants discuss challenges in small groups, share insights, and observe a live or virtual demonstration of quality control practices. A case study of a successful cosmetics brand highlights effective strategies and regulatory compliance. The session concludes with a recap, emphasizing adherence to European standards, followed by a Q&A for further clarification and resources.

## Session structure:

### 1. Introduction to the Activity (10 minutes)

- Welcome and Objectives:
  - Greet participants and introduce the session objectives: to learn essential production techniques and quality control processes in cosmetics manufacturing.
  - Explain the importance of ensuring product quality and regulatory compliance, especially under European standards.
- Overview of the Session:
  - Provide a brief explanation of the key topics: mixing, heating, cooling, consistency checks, and pH testing.
  - Highlight how these steps help ensure product safety and effectiveness.

### 2. Activity Explanation (40 minutes)

#### Part 1: Interactive Presentation on Production Techniques (15 minutes)

- Explanation of Techniques:
  - Use slides or handouts to explain basic production techniques, such as:
    - Mixing: Combining ingredients to achieve a homogeneous blend.
    - Heating and Cooling: Controlling temperatures to ensure proper texture and stability.
  - Discuss how quality control measures like consistency checks and pH testing help maintain product standards.
- Visuals and Demonstrations:
  - Show visuals or video clips demonstrating each production technique and quality control step.
  - If available, use physical samples to highlight the difference between properly and improperly mixed products or stable vs. unstable formulations.

#### Part 2: Group Discussion on Production and Quality Control (10 minutes)

- Small Group Exercise:
  - Divide participants into small groups and ask them to discuss any experiences they have had with production techniques or quality control, either in practice or theory.
  - Prompt them to consider the challenges they might face in producing consistent, safe products.
- Sharing Insights:
  - Each group shares key points from their discussion with the larger group. Collect ideas on common challenges and potential solutions in cosmetics production.

## Session structure:

### 1. Part 3: Quality Control Demonstration and Case Study (15 minutes)

- Live Demonstration:
  - Conduct a live demonstration of testing product consistency and pH levels, explaining the tools and processes used.
  - If online, use pre-recorded videos or assign participants to virtual breakout rooms to watch demonstrations.
- Case Study Review:
  - Present a case study of a successful cosmetics brand that adheres to strict production and quality control measures.
  - Analyze their production techniques and discuss their approach to quality control and regulatory compliance under European standards.

### 3. Conclusion of the Activity (10 minutes)

- Recap Key Points:
  - Summarize the core production techniques and quality control steps covered during the session.
  - Reiterate the importance of consistency, pH testing, and compliance with European regulations for product safety.
- Q&A Session:
  - Open the floor for questions, addressing any lingering concerns or queries.
  - Provide additional resources or links to regulatory guidelines and further learning on quality control processes.
- Closing Remarks:
  - Encourage participants to apply these techniques in their own cosmetic production projects and continue learning about quality control and regulations.

## Debriefing and Closure:

- What are the key production techniques you learned today, and how do they impact the quality of handmade cosmetics?
- How did the quality control measures discussed help ensure the safety and effectiveness of the products?
- What challenges did you face when learning about quality control procedures, and how did you address them?
- How do European regulations influence the production and quality control processes for handmade cosmetics?
- Can you identify any specific quality control measures that are particularly important for your own cosmetic products? Why?
- How would you apply the production techniques and quality control practices discussed today to improve your own formulations?
- What insights did you gain from the case study about successful brands and their approach to production and quality control?
- How would you apply the production techniques and quality control practices discussed today to improve your own formulations?
- What insights did you gain from the case study about successful brands and their approach to production and quality control?



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## Online Learning / Blended Learning Variation:

### Pre-Session Preparation:

- Provide digital handouts and access to online resources.
- Ensure participants have necessary equipment and access to collaborative tools.

### Introduction:

- Welcome participants via video call and outline session objectives.
- Use multimedia for an interactive presentation on production techniques and quality control.

### Activity Explanation:

- Online Group Discussion: Use virtual breakout rooms for participants to discuss production techniques and quality control. Share insights using a collaborative document or whiteboard.
- Quality Control Demonstration: Show pre-recorded videos or conduct a live demonstration of testing procedures. Explain steps and answer questions in real-time.
- Case Study Analysis: Present a digital case study, analyze it together, and discuss how its insights apply to participants' practices.

### Conclusion:

- Recap key points and conduct a virtual Q&A session.
- Assign reflective journal entries or online quizzes and encourage research and sharing on European regulations.

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## Further Information:

- European Commission. (n.d.). Cosmetics sector. Retrieved from [https://single-market-economy.ec.europa.eu/sectors/cosmetics\\_en](https://single-market-economy.ec.europa.eu/sectors/cosmetics_en)
- European Commission. (n.d.). Cosmetics legislation. Retrieved from [https://single-market-economy.ec.europa.eu/sectors/cosmetics/legislation\\_en](https://single-market-economy.ec.europa.eu/sectors/cosmetics/legislation_en)
- European Union. (2009). Regulation (EC) No 1223/2009 of the European Parliament and of the Council of 30 November 2009 on cosmetic products. EUR-Lex. Retrieved from <https://eur-lex.europa.eu/legal-content/EN/ALL/?uri=celex%3A32009R1223>

Note: The European Commission's page on cosmetics legislation provides an overview of the EU's regulatory framework for cosmetic products. It highlights the EU Cosmetics Regulation (EC) No 1223/2009, which ensures that cosmetics sold in the EU are safe, properly labeled, and free from prohibited substances. The regulation covers product safety, labeling, claims, testing, and the responsibilities of manufacturers and distributors, aiming to protect consumer health while facilitating the free movement of cosmetics within the EU Single Market.

# Learning Plan: 6

Module Name:	Duration:	Group Size:
Module 5. Packaging and presentation	100 minutes	10-15 participants

## Learning objective/s:

- Get to know about various packaging materials for handmade cosmetics.
- Apply various packaging styles to handmade cosmetics products.
- Develop engaging presentation and packaging skills for handmade cosmetics products.

## Materials needed:

- Packaging materials (e.g., glass jars, plastic containers, metal tins, cardboard boxes)
- Decorative elements (e.g., ribbons, labels, stickers, wrapping paper)
- Presentation tools (e.g., display stands, baskets)
- Scissors, glue, tape, markers
- Samples of handmade cosmetics (e.g., soaps, creams, lotions)
- A camera or smartphone for photographing the final presentations

## Hook/intro:

- Briefly speak about the significance of presentation of the products and packaging in handmade cosmetics field.
- Provide some examples of attractive and well-packaged products to the learners. (Example provided)

## Session structure:

Packaging and presentation are vital elements of handmade cosmetics sector, which can have a significant impact on the appeal and identity of your brand. This learning plan aims to provide learners with skills and knowledge required to effectively present their products to customers in line with their needs and interests. Utilizing a combination of theoretical guidance and hands-on practices, this learning plan will help learners explore different packaging materials, understand the importance of various presentation methods and utilize different techniques of packaging for enhancing their brand identity.

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## Session structure:

### 1. Materials Overview (15 minutes)

- Explain different types of packaging materials and their suitability for various cosmetic products Explain sorts of packaging materials and their alignment with different cosmetics products:
  - Glass jars: Ideal for lotions, scrubs and creams. Glass containers are non-reactive, which preserves the quality and structure of the products. Glass containers also provide durability and aesthetic appearance for handmade cosmetic products.
  - Plastic containers: Plastic containers could be suitable for lotions, balms or gels. However, they have high impact on the environment, which could be reduced by using recycled materials.
  - Metal tins: Perfect for balms, solid parfums and wax. Metal tins offer durability, reusability and vintage look for branding of your product.
  - Cardboard boxes: One of the most used containers for handmade cosmetics products. Great for soaps, bath bombs, or gift sets. Its eco-friendly nature, customizability and biodegradability makes it a suitable choice for handmade cosmetics materials.
- Discuss the sustainability and impact of packages on environment:
  - Glass: Reusable and recyclable, however, it is energy-intensive and might create challenges in transport, due to weight. Could also increase the costs.
  - Plastic: Used commonly in many products. It is inexpensive, but highly contributes to pollution and mostly less recyclable.
  - Metal: Recyclable and durable. However, the mining and production phases increase its environmental impact.
  - Cardboard: Often made out of recycled materials, less carbon footprint and highly sustainable choice.

## Session structure:

### 3. Packaging Techniques (20 minutes)

- Practically demonstrate various packaging materials:
  - Paper wraps for soaps: Demonstrate how to wrap a bar of soap using eco-friendly paper. Also elaborate on the use of seals or ribbons to decorate and secure the package.
  - Creams in glass jars: Fill a jar with cream or a liquid handmade product, ensuring hygiene and cleanliness. Also demonstrate how to seal the jar properly for safety and add a decorative label or sticker of your brand.
  - Balms in metal tins: Demonstrate how to fill a metal tin with balm or wax and putting branded labels or personalized touch on the tin for a better branding.
- Decorative elements for branding and packaging:
  - Ribbons: Display ways to tying ribbons or twine around the tins, boxes or the jars, for an elegant finish.
  - Labels and stickers: Explain ways to design and put labels on packaging in an informative and appealing way.
  - Wrapping paper: Demonstrate creative ways for packaging with patterned or colored paper to differentiate the product in the market.

### 4. Presentation Techniques (15 minutes)

- Teach arrangement of the products for a better aesthetics and appeal:
  - Display stands: Demonstrate the ways to use display stands to maximize appeal and visibility.
  - Baskets: Show the way to arrange the products in baskets or display counters for a homely and rustic look, which would be suitable for markets or small shops.
  - Shelves and counters: Discuss the ways to arrange to products for an attractive and organized look.
- Speak about creating an appealing look for your product presentation, using different tools:
  - Lighting: Underline the significant of good lighting and positioning for displaying the features of your product.

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## Session structure:

- Color coordination: Teach ways to use colors effectively for achieving cohesion among your products and attractiveness.
- Themes and seasons: Speak about ways to adapt the presentation of your product to various themes and seasons to keep the fresh and updated display of your products.

### 5. Practical Activity (20 minutes)

- Divide the participants into smaller groups and provide them with various packaging materials and samples of various handmade cosmetic products.
- Ask them to think about a brand they have in their mind, position themselves in the market within a niche area, and design a packaging in line with this position, emphasizing the handmade feature of the product.
- Ask the participants to present their products to the other groups, while also highlighting the features of their product.

### 6. Feedback (10 minutes)

After each group presents their products to the class, provide constructive feedback and discuss what worked well and what could be improved.

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## Debriefing and Closure (20 minutes):

- What is the best and most effective packaging material for you? Why is that?
- did the style of the packaging affect the overall outlook of the product?
- What were the challenges in the design phase of the packaging and presentation process?
- How significant is the packaging for the success and branding of a handmade cosmetic product in your opinion?

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## Online Learning / Blended Learning Variation:

- **Materials Delivery:** Divide the participants into groups and asks them to choose a presenter. Send materials to the presenter participants beforehand or ask them to find the required materials.
- **Virtual Introduction:** Use a stable video conferencing tool for introduction and overview of the materials.
- **Online Demonstration:** Share a pre-recorded video or a live demonstration and presentation techniques with the participants. You can also find relevant videos on the Internet and share it with participants.
- **Breakout Rooms:** For group activities, use the breakout rooms where small groups can effectively collaborate. One person per group does the practical demonstration of the packaging and presentation of the product, while others provide guidance.
- **Digital Showcase:** Have participants make a picture of their work, create a presentation and share it online via online work spaces.

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## Further Information:

- Packlane. (n.d.). How to design your product packaging [Video]. YouTube. <https://www.youtube.com/watch?v=b7i4YrK77UM>
- Packaging Design Hub. (n.d.). Unique product packaging ideas [Short video]. YouTube. <https://www.youtube.com/shorts/aYeTWSwQJnk>
- Creative Packaging Ideas. (n.d.). How to make your product stand out [Short video]. YouTube. <https://www.youtube.com/shorts/-k3vOThKKJM>

# Handout 1 Container Materials

## 1. Glass Jars

- Properties:
  - Non-reactive, low carbon footprint, preserves product quality.
  - Durable and resistant to corrosion.
  - Transparent, allows customers to see the product in the container.
  - Heavy, usually fragile for transportation.
  - Recyclable and reusable
- Best for: Creams, lotions, scrubs, etc.

## 2. Plastic Containers

- Properties:
  - Durable, lightweight
  - Various shapes, texture and sizes
  - Transparent or opaque varieties
  - Inexpensive, but high environmental impact
  - Can interact with the product, if low quality
- Best for: Lotions, gels, balms, and liquid soaps.

## 3. Metal Tins

- Properties:
  - Durable
  - Reusable and recyclable.
  - Vintage or premium outlook.
  - Protects from light and air exposure.
  - Can be prone to rust if not properly coated.
- Best for: Balms, solid perfumes, waxes and candles.

## 4. Cardboard Boxes

- Properties:
  - Lightweight
  - Customizable.
  - Biodegradable and usually made of recycled materials.
  - Easy to print with various designs and information.
  - Provides low protection.
  - Economical and versatile.
- Best for: Soaps, bath bombs, gift sets, and secondary packaging.

## 5. Paper Wraps

- Properties:
  - Eco-friendly and recyclable .
  - Various colors, patterns, and textures.
  - Provides low protection but aesthetically appealing.
  - Cost-effective and easy to use.
  - Allows for creative and unique designs.
- Best for: Soaps, bath bombs, and small cosmetic items.

## 6. Aluminum Containers

- Properties:
  - Lightweight and strong.
  - Recyclable and provides protection for light and air.
  - Offers a modern look.
  - Little bit more expensive than plastic.
- Best for: Aerosol sprays, mists, and creams.

## Handout 1 Container Materials

### 7. Bamboo and Wooden Containers

- Properties:
  - Eco-friendly and biodegradable.
  - Unique and natural outlook.
  - Sturdy and can be reused.
  - Special care might be needed to avoid water damage.
  - Provides a premium and eco-conscious look.
- Best for: Solid perfumes, balms, and decorative jars.

### 8. Eco-Friendly Plastic Alternatives (e.g., PLA, bioplastics)

- Properties:
  - Made from eco-friendly resources like corn starch.
  - Biodegradable and compostable under certain conditions.
  - Similar look and feel to usual plastic.
  - Less sturdy and can have a shorter shelf life.
  - Can be more expensive and less widely available.

Best for: A variety of cosmetic products, similar to traditional plastic use.



## Handout 2 Packaging Techniques

### 1. Soaps in Paper Wraps

Materials:

- Soap bars
- Eco-friendly decorative papers
- Labels or stickers
- Ribbon or twine
- Scissors
- Tape or glue

Steps:

1. Cut the Paper: Measure the paper and cut it to wrap around the soap bar, with a little extra overlapping.
2. Wrap the Soap: Put the soap bar in the center of the paper and fold one side over it. Secure it with glue.
3. Fold the Ends: Tuck the ends of the paper, then fold them over. Finally stick them with glue.
4. Add Decorations: Tie a ribbon around the wrapped soap. Add a label or a sticker with the information and logo of your brand.
5. Final Touches: sure that all edges are folded neatly and secure. Ensure that the label is visible.

### 2. Creams in Glass Jars

Materials Needed:

- Glass jars and lids
- Cream product
- Labels or stickers
- Decorative elements (e.g., ribbons)
- Small spatula or spoon
- Alcohol wipes

Steps:

1. Sanitize the Jars: Make sure to wipe inside the jars and lids with alcohol wipes.
2. Fill the Jars: Using the spoon, carefully fill the jars with the cream product, ensure you avoid bubbles.
3. Seal the Jars: Place the lid on the jars, and make sure they are tightly sealed.
4. Label the Jars: Attach labels on the jars, with information and logos of your brand.
5. Add Decorations: Also, you can tie a ribbon around the neck of the jar as an extra decorative touch.

## Handout 2 Packaging Techniques

### 3. Balms in Metal Tins

Materials Needed:

- Metal tins with lids
- Balm product
- Labels or embossing tools
- Decorative elements (optional)

Steps:

1. Sanitize the Tins: Ensure that the tins are free of contaminants by wiping thoroughly with alcohol wipes.
2. Pour the Balm: Melt the product if needed and pour it into the tin, filling until just below the rim,
3. Set the Balm: Wait for the balm to cool and solidify.
4. Seal the Tins: When the balm is ready, place the lid on the tin.
5. Label: Put labels or stickers for branding.

### 4. Bath Bombs in Cardboard Boxes

Materials Needed:

- Bath bombs
- Cardboard boxes
- Tissue paper
- Labels or stickers
- Decorative elements (e.g., ribbons, stamps)
- Tape or glue

Steps:

1. Prepare the Boxes: Ready the boxes if they are flat. Put shredded paper or tissue paper on the bottom as a cushioning material.
2. Place the Bath Bombs: Place the bath bombs in the box, in the cushioning material.
3. Secure the Boxes: Close the box and seal the material.
4. Label the Boxes: Place stickers or labels for branding.
5. Add Decorations: Tie a ribbon around the box as a decorative element.

### 5. Lip Balms in Eco-Friendly Tubes

Materials Needed:

- Eco-friendly tubes (PLA or bioplastics)
- Lip balm
- Labels or stickers
- Decorative elements (optional)

Steps:

1. Sanitize the Tubes: Clean the tubes with alcohol wipes.
2. Fill the Tubes: Pour the lip balm into the tubes and filling up until the top.
3. Set the Lip Balm: Wait for solidification of the lip balm.
4. Seal the Tubes: Place the caps on the tubes.
5. Label the Tubes: Place labels or stickers for branding and providing information.

## Handout 3 Effective Product Presentation Tips

### 1. Act for Your Audience

- Target Market: Understanding who your customers is the key. Try to get to know their preferences and their purchasing behavior beforehand.
- Trends: Follow the current trends in the handmade cosmetics industry to keep up with the interest of your audience.

### 2. Create a Cohesive Theme

- Brand Identity: Ensure that your presentation reflects your brand's identity and values. Make sure that the presentation you will deliver is in line with the chose identity of your brand. Try to express the values your brand owns.
- Color Scheme: Use a consistent color template that is congruent to your brand and products.
- Consistency: Keep a style that is uniform across all your products in order to achieve a cohesive and professional look.

### 3. Utilize High-Quality Packaging

- Materials: Choose a material for your product that not only looks god but also protect the product effectively.
- Design: Spare some time into design elements of your packaging, such as labels, stickers, fonts and colour scheme.
- Durability: Make sure that the packaging is done in a way that is durable and keeps its appearance over time.

### 4. Highlight Key Features

- Information: Display the information of your product in a visible way, and make sure you clearly express the handmade and environmental nature of your product.
- Unique Selling Points: Highlight the unique features of your product, such as the natural ingredients and handmade nature, also supporting these with visuals and colors.

### 5. Engage the Senses

- Tactile Elements: Provide a space for your customers to touch and feel the quality and texture of your products. Provide small testers or samples.
- Aromas: When presenting your products, make sure that your customers can sense or smell the unique appearance or smell of your products. You can achieve this via open samples or scented cards.
- Interactive Displays: Use interactive elements, such as QR codes to videos or to your website to educate your audience further.

# Learning Plan: 7

Module Name:  
Module 5. Packaging and presentation

Duration:  
90 minutes

Group Size:  
10-15 participants

## Learning objective/s:

- Explore the significance of market positioning and branding for handmade cosmetic products.
- Increase knowledge in colour schemes and colour alignment with brand identity.
- Develop presentation techniques to increase the visibility and appeal of the products

## Materials needed:

- Various packaging materials (glass jars, metal tins, cardboard boxes etc.)
- Decorative materials (labels, ribbons, stickers, wrapping paper etc.)
- Tools for presenting the products (display stands, baskets etc.)
- Glue, scissors, tape, markers
- Samples of handmade cosmetics (soaps, lotions, creams etc.)

## Hook/intro (10 minutes):

- Welcome the learners and provide a quick overview of this session' overviews.
- Briefly talk about the importance of market positioning and branding elements for handmade cosmetics and how it can elevate the appeal of the product.
- Provide examples that are illustrating the strong identities and market positions of the brands in real life.

## Session structure:

Packaging and presentation are vital elements of handmade cosmetics sector, which can have a significant impact on the appeal and identity of your brand. This learning plan aims to provide learners with skills and knowledge required to effectively present their products to customers in line with their needs and interests. Utilizing a combination of theoretical guidance and hands-on practices, this learning plan will help learners explore different packaging materials, understand the importance of various presentation methods and utilize different techniques of packaging for enhancing their brand identity. This learning plan is ideal for groups of 10-15 learners and lasts for approximately an hour and a half.

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## Session structure:

### 1. Introduction (5 minutes)

- Provide images or samples of well-branded products from handmade cosmetics or cosmetics sector to provide examples.
- Ask participant to think about their favorite brands, and what makes these brands likeable and connectable for them.

### 2. Branding and Market Positioning (15 minutes)

- Provide definitions of key concepts:
  - Branding: Developing a unique identity for a product, using logos, colour schemes, taglines and consistent messages.
  - Market Positioning: Setting up a place for the brand and the product for in relation to competitors, product quality, price and target audiences.
- Explain main steps for developing an identity for the brand:
  - Define Mission, Vision, and Values: Ask participants to think about a product they already work on or would like to work on. Encourage them to think about the values and long-term goals of their brands and products.
  - Identify Target Audience: Explain the significance of grasping the demographics, needs, and interests of the intended customers of your product.
- Provide examples:
  - Demonstrate the ways to develop a logo, a slogan and message tone of the brand. Give examples from well-known brands to successful local businesses.
  - Focus on the ways of signaling the values and messages of the brands.
- Encourage participants to briefly discuss their thoughts and observations on the branding of the well-known and local brands. Lead them to think how they would create a brand, and position their products on the market.

## Session structure:

### 3. Developing a Cohesive Color Scheme for Brands (15 minutes)

- Explain the color theory briefly:
  - Primary, Secondary, and Tertiary Colors: Demonstrate the colour wheel and how the colours related to each other. (See other information section of this learning plan)
  - Color Harmony and Contrast: Explain how harmonious colours form a pleasing aesthetic and how contrasting colours can highlight significant points. (see other section)
  - Psychological Impact of Colors: Speak about the impact of using various colours in our perception and emotions (e.g. blue for trust, black for luxury etc.).
- Explain the colour scheme development process:
  - Use online and physical sources for color wheels and design tools that align with the brand identity for one of the product that learners picked as an example.
  - Compare it with other color schemes of successful brands and show the consistency across the products and messages.
- Provide practical tips:
  - Suggest participants to use a limited color range in order to maintain the consistency.
  - Encourage participants to use design software or online tools to assist their journey.

### 4. Presentation Techniques (10 minutes)

- Speak about product arrangement for increased aesthetic appeal:
  - Display Stands and Baskets: Demonstrate how to use display stands and baskets to create an organized and attractive look for the products.
  - Shelves and Counters: Explain the methods for most appealing arrangements on the shelves and counters. (see other section)
- Explain the significance of lighting:
  - Explain how proper lighting increases the visibility of products.
  - Provide tips on the angles of the lights to avoid shadows and highlight key aspects.

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## Session structure:

- Explain presentation techniques for different seasons and themes:
  - Use seasonal colors and decorations to keep displays fresh and relevant.
  - Incorporate thematic elements that resonate with the target audience.
- Provide tips on attractive and informative displays:
  - Highlight key features and unique features of the products.
  - Use labels to provide clear and concise product information.

### 5. Practical Activity (20 minutes)

- Divide learners in small groups and hand out materials for branding, colour schemes and samples of products in handmade cosmetics.
- Tell each group to create a brand identity, a logo, a slogan and a colour scheme for a brand identity on the product samples they have.
- Guide participants throughout the activity, provide examples from the course and well-known brands.
- Ask groups to create a small display with the packaging, the colours and a message, while also preparing for a presentation of the products.
- Ask groups to present their brand and products to the other groups, promoting the design and brand features of the product.

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### Debriefing and Closure (15 minutes):

- After the presentation, provide constructive feedback on the created results of the groups.
- Speak on what worked, and what could be improved, encouraging other groups to provide their feedback.
- Ask about the challenges that the groups experienced during the process.
- Go through the debriefing session, with questions provided below:
  - How did the colour scheme have an impact on the overall look of the product?
  - What were the factors that you took into consideration while positioning your brand?
  - What is the role of branding in the success of your business?

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## Online Learning / Blended Learning Variation:

- **Materials Delivery:** When teaching online, the instructors could divide the learners into smaller groups and ask them to choose a presenter before the class. Send materials to presenters or ask them to find the required materials.
- **Virtual Introduction:** Make sure you use a stable video conferencing tool for introduction and materials demonstration.
- **Online Demonstration:** You can demonstrate the presentation techniques live, or you can share a video presenting these techniques to your audience.
- **Breakout Rooms:** As per group activities, make use of breakout rooms where participants in groups can effectively collaborate and guide the presenter with their inputs. One person creates the physical outputs with the help of others, making it ready for the presentation.
- **Digital Showcase:** Ask the groups to make a picture of their work with various angles, so that they can share it with others in the call

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## Further Information:

- Major Digital. (n.d.). Unlocking the psychology of colour: How brands use colour to connect with consumers. Retrieved from <https://majordigital.com/articles/unlocking-the-psychology-of-colour-how-brands-use-colour-to-connect-with-consumers>
- LinkedIn. (n.d.). Colour contrast and brand messaging: How to use colour contrast to highlight your message. Retrieved from <https://www.linkedin.com/advice/0/how-can-you-use-color-contrast-highlight-your>
- PlanoHero. (n.d.). How to arrange products on shelves for better aesthetic appeal. Retrieved from <https://planohero.com/en/blog/how-to-arrange-products-on-the-shelves/#:~:text=The%20most%20profitable%20places%20and,already%20popular%20on%20the%20left>



# Learning Plan: 8

Module 6 :	Duration:	Group Size:
Module 6: Best Practices, Safety Guidelines, and Industry Standards	90 minutes	10-15 participants

## Learning objective/s:

- Learn about the history, growth, types, and current trends of handmade cosmetics; compare them with mass-produced alternatives and predict future trends.
- Recognize regulatory requirements, safety standards, and develop strategies for compliance.
- Identify key stakeholders, explore global distribution channels, and create effective marketing strategies for handmade cosmetics.

## Materials needed:

- Projector and presentation facilities,
- White Board, Markers, Notebooks,
- Handmade cosmetics and ingredient samples,
- Camera

## Hook/intro (10 minutes):

You can start with an ice-breaking question. Ask all participants to name an accomplishment achieved by age 18. These accomplishments can range from academic to personal, and you can play as many rounds as you like.

## Session structure:

Please provide here step-by-step instructions for trainers or self-learners to follow. The instructions should be ideally in three parts, introduction to the activity, activity explanation and conclusion of the activity. In case you use hand-outs or various resources, please provide links to those in the "further information" section!

## Session Structure

### Introduction to the Activity (15 minutes)

- Homework (to be done before the lecture):
  - Ask participants to conduct brief research about the regulations and legal authorities regarding the handmade cosmetic sector in their countries.
- Presenting Module Objectives:
  - Present the objectives and the aims of the module.
  - Briefly explain the lecture structure by mentioning topics, methodology, and activities.

### 2. Activity Explanation (40 minutes)

#### Part 1: Presentation on the Regulations on Marketing and Branding of Handmade Cosmetic sector in the EU.

- Present the essential steps in the official process such as:
  - Regulations and legal requirements
  - Regulatory framework, ingredients safety, production process, branding regulations, registration and accreditation, record keeping, and documentation.
- Address marketing and branding challenges in the handmade cosmetics industry
  - Explain marketing and branding terms
  - Disseminate best practices and their strategies
  - Present challenges on branding and marketing of the handmade products.
  - Show social media trends and how they shape the sector strategies.

#### Part 2: Workshop Session - choose one of the workshop ideas stated below(10 minutes)

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## Session Structure

- **Regulatory Compliance Workshops:** Offer workshops or seminars focused on regulatory compliance for handmade cosmetics. Provide guidance on understanding regulatory requirements, labeling guidelines, and product testing protocols. Offer practical tips and resources for navigating compliance challenges and ensuring product safety and legality.
- **Brand Storytelling Workshops:** Host interactive brand storytelling workshops where participants can develop their brand identity, values, and messaging. Facilitate brainstorming sessions, storytelling exercises, and visual branding activities to help participants articulate their brand story and communicate it effectively to their target audience.
- **Marketing Strategy Clinics:** Organize marketing strategy clinics where participants can receive personalized feedback and guidance on developing effective marketing strategies for their handmade cosmetic businesses. Offer insights on branding, social media marketing, influencer partnerships, and customer engagement tactics tailored to the cosmetics industry.
- **Market Research Field Trips:** Organize field trips to local markets, craft fairs, or beauty expos where participants can conduct firsthand market research, observe consumer behavior, and gather insights about market trends and preferences. Encourage participants to take notes, collect samples, and interact with vendors and customers.
- **Business Planning Retreats:** Host business planning retreats or workshops where participants can work on developing their business plans, setting goals, and refining their strategies for growth and success. Provide guided exercises, templates, and expert advice to support participants in building a solid foundation for their businesses.
- **Case Base Discussions:** Start a discussion about similar and different regulations/implementations/process in the participants countries. Compare EU level and regional regulations and process.

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## Debriefing and Closure (15 minutes):

- How do regulatory requirements for cosmetics differ between countries or regions, and why is it important for companies to understand these differences?
- What are the key regulatory bodies governing the cosmetics industry, and how do their roles impact product development and market entry?
- What are some common challenges that cosmetic companies face in ensuring compliance with regulations, and how might they overcome these challenges?
- How does the regulation of cosmetic labeling, including claims about "organic" or "natural" ingredients, affect consumer trust and brand reputation?
- Why is it important for cosmetics companies to conduct safety testing and maintain product efficacy records in line with regulatory standards? How might failing to do so impact a business?
- How do regulations related to product ingredients help protect consumers, and what responsibility do companies have to ensure their products meet safety standards?
- How does the globalization of the cosmetics market complicate compliance, and what steps can companies take to navigate different regulatory frameworks across countries?
- In your opinion, should there be a global standard for cosmetic regulation? Why or why not?
- How are regulatory requirements evolving in response to the growing consumer demand for sustainable and ethical beauty products? What compliance measures are being introduced to address these concerns?
- How do regulations around animal testing and cruelty-free claims affect the way companies design and market their products?
- After understanding regulatory requirements, how would you approach ensuring compliance if you were launching a new cosmetic product? What steps would you prioritize?
- Reflecting on the importance of compliance, how can companies balance innovation in product development with the need to adhere to regulatory standards?

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## Online Learning / Blended Learning Variation:

For the online and blended learning variation of your lecture on understanding regulatory requirements and compliance in the cosmetics industry, you can integrate a range of interactive and reflective tasks to enhance participant engagement. Pre-lecture activities could include research on specific regulatory bodies or case studies of compliance issues, which participants can discuss in online forums. During live sessions, use polls or quizzes to assess understanding of different regulations, and organize virtual breakout rooms for small group discussions on regulatory challenges in various markets. Post-lecture, participants could collaborate on digital projects, such as creating compliance checklists for launching a cosmetic product or analyzing global regulatory differences. Tools like Zoom, Google Docs, and Moodle can facilitate collaboration, while assessments might include case study analyses, peer reviews, or quizzes on key regulatory frameworks. This flexible approach allows participants to engage deeply with the topic, regardless of learning modality.

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## Further Information:

- European Commission. (2013). Commission Implementing Decision 2013/674/EU of 25 November 2013: Guidelines on Annex I to Regulation (EC) No 1223/2009 of the European Parliament and of the Council on cosmetic products (Guidelines on the cosmetic products safety report). Official Journal of the European Union.
- European Commission. (2013). Commission Regulation (EU) No 655/2013 of 10 July 2013: Laying down common criteria for the justification of claims used in relation to cosmetic products. Official Journal of the European Union.
- European Commission. (2017). Technical document on cosmetic claims (Version of 03 July 2017).
- European Commission. (n.d.). Report from the Commission to the European Parliament and the Council on product claims made based on common criteria in the field of cosmetics.

# Learning Plan: 9

Module Name:

Duration:

Group Size:

Module 7: Marketing techniques for Handmade Cosmetics via NFE Methods

120 minutes

6 groups (8 max. per group)

## Learning objective/s:

- Equip facilitators with resources and methodologies to teach marketing techniques for handmade cosmetic products using Non-Formal Education (NFE) methods.
- Enhance facilitators' ability to deliver practical, engaging, and collaborative sessions, ensuring participants gain valuable skills.
- Improve students' teamwork and presentation skills through effective and interactive NFE approaches.

## Materials needed:

- Whiteboard and markers
- Notebooks and pens
- Internet access and a screen

## Hook/intro:

- Introduce the session with a fun icebreaker where participants create catchy slogans for fictional cosmetic products, setting the stage for brainstorming marketing concepts and analyzing well-known brands. Use examples from popular companies like Glossier, The Ordinary, and Fenty Beauty to illustrate the diversity and effectiveness of marketing strategies.

## Session structure:

The "Marketing Techniques for Handmade Cosmetics via NFE Methods" module is designed to help participants understand and apply key marketing concepts tailored to the cosmetics industry. Through hands-on activities, group discussions, and practical examples, learners will explore topics such as brand identity, storytelling, customer engagement, and sustainable practices. The session encourages creativity and collaboration, giving participants the tools to analyze marketing strategies and develop ideas that can make handmade cosmetic products stand out. By the end of the session, participants will have a clearer understanding of how to effectively market and position their products.

## Session structure:

### 1. INTRODUCTION TO MARKETING AND MARKETING TECHNIQUES (20 MIN)

- Begin with a brainstorming activity where students discuss and share their understanding of marketing and the marketing mix.
- Prompt students to answer questions such as:
  - How would you define marketing and the marketing mix?
  - What marketing techniques can you think of for cosmetics?
- Encourage practical examples from their own experiences or knowledge of the industry.

#### Building a Brand List:

- Facilitate a group discussion to compile a list of interesting cosmetic brands. Students should contribute based on:
  - Brands they brainstormed during the activity.
  - Brands provided in the training scheme, such as Glossier, The Ordinary, Fenty Beauty, Tatcha, NYX Cosmetics, Morphe, L'Occitane en Provence, and Aveda.

#### Encouraging Practical Examples:

- Students should aim to provide practical examples of brands they know, drawing on their prior analysis of competitors.
- Discuss the features, marketing strategies, and appeal of these brands.
- All contributions should be noted on the whiteboard for reference throughout the session.

### 2. Basic MARKETING concepts (80 minutes)

- Divide students into six groups, with each group assigned one key marketing concept to analyze. The six concepts are:
  - Brand Identity and Storytelling: How brands create and communicate their unique identity through stories and visual elements.
  - Unique Value Proposition and Product Differentiation: What sets a brand's products apart from competitors.
  - Target Audience: Understanding the demographic and psychographic profiles of a brand's customers.
  - Content, Email, and Influencer Marketing: How brands use digital platforms, email campaigns, and influencers to engage with their audience.
  - Exceptional Customer Service: Strategies brands use to provide outstanding customer experiences and build loyalty.
  - Sustainable Practices: How brands implement eco-friendly approaches to resonate with environmentally conscious consumers.

---

## Session structure:

### In-depth Brand Analysis:

- Each group must:
  - Examine their assigned concept across multiple brands.
  - Use the whiteboard list of brands (from the brainstorming activity) as a starting point for their analysis.
  - Compare brands to identify which are stronger or weaker in their assigned concept and why.
  - Avoid repeating ideas already discussed during previous activities, encouraging deeper exploration of new insights.

### Presentation Preparation:

- Groups will prepare a 5-minute presentation summarizing their analysis. The presentation should:
  - Highlight key findings and examples from their assigned concept.
  - Provide comparisons between brands, explaining what works well and what could be improved.

---

## Debriefing and Closure (20 min):

- Summary of everything that emerged from the discussion: Discuss the brands/concepts that were most impressive or controverts.
- Questions to think over (for facilitators):
  1. How do you think choosing the right target audience and being inclusive can meet?
  2. Which topics/elements would you stress in the communication and marketing of your product?
  3. Which elements emerged during the discussion you feel suitable for your idea (think about the brand, the concept and why)?
  4. Which elements emerged during the discussion you feel not suitable for your idea (think about the brand, the concept and why)?
  5. What do you think will be your bigger challenge to face?



## Online Learning / Blended Learning Variation:

- All the ideas are shared through Mentimeter (or similar) instead of the whiteboard
- The students can freely open the microphone and express their opinion
- In the group activity, we split up the class in 6 sub-groups approximately (maybe allowing for 10 min more for the discussion).

## Further Information:

### INTRODUCTION:

- American Marketing Association. (n.d.). *The definition of marketing: What is marketing?* Retrieved from <https://www.ama.org/the-definition-of-marketing-what-is-marketing/>
- Palade, A. (2011). *Marketing mix – A tool for understanding customer needs. Annals of the University of Petroșani, Economics, 11(4), 243–250.* Retrieved from <https://www.upet.ro/annals/economics/pdf/2011/part4/Palade.pdf>
- IntoTheMinds. (n.d.). *Marketing mix analysis: Lush.* Retrieved from <https://www.intotheminds.com/blog/en/marketing-mix-lush/>

### BRAND IDENTITY AND STORYTELLING:

- The Branding Journal. (2023, March). *Brand identity.* Retrieved from <https://www.thebrandingjournal.com/2023/03/brand-identity/>
- National Storytelling Network. (n.d.). *What is storytelling?* Retrieved from <https://storynet.org/what-is-storytelling/>

### UVP AND PRODUCT DIFFERENTIATION:

- FasterCapital. (n.d.). *Cosmetic value proposition: Unlocking the beauty – Understanding cosmetic value propositions.* Retrieved from <https://fastercapital.com/content/Cosmetic-value-proposition-Unlocking-the-Beauty--Understanding-Cosmetic-Value-Propositions.html>

### TARGET AUDIENCE:

- Investopedia. (n.d.). *Target market.* Retrieved from <https://www.investopedia.com/terms/t/target-market.asp>

### CONTENT, EMAIL AND INFLUENCERS MARKETING:

- Content Marketing Institute. (n.d.). *Editorial calendar tools and templates.* Retrieved from <https://contentmarketinginstitute.com/articles/editorial-calendar-tools-templates/>

## Further Information:

### EXCEPTIONAL CUSTOMER SERVICE:

- *Simply Contact. (n.d.). Customer service in the beauty industry. Retrieved from <https://simplycontact.com/customer-service-in-beauty-industry/>*
- *LoyaltyLion. (n.d.). Finding success in the beauty and cosmetics industry. Five loyalty strategies to get ahead. Retrieved from <https://loyaltylion.com/blog/finding-success-in-the-beauty-and-cosmetics-industry-five-loyalty-strategies-to-get-ahead>*
- 

### SUSTAINABLE PRACTICES:

- *ECI Solutions. (n.d.). Success in cosmetics: Navigating a competitive market through transparency and sustainability. Retrieved from <https://www.ecisolutions.com/blog/manufacturing/success-in-cosmetics-navigating-a-competitive-market-through-transparency-sustainability/>*
- *LinkedIn. (n.d.). An introduction to sustainability in the cosmetics and beauty industry. Retrieved from <https://www.linkedin.com/pulse/introduction-sustainability-cosmetics-beauty-industry-mba-tssbe/>*
- *Santanna Energy Services. (n.d.). The 15 best natural and sustainable skincare ingredients. Retrieved from <https://santannaenergyservices.com/the-15-best-natural-sustainable-skincare-ingredients/>*
- *Cosmetics Europe. (n.d.). Good sustainability practices for the cosmetics industry [Brochure]. Retrieved from [https://www.cosmeticseurope.eu/files/4214/6521/4452/GSP\\_Brochure.pdf](https://www.cosmeticseurope.eu/files/4214/6521/4452/GSP_Brochure.pdf)*

# Learning Plan: 10

## Module Name:

## Duration:

## Group Size:

Module 7: Selling techniques for Handmade Cosmetics via NFE Methods

90 minutes

5 groups (8 max. per group)

### Learning objective/s:

- Understand and apply foundational selling techniques for handmade cosmetic products, including customer engagement and upselling.
- Develop practical skills necessary for starting and running a handmade cosmetic business, including creating effective sales content and utilizing e-commerce platforms.

### Materials needed:

- Whiteboard and markers
- Notebooks and pens
- Internet access and a screen

### Hook/intro:

- Discuss how selling techniques play a vital role in the success of handmade cosmetics by connecting products to customers' needs and creating memorable shopping experiences.

### Session structure:

Selling techniques are a crucial part of successfully promoting handmade cosmetics, as they help align product offerings with customer needs and preferences while enhancing the overall shopping experience. This learning plan is designed to provide participants with practical knowledge and skills to develop effective sales strategies tailored to the cosmetics industry. Through a combination of interactive discussions, collaborative group activities, and real-world examples, learners will explore key concepts such as personalization, leveraging social proof, upselling and cross-selling, and omnichannel strategies. By the end of the session, participants will gain a deeper understanding of how to apply these techniques to build stronger connections with their audience and improve their sales performance.

## Session structure:

### 1. Quick Recap of Target Audience and Content Marketing (10 minutes)

Ideal intro activity to set the stage for the session.

- Facilitator explains the concepts of Target Audience and Content Marketing.
- Write both concepts on the whiteboard.
- Lead a plenary discussion on why these concepts are important and how they can be used for selling purposes.
- Provide examples and references from the marketing session.

### 2. Sales Concepts Overview (20 minutes)

Interactive overview of key sales strategies.

- Introduce each sales concept briefly and write them on the whiteboard.
- Leave time for participants to brainstorm what each concept means, why it's important, and how it could be applied to selling.
- Concepts to cover:
  - Personalization at scale
  - Leveraging social proof
  - Upselling and cross-selling
  - Fostering community
  - Omnichannel strategies
- Provide a hand-out or direct references to resources at the end of the plan with introductory knowledge and practical tips on each strategy.

### 3. Sales Concepts: Group Activity (40 minutes)

Hands-on group exercise to apply sales concepts to a real-world scenario.

- Each group receives a hand-made cosmetic product with a detailed description.
- Hand-out with activity insights provided to learners by the facilitator, including:
  - Analyze the product and select a target audience.
  - Build a brief personalization strategy (e.g., ads, platforms, promotion tactics).
  - Develop a strategy for leveraging social proof and community engagement, providing graphic examples (e.g., discounts with influencers, social media posts).
  - Create upselling and cross-selling strategies for the product.
  - Choose the appropriate sales channels and explain why, with practical examples (e.g., banners, physical tools, ecommerce).
  - Brainstorm customer service solutions, anticipating potential problems and how they can be addressed.
- Each group presents its customer journey, with participants taking notes of comments/suggestions during presentations.

## Debriefing and Closure: (20 min)

Everyone feels free to comment the other groups' work and open a discussion

1. Has everyone chosen the most suitable strategies?
2. Did everyone define a clear and specific target audience?
3. Do you agree with the use of social proof? Are there other ways?
4. Are upselling and crossselling techniques being used correctly?
5. Do you have any other suggestions for your colleagues?
6. Which of these topics/elements would you stress more in the selling of your product?
7. Which elements emerged during the discussion you feel suitable for your idea (think about the brand, the concept and why)?
8. Which elements emerged during the discussion you feel not suitable for your idea (think about the brand, the concept and why)?
9. What do you think will be your bigger challenge to face?

## Online Learning / Blended Learning Variation:

- Breakout Rooms: Use breakout rooms for group activities to enable effective collaboration. Designate one person per group to perform a practical demonstration of product packaging and presentation, while others offer guidance.
- Group Presentations: After the breakout room activities, each group should create a short PowerPoint or similar presentation to showcase their work and findings to the entire group.

## Further Information:

- Prepare 3-5 images + detailed description of interesting products (varying the brand) for the activity.

## PERSONALIZATION AT SCALE

- McKinsey & Company. (n.d.). Personalization at scale: First steps. Retrieved from <https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/personalization-at-scale-first-steps>
- PwC. (n.d.). Adobe personalization at scale. Retrieved from <https://www.pwc.com/us/en/technology/alliances/library/adobe-personalization-at-scale.html>

## SOCIAL PROOF:

- Forbes Business Development Council. (2023, June 30). 4 ways to leverage social proof in marketing. Forbes. Retrieved from <https://www.forbes.com/sites/forbesbusinessdevelopmentcouncil/2023/06/30/4-ways-to-leverage-social-proof-in-marketing/>

#### UPSELLING AND CROSS SELLING:

- [FASTERCAPITAL. \(N.D.\). HOW TO SELL YOUR COSMETIC PRODUCTS WITH UPSELLS AND CROSS-SELLS: HOW TO INCREASE YOUR AVERAGE ORDER VALUE. RETRIEVED FROM HTTPS://FASTERCAPITAL.COM/CONTENT/HOW-TO-SELL-YOUR-COSMETIC-PRODUCTS-WITH-UPSELLS-AND-CROSS-SELLS--HOW-TO-INCREASE-YOUR-AVERAGE-ORDER-VALUE.HTML#:~:TEXT=CROSS%2DSELLING%20WOULD%20INVOLVE%20RECOMMENDING,SAME%20MOISTURIZER%20WITH%20ADDED%20BENEFITS](https://fastercapital.com/content/How-to-Sell-Your-Cosmetic-Products-with-Upsells-and-Cross-Sells--How-to-Increase-Your-Average-Order-Value.html#:~:text=CROSS%2DSELLING%20WOULD%20INVOLVE%20RECOMMENDING,SAME%20MOISTURIZER%20WITH%20ADDED%20BENEFITS)

#### OMNICHANNEL STRATEGIES (FOCUS ON ECOMMERCE):

- [Firework. \(n.d.\). Unlocking the power of video in the beauty industry's omnichannel strategy. Retrieved from https://firework.com/blog/unlocking-the-power-of-video-in-the-beauty-industrys-omnichannel-strategy/](https://firework.com/blog/unlocking-the-power-of-video-in-the-beauty-industrys-omnichannel-strategy/)
- [FasterCapital. \(n.d.\). Cosmetic distribution channel: What you need to know. Retrieved from https://fastercapital.com/content/Cosmetic-distribution-channel--Cosmetic-Distribution-Channels--What-You-Need-to-Know.html](https://fastercapital.com/content/Cosmetic-distribution-channel--Cosmetic-Distribution-Channels--What-You-Need-to-Know.html)
- [Sophim. \(n.d.\). Launching your cosmetic brand: Distribution of your products. Retrieved from https://www.sophim.com/en/launching-your-cosmetic-brand-distribution-of-your-products/](https://www.sophim.com/en/launching-your-cosmetic-brand-distribution-of-your-products/)

#### FOSTERING COMMUNITY:

- [Green Beauty Community. \(2024, February 4\). Economic equity and access: Bridging the gap in beauty through DEIB and sustainability. Retrieved from https://greenbeautycommunity.com/2024/02/deib-and-sustainable-beauty/](https://greenbeautycommunity.com/2024/02/deib-and-sustainable-beauty/)
- [Cosmetics Business. \(2023, July 4\). Cosmetics Business reveals beauty's top 5 brand community trends in new report. Retrieved from https://cosmeticsbusiness.com/cosmetics-business-reveals-beauty-s-top-5-brand-community-trends-in-new-report-209856](https://cosmeticsbusiness.com/cosmetics-business-reveals-beauty-s-top-5-brand-community-trends-in-new-report-209856)
- [FasterCapital. \(2024, June 14\). Beauty community building: Beauty brands and community engagement – Strategies for success. Retrieved from https://fastercapital.com/content/Beauty-community-building--Beauty-Brands-and-Community-Engagement--Strategies-for-Success.html](https://fastercapital.com/content/Beauty-community-building--Beauty-Brands-and-Community-Engagement--Strategies-for-Success.html)

# Learning Plan: 11

Module Name:  
Module 8: Motivational  
Speeches and Success  
Stories

Duration:  
60 minutes

Group Size:  
8-10 participants

## Learning objective/s:

- Identify the importance of motivation in entrepreneurship
- Analyze real-life examples of successful entrepreneur
- Increase the general knowledge of learners on the entrepreneurial realities of the handmade cosmetics eco-system.
- To increase the general knowledge of learners on the entrepreneurial realities of the handmade cosmetics eco-system.

## Materials needed:

- Presentation slides
- Whiteboard and markers

## Hook/intro:

**Ice breaker (15 minutes):** Invite each participant to share a brief personal story or anecdote related to entrepreneurship. It could be a memorable experience, a lesson learned, a challenge overcome, or an inspiring moment.

## Session structure:

Motivation plays a crucial role in the success of entrepreneurs, guiding them to achieve their goals and meet challenges. This learning project aims to inspire learners by examining real-life examples of entrepreneurial success, with a focus on the cosmetics industry. Through the case study of Margarita Arriagada, founder of Valdé Beauty, learners will gain insights into her career transition from Sephora to creating her own luxury brand. This learning plan will guide trainees through the analysis of key strategies such as branding, marketing and differentiation, equipping them with practical knowledge that they can apply to their own business journey.

## Session structure:

### Step 1. Introduction (15 minutes)

Objective: Inspire learners and provide real-life examples of entrepreneurship successes through practical learning

Activities:

- Welcome the learners and introduce the topic of motivation and entrepreneurship.
- Explain the importance of motivation in driving entrepreneurial success and achieving goals.

### Step 2. Real life analysis of Entrepreneurial Success in Cosmetic Industry: Margarita Arriagada and Valde (15 minutes)

Activities:

- Begin by introducing the case study of Margarita Arriagada to the students.
- Provide a brief overview of her career journey, from working at Sephora to starting her own luxury beauty brand, Valde Beauty.
- Explain how Valde was able to differentiate itself by focusing on branding elements, such as colours, logo, as well as mouth-to-mouth marketing by presenting this video (<https://www.youtube.com/watch?v=1CBKrCZsezo>)
- Explain that the lesson will focus on analyzing her experiences and drawing insights on career transitions and entrepreneurship.

### Step 3. Discussion and Analysis (15 minutes)

Activities:

- Facilitate a class discussion to analyze key points from the case study,
- Encourage learners to identify common themes, challenges, and strategies employed by successful entrepreneurs and correlate them with the case study.



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## Debriefing and Closure:

1. What lessons can we learn from Margarita's career transition and entrepreneurial journey?
2. How can Margarita's experiences inspire us to pursue our own dreams and navigate career transitions?
3. What role does encouragement and support play in pursuing career goals?
4. How can individuals overcome internal barriers and doubts when considering a career change?

---

## Online Learning / Blended Learning Variation:

1. Use interactive online platforms such as Zoom, Google Meet, or Microsoft Teams to facilitate live discussions, breakout sessions, and screen sharing for presenting materials.
2. Provide digital copies of the case study and any accompanying materials well in advance of the lesson. Ensure that all materials are accessible and compatible with various devices and platforms.

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## Further Information:

- AI Contentfy. (n.d.). Success stories: Inspiring and profitable entrepreneurship ventures to learn from. Retrieved from <https://aicontentfy.com/en/blog/success-stories-inspiring-and-profitable-entrepreneurship-ventures-to-learn-from>
- Harvard Business School Online. (n.d.). Successful entrepreneur stories. Retrieved from <https://online.hbs.edu/blog/post/successful-entrepreneur-stories>
- AI Contentfy. (n.d.). Learning from the best: Inspiring entrepreneurial stories of success. Retrieved from <https://aicontentfy.com/en/blog/learning-from-best-inspiring-entrepreneurial-stories-of-success>

# Learning Plan 12:

Module Name:	Duration:	Group Size:
Motivational Speeches and Success Stories: Introduction to Elevator Speech	30 minutes	8-10 participants

## Learning objective/s:

- Understand the purpose and importance of an elevator speech.
- Identify key components of an effective elevator pitch.
- Craft and deliver a compelling elevator speech for their business or idea.

## Materials needed:

- Presentation slides
- Whiteboard and markers

## Hook/intro:

**Ice breaker (10 minutes):** Spot the flaws on an elevator speech  
<https://www.youtube.com/watch?v=KLYwEd15rSg>.

Provide a not so good example of an elevator speech, showing participants that everyone can make mistakes and encourage them to spot the flaws and make improvements

## Session structure:

Developing a strong elevator speech is a key skill for young entrepreneurs, helping them to effectively communicate their business ideas in a clear and engaging way. This learning project equips participants with the knowledge and tools to create compelling elevator speeches, highlighting their importance in networking, presenting to investors and leveraging opportunities. Through structured guidance, learners will explore the key components of an effective speech, brainstorm ideas and develop their own speeches. The plan also includes practice sessions where participants can improve their speeches, receive feedback and gain confidence in delivering their message clearly and persuasively.

---

## Session structure:

### Step 1. Introduction to Elevator speech (5 minutes)

#### Activities:

- Welcome the young entrepreneurs and introduce the topic of elevator speeches.
- Explain the concept of an elevator speech as a concise and compelling pitch used to quickly and effectively communicate one's business idea or venture.
- Emphasize the importance of elevator speeches in networking, pitching to potential investors, and capturing opportunities.

### Step 2. Understanding the Components of Elevator Speech (5 minutes)

#### Activities:

- Present the key components of an effective elevator speech

### Step 3. Create your Elevator Speech (10 minutes)

#### Activities:

- Guide the participants through a brainstorming session to develop each component of their elevator speech.
- Encourage them to consider their target audience, unique selling points, and desired outcome.
- Provide examples and templates to help them structure their elevator pitch effectively.

### Step 4. Practice and Feedback (10 minutes)

#### Activities:

- Divide the participants into pairs or small groups, (this activity can be done individually)
- Instruct them to practice delivering their elevator speeches to each other and provide feedback on each speech

---

## Debriefing and Closure:

1. What were the key components of an effective elevator speech that you learned today?
2. How did these components help in making a pitch compelling and clear?
3. Can you think of a situation where delivering an elevator speech could be beneficial for your entrepreneurial journey?

---

## Online Learning / Blended Learning Variation:

1. Plan the session carefully to manage time effectively in an online setting. Allocate sufficient time for each activity, including transitions and breaks. Consider shorter, more frequent sessions if needed to maintain engagement.
2. Use online polling tools, chat features, or virtual hand-raising to gather feedback from participants throughout the session. Encourage active participation and create a supportive environment for sharing ideas and feedback.
3. Use breakout rooms for pairs or small groups to practice delivering elevator speeches virtually

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## Further Information:

- Coursera. (n.d.). Elevator pitch: What it is and how to create one. Retrieved from <https://www.coursera.org/articles/elevator-pitch>
- Grammarly. (n.d.). Elevator pitch: How to craft a winning pitch. Retrieved from <https://www.grammarly.com/blog/elevator-pitch/>
- Slidebean. (n.d.). Elevator pitch examples and templates. Retrieved from <https://slidebean.com/blog/elevator-pitch-examples-and-templates>
- Investopedia. (n.d.). Elevator pitch. Retrieved from <https://www.investopedia.com/terms/e/elevatorpitch.asp>
- Segreto, P. (n.d.). Mastering the elevator pitch: A guiding light for entrepreneurs. LinkedIn. Retrieved from <https://www.linkedin.com/pulse/mastering-elevator-pitch-guiding-light-entrepreneurs-paul-segreto/>
- Entrepreneur. (n.d.). How to craft an elevator pitch that gives people chills. Retrieved from <https://www.entrepreneur.com/starting-a-business/how-to-craft-an-elevator-pitch-that-gives-people-chills-in/352514>
- Harvard Business Review. (n.d.). The art of the elevator pitch. LinkedIn. Retrieved from [https://www.linkedin.com/posts/harvard-business-review\\_the-art-of-the-elevator-pitch-activity-7164589810903429122-Swi8](https://www.linkedin.com/posts/harvard-business-review_the-art-of-the-elevator-pitch-activity-7164589810903429122-Swi8)

# Learning Plan 13:

Module Name:  
Motivational Speeches and  
Success Stories: Movie  
Analysis - "The Pursuit of  
Happyness"

Duration:  
60 minutes

Group Size:  
8-10 participants

## Learning objective/s:

- Understand Entrepreneurial Challenges and obstacles faced by entrepreneurs, including financial hardship, rejection, and personal struggles
- Analyze the entrepreneurial traits and skills
- Reflect on the themes of resilience, determination, and sacrifice as displayed in the movie.

## Materials needed:

- Screening of "The Pursuit of Happyness"
- Presentation slides
- Handouts with discussion questions
- Whiteboard and markers

## Hook/intro:

### **Icebreaker (20 minutes):**

Encourage participants to share their own stories or share stories of resilience and determination from individuals they admire or find inspiring.

## Session structure:

This learning project uses a film-based approach to explore entrepreneurship and personal resilience, providing learners with practical knowledge through film narrative. The session begins with an introduction to the film, explaining its relevance to entrepreneurship and the importance of resilience in meeting challenges. Key scenes from the film are shown, focusing on the protagonist's entrepreneurial journey, including moments of failure and triumph. After each scene, guided discussions help students analyze the themes and lessons learned. The session concludes by connecting the film's lessons to real-life entrepreneurship, encouraging students to reflect on their own business goals and apply the principles of resilience and determination to their pursuits.

## Session structure:

### Step 1. Introduction (10 minutes)

Objective: Set the stage for the session, introduce the movie

Activities:

- Welcome and short introduction of the session's goals
- Provide a brief overview of the movie's plot and its focus on entrepreneurship and personal resilience
- Explain the selection of the movie and the connection to the objective of the session

### Step 2. Screening of Key scenes of the movie (20 minutes)

Activities:

- Display selected key scenes from the movie that highlight the movie's main character entrepreneurial journey, including moments of challenge, setback, and triumph.
- Pause the movie after each scene to facilitate discussion and analysis.

### Step 3. Guided discussion (15 minutes)

Activity: Lead a guided discussion on the key themes and entrepreneurial lessons shown in the movie.

### Step 4. Application to Real-Life Entrepreneurship (10 minutes)

Activities:

- Discuss how the lessons learned from the movie can be applied to real-life entrepreneurship.
- Encourage students to reflect on their own entrepreneurial aspirations and how they can apply the principles of resilience, determination, and sacrifice.

### Step 5. Conclusion (5 minutes)

Activities:

- Summarize the key insights and lessons learnt from the movie
- Encourage students to consider how they can apply these lessons to their own entrepreneurial pursuit.

---

## Debriefing and Closure:

- What were some of the main challenges faced by Chris Gardner in his pursuit of happiness?
- 
- How did Chris demonstrate resilience and determination in overcoming obstacles?
- 
- What entrepreneurial traits and skills did Chris exhibit throughout the movie?
- 
- What are some key takeaways or lessons that aspiring entrepreneurs can learn from Chris Gardner's story?
- 

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## Online Learning / Blended Learning Variation:

1. Share resources or additional reading materials related to entrepreneurship and personal resilience for participants to explore further.
2. Facilitate the discussion using video conferencing tools' "raise hand" feature or a designated chat channel to manage participant contributions

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## Further Information:

- YouTube. (n.d.). The pursuit of happiness full movie [Video]. Retrieved from <https://www.youtube.com/watch?v=8fnVG-EKFmE>
- YouTube. (n.d.). The pursuit of happiness job interview scene [Video]. Retrieved from <https://www.youtube.com/watch?v=UUDKEbX5OQw>
- YouTube. (n.d.). Movie plot: The pursuit of happiness [Video]. Retrieved from <https://www.youtube.com/watch?v=6RsLbwK75Bc>



**Learning Tools for  
Entrepreneurship  
Skills for in  
Handmade  
Cosmetics Field**

**Wonderful**

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## 6. Learning Tools for Business Development in Handmade Cosmetics Field

The Wonderful Toolkit has so far introduced trainers and learners to various learning plans and tools designed to familiarize young people with the handmade cosmetics business. These tools aim to elevate skills and increase knowledge in areas such as regulations, ingredients, quality assurance, and product design.

This section focuses on resources tailored to starting businesses in the handmade cosmetics sector. It includes tools for identifying market needs, generating business ideas aligned with those needs, conducting market research, and developing business plans through engaging activities. Additionally, this section provides checklists and tips for trainers and self-learners to ensure the quality of each session and learning outcome before progressing to the next stage. The tools and plans in this section are structured in a logical, taxonomical order to create a comprehensive learning experience.

The first learning plan in this section aims to help learners and equip trainers with skills in identifying problems in niche sectors in the field of handmade cosmetics. Through the activities offered, participants and learners are encouraged to examine the handmade cosmetics field, find problems in niche areas that they have interests for, and come up with solutions in a creative way to build foundations for their own businesses.

The second learning plan aims to build upon the previous learning plan, therefore encouraging learners to structure their solutions and ideas on a specific field, and turn these ideas into scalable, measurable and achievable business ideas.

The third learning plan in this section, which also aims at structuring the business ideas of learners provides trainers and learners with creative and engaging ideas for coming up with new ideas in handmade cosmetics sector. The next learning plan, building upon skills in problem identification and generating business ideas, aims at equipping young learners with thorough market research skills in order to find the gaps in the market, as well as positioning of the business ideas of the learners. This learning plan also provides learners with an overall understanding of business positioning with real-life examples.

The final learning plan is centered upon creating well-established business plans for learners, structuring their ideas through design thinking methodology, as well as providing clear pathways for learners to put their ideas into practice via actionable steps.

# Learning Plan: Identifying problems

**Module Name:****Duration:****Group Size:**

Identifying problems for Business  
Creation in the Handmade  
Cosmetics Sector

1 hour

5 groups (3-5 max  
per group.)

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**Learning objective/s:**

- Equip participants with practical skills to identify problems in order to generate innovative business ideas, and find niche areas within the sector
- Enable participants to recognise gaps in the current market by exploring consumer needs, emerging trends, and unmet demands
- Encourage participants to challenge what is currently happening and point out opportunities for innovation and advancement in the sector to promote critical thinking

---

**Materials needed:**

- Whiteboard and markers
- Notebooks and pens
- Internet access and screen
- Sticky notes
- Online collaboration tools (e.g., Google Jamboard, Miró)

**Hook/intro:**

Imagine you're walking through a busy market, where each stall represents a different business:

- What's missing?
- What are people searching for that isn't there yet?

Spot the gaps, find the opportunities, and think about how you could create something new that stands out.

---

**Session structure:**

This session introduces participants to the concept of problem identification within the handmade cosmetics sector. It emphasizes that the foundation of a successful business lies in addressing specific problems or filling niche gaps in the market.

Participants will learn how to identify unmet needs and recognize what is missing, turning these insights into innovative business ideas. Through real-world examples like Lush and Glossier, the session illustrates how identifying consumer concerns and market gaps can lead to creating products that resonate with customers.

This session can be used as a standalone workshop or as part of a broader training program for aspiring entrepreneurs in the cosmetics industry.

## Session structure:

### 1. INTRODUCTION TO PROBLEM IDENTIFICATION: DISCUSSION (10 MIN)

- Introduce the concept of problem identification in the handmade cosmetics sector.
- Write the key message on the whiteboard: "Successful businesses start by solving specific problems or filling niche gaps."
- Explain that identifying customer pain points is the foundation for creating products that meet real needs.
- Lead a discussion by asking participants:
  - "What problems have you noticed in the handmade cosmetics market?"
  - "Can you think of a gap that a product could fill?"

### 2. EXAMPLES OF SUCCESSFUL BUSINESSES (10 MIN)

- Explain how successful brands identify and solve market problems. Provide a brief overview of key success factors.
  - Optional: Distribute a hand-out with stories of successful brands for reference.
- Present the following examples:
  - Lush Cosmetics
    - Lush addressed concerns about synthetic ingredients, animal testing, and environmental impact. By using natural, ethically sourced ingredients and sustainable practices, they filled a market gap and connected with eco-conscious consumers. Their success came from problem-solving in both product development and packaging.
  - Glossier
    - Glossier responded to the beauty industry's complexity by offering simple, approachable products. Founder Emily Weiss saw a gap in the market for minimalistic skincare and makeup, focusing on a "skin first, makeup second" approach that empowered consumers to embrace natural beauty.
- Ask participants if they know any stories about successful brands in the cosmetics or handmade cosmetics sector. Encourage them to share how these brands addressed specific problems.
- When discussing the examples, emphasize the problem-solving strategies that led to each brand's success.

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## Session structure:

### 3. Activity: Defining the Problem (30 min)

*Divide participants into small groups of 3-5 people.*

- 1. Group Setup
  - Provide each group with a few scenarios depicting challenges in the handmade cosmetics industry, such as ingredient sourcing issues or packaging problems.
- 2. Problem Identification
  - Groups analyze their scenarios to identify core problems, focusing on understanding the issues before jumping to solutions.
- 3. Solution Development
  - Encourage groups to brainstorm realistic solutions, considering feasibility and impact.
- 4. Presentation
  - Each group presents their findings and solutions, followed by a brief discussion for feedback and alternative ideas.

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### Debriefing and Closure (15 min):

After identifying the problems and discussing potential solutions, each group shares their findings with the larger group. As they present, encourage other participants to ask questions and offer additional insights or alternative approaches. This collaborative discussion helps refine the identified problems and broadens the understanding of common challenges in the industry.

Questions to guide the discussion:

- What are the potential business opportunities arising from the identified problems?
- How could these problems be exploited to create new or improved products or services?
- What strategies could be used to solve the identified issues (e.g., product stability, brand stagnation)?
- How could innovative marketing approaches address these challenges?

Encourage participants to think about how these problems could be transformed into business opportunities.

For example, if they identify a problem with product stability, they could develop a line of more stable, hypoallergenic cosmetics.

If they find that a brand is becoming stagnant, they could explore innovative marketing strategies or develop products that better align with emerging trends.

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### Online Learning / Blended Learning Variation:

- Breakout Rooms: Use breakout rooms for group activities to enable effective collaboration. Designate one person per group to perform a practical demonstration of product packaging and presentation, while others offer guidance.
- Group Presentations: After the breakout room activities, each group should create a short PowerPoint or similar presentation to showcase their work and findings to the entire group.

## Further Information:

Scenario 1: "A company similar to Lush is receiving negative feedback about their products causing allergic reactions and changing color/texture before the expiration date. What could be the reasons, and how would you identify them?"

Solution: Groups should discuss potential causes such as poor ingredient sourcing, inadequate formulation, or improper storage conditions. They should also suggest ways to identify the root cause, such as conducting rigorous product testing, revisiting supplier agreements, or gathering detailed customer feedback.

Scenario 2: "A Glossier-inspired brand has noticed a decline in sales despite its minimalistic and user-friendly approach. Customers seem to be shifting to other brands. What could be the reasons, and how would you approach solving this issue?"

Solution: Groups might explore issues like brand stagnation, ineffective marketing strategies, or a disconnect with evolving consumer preferences. Solutions could include rebranding efforts, launching new product lines, in-depth consumer analysis or enhancing customer engagement through more personalised marketing tactics.

Scenario 3: "A startup in the handmade cosmetics industry, focusing on eco-friendly packaging, is struggling to attract customers online despite having a strong social media presence. What could be going wrong?"

Solution: Participants could explore problems such as insufficient online marketing strategies, poor website user experience, or ineffective communication of the brand's unique value proposition. Solutions might involve optimizing the website, improving SEO, or refining the brand's messaging to better resonate with the target audience.

Suggestion: Hand-out the "problems" parts of the scenarios for the groups.

Further Information:

- Ries, E. (n.d.). The lean startup: How today's entrepreneurs use continuous innovation to create radically successful businesses. Retrieved from <https://theleanstartup.com>
- Kim, W. C., & Mauborgne, R. (n.d.). What is blue ocean strategy? Blue Ocean Strategy. Retrieved from <https://www.blueoceanstrategy.com/what-is-blue-ocean-strategy/>
- Cosmoprof Worldwide Bologna. (n.d.). The global beauty industry: The markets to monitor in the next future. Retrieved from <https://www.cosmoprof.com/en/media-room/news/the-global-beauty-industry-the-markets-to-monitor-in-the-next-future/>

# Learning Plan: Generating Ideas

Module Name:	Duration:	Group Size:
Generating new ideas Defining problems in the handmade cosmetic industry.	90 minutes	10-15 participants

## Learning objective/s:

- Understand the importance of defining the problem in the business creation process.
- Learn techniques for effectively identifying and solve problems in the handmade cosmetics industry.
- Apply problem-definition techniques to generate innovative business ideas.

## Materials needed:

- Whiteboard and markers
- Sticky notes

## Hook/intro:

Ice breaker activity: Encourage participants to share one problem/issue that they have faced using a handmade cosmetics product (e.g., allergic reaction, packaging problem, environmental concern).

## Session structure:

This lesson introduces young entrepreneurs to the basic skill of problem-solving in business, with a focus on the handmade cosmetics industry. Beginning with an overview of the topic and objectives, participants learn why identifying and clearly defining a problem is vital to generating relevant business ideas. Through group activities, they explore common industry challenges such as ingredient sourcing, sustainability and consumer preferences. The session concludes with a summary that reinforces the importance of a well-defined problem as a foundation for successful business creation.



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## Session structure:

1. Introduction and welcome (15 minutes)
  - Introduce the topic and outline the lesson objectives.
  - Explain the importance of defining the problem before generating business ideas.
2. Problem Definition and Identification Techniques (20 minutes)
  - Discuss what problem definition means in the context of starting a business.
  - Explain the role of problem definition in identifying market needs and opportunities with reference in the handmade cosmetic industry.
  - Introduce techniques for identifying problems, such as customer interviews, surveys, market research, and observation
3. Problem research activity (25 minutes)
  - Divide students into small groups and assign each group to identify common problems in the handmade cosmetics industry.
  - Each group will use online research to identify problems related to ingredients, packaging, sustainability, consumer preferences, etc.
  - Each group presents the problems they identified, explaining why they chose these problems and providing evidence from their research.
4. Summary of the lesson (10 minutes)
  - Summarize the key points of the lesson.
  - Discuss the importance of a well-defined problem in the business creation process.

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## Debriefing and Closure (20 minutes):

1. What methods did you find most effective in identifying problems within the handmade cosmetics industry?
2. What assumptions did you make during the problem identification process, and how did you validate them?
3. What impact do you think the identified problems have on the handmade cosmetics market?
4. How did identifying these problems help you in generating potential business ideas?
5. Why is it important to thoroughly identify and understand problems before creating business solutions?

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## Online Learning / Blended Learning Variation:

When conducting sessions online, facilitators can make use of various digital tools to ensure smooth and interactive learning experiences. A reliable video conferencing platform such as Zoom, Microsoft Teams, or Google Meet will be essential for real-time communication and engagement with participants. To foster collaboration and brainstorming, facilitators can utilize digital whiteboards or collaboration tools like Jamboard, which allow for visual sharing of ideas in a dynamic and interactive way. Additionally, digital note-taking tools can be employed to help both facilitators and participants keep track of key points, notes, and resources during the sessions.

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## Further Information:

- Montana Science Education. (n.d.). Asking questions in science & defining problems in engineering. Retrieved from <https://www.mtscienceducation.org/toolkit-home/scientific-engineering-practices/asking-questions-in-science-defining-problems-in-engineering/>
- Innovation Initiative Toolkit. (n.d.). Problem. Retrieved from <https://www.iitoolkit.com/process/problem.html>
- Patel, A. (2022, September 20). Defining your problem: Design thinking 101 (Part 4). UX Design Bootcamp. Retrieved from <https://bootcamp.uxdesign.cc/defining-your-problem-design-thinking-101-part-4-c10d22728f92>
- HmHub. (n.d.). Techniques involved in defining a problem. Retrieved from <https://hmhub.in/3rd-4th-sem-research-methodology-notes/techniques-involved-in-defining-a-problem/>

# Learning Plan: Generating New Ideas 2

## Module Name:

Generating new ideas  
Island Adventure:  
Developing Creative  
Solutions in the Handmade  
Cosmetics Industry

## Duration:

80 minutes

## Group Size:

10-15 participants

## Learning objective/s:

- Foster creative thinking and problem-solving skills.
- Apply innovative idea generation techniques to the handmade cosmetics industry.
- Encourage teamwork and collaboration through a themed activity.

## Materials needed:

- Whiteboard and markers
- Sticky notes & pens
- Access to basic cosmetic ingredient samples (e.g., essential oils, herbs, natural colorants) for inspiration

## Hook/intro:

Ice breaker activity: Divide the participants into groups, provide them with sticky notes and pens and ask them to write down the first three natural ingredients they would use for the making of their own natural cosmetics and which can also be found on an island (2 minutes). Encourage them to share their thoughts with the rest of the class and discuss the results.

## Session structure:

This lesson introduces participants to creative problem-solving through a fun, immersive "island adventure" theme, aimed at sparking innovation in handmade cosmetics. Beginning with a warm welcome and an overview of objectives, participants learn how the island setting encourages out-of-the-box thinking. They're then guided to envision themselves stranded on a tropical island with only natural resources available. Divided into small groups, they identify potential skincare challenges and use resources like coconut oil, aloe vera, and sea salt to brainstorm unique cosmetic products. Each group develops a preliminary business concept, presenting their ideas to the class for feedback, followed by a summary that reinforces key lessons in creative problem-solving and product innovation.

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## Session structure:

### 1. Introduction and welcome (10 minutes)

- Introduce the topic and outline the lesson objectives.
- Explain the island adventure theme and how it relates to creative problem-solving.

### 2. Set the Island scene (20 minutes)

- Introduce participants to the common generating ideas techniques
- Create a scenario where students are deserted on a tropical island.
- The island has a variety of natural resources but limited traditional cosmetics.
- Their task is to use the resources available on the island to identify problems and create innovative handmade cosmetic products.

### 3. Identify problems and Generate new ideas (20 minutes)

- The participants are divided into small groups
- Each group is asked to identify potential problems or needs related to skincare and cosmetics that could arise on the island
- Groups use the identified problems and available island resources (e.g., coconut oil, aloe vera, sea salt) to brainstorm potential handmade cosmetic products.
- The groups create a preliminary business concept for their island-inspired cosmetic product, including a brief description, target market, unique selling points, and potential challenges

### 4. Presentation and Discussion (10 minutes)

- Each group presents their new idea to the rest of the class
- Feedback on the ideas
- Summary of the key points of the lesson

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## Debriefing and Closure (20 minutes):

1. What challenges did you face when trying to generate new ideas for cosmetic products?
2. How did your group decide on the final business concept? What factors influenced your choice?
3. How do you think the items you chose could be used in a handmade cosmetics product?
4. What would you do differently if you had more time or resources to develop your idea further?

## Online Learning / Blended Learning Variation:

For online sessions, facilitators can rely on a video conferencing tool such as Zoom, Microsoft Teams, or Google Meet to facilitate real-time interaction and discussions. Additionally, using a digital whiteboard or collaboration tool like Jamboard enables participants to engage in interactive brainstorming and idea-sharing, fostering a more dynamic and collaborative learning environment.

## Further Information:

- Formlabs. (n.d.). Brainstorming product ideas. Retrieved from <https://formlabs.com/eu/blog/brainstorming-product-ideas/>
- FasterCapital. (n.d.). Generating new business ideas. Retrieved from <https://fastercapital.com/topics/generating-new-business-ideas.html>

# Tips & Tricks

## Topic:

Identifying Problems and Generating New Business Ideas

### 1. Tip 1: Foster Creative Problem Research

Assist students in performing a SWOT ANALYSIS (Strengths, Weaknesses, Opportunities, and Threats) of current handcrafted cosmetics companies. They are encouraged to think critically how firms are run at the moment and where there could be room for innovation or improvement by using this approach. Lush example: Commitment to natural ingredients and ethical sourcing (strengths); High price point (Weaknesses);

### Tip 2: Encourage Constant Market Research

Advise students to carry out in-depth market research in order to pinpoint any gaps or unfulfilled demands in the handmade cosmetics industry, like looking into consumer trends or monitoring conversations on social media. For example: Design a survey targeting consumers who use handmade cosmetics.

### Tip 3: Utilize Case Studies and Real-Life Scenarios

Incorporate these relevant to the handmade cosmetics industry. This approach helps learners connect theoretical knowledge with practical application, enhancing their problem-solving and critical-thinking skills. For example: The previous mentioned case of Glossier, discuss how the brand identified a problem in the beauty industry—consumers feeling overwhelmed by complicated, heavy makeup routines—and capitalized on it by offering minimalist, easy-to-use products.

# Tips & Tricks

## Topic:

Identifying Problems and Generating New Business Ideas

### **Tip 4: Emphasize Sustainability and Ethics**

Encourage students to identify problems related to sustainability in the cosmetics industry and think of environmentally friendly alternatives. For example: Discuss the issue of plastic waste in cosmetics packaging and challenge students to find alternatives

### **Tip 5: Explore Specific Demographics**

Encourage students to focus on particular customer segments to identify specialised needs. For example: Challenge students to explore the needs of vegan consumers or individuals with sensitive skin. They might research the ingredients that are commonly avoided by people and look for gaps in the market where products that cater to these specific needs are lacking.

# Evaluation checklist

## Topic:

Identifying Problems and Generating New Business Ideas

- Were multiple idea generation techniques used to create new ideas? (Yes/No)
- Were the generated ideas aligned with the identified problems? (Yes/No)
- Were the ideas presented clearly and effectively? (Yes/No)
- Did the group demonstrate creativity and innovation in their idea generation? (Yes/No)
- Did your group identify unique selling points for your ideas? (Yes/No)
- Were the identified problems relevant to the handmade cosmetics industry? (Yes/No)
- Were multiple idea generation techniques used to create new ideas? (Yes/No)
- Were the problem statements clear and specific? (Yes/No)
- Was sufficient research conducted to support the identified problems? (Yes/No)
- Were the identified problems relevant to current trends and challenges in the handmade cosmetics industry? (Yes/No)
- Did the participants understand the importance of defining the problem in the business creation process? (Yes/No)



# Learning Plan: Market Research

Module Name:	Duration:	Group Size:
Market Research for Starting Businesses	3.5 Hours	15 - 20 participants

## Learning objective/s:

- Define market research, differentiate between primary and secondary research methods, and explain the importance of market research in business decision-making.
- Design and conduct a basic market research plan, including developing survey questions, gathering data, and performing competitor analysis using both primary and secondary research methods.

## Materials needed:

- Flipcharts
- Sticky notes
- Laptops or tablets
- Whiteboard and markers
- Projector and screen

## Hook/intro (10 minutes):

Ask participants to think of a dream job of theirs, and imagine the products their products and customers. Ask how they would position their business in the market and how would be their competitors.

## Session structure:

This learning plan aims to go through the concept of market research for aspiring young entrepreneurs. The learning plan includes procedures on conducting various types of market research along with a comprehensive market research plan in the end for participants to increase their skills on market research. It is advised to use this learning plan as a workshop itself, or as part of a training, since it provides comprehensive knowledge and activities tailored for handmade cosmetics business establishment, along with other lesson plans in this toolkit.

## Session structure:

### 1. Introduction (20 minutes)

- Welcome the learners and provide a brief information about the session.
- Briefly talk about the importance of market research in establishing a business.
- Continue with explaining the ice-breaker activity “Build Your Dream Business”, that aims to stimulate creativity and introduce the concept of market research.
  - Divide the participants into groups of 3 or 4 people.
  - Ask each group to brainstorm and design a business idea for 5 minutes. This can be a small handmade cosmetics shop in a small town, or a large producer of handmade soaps in large cities.
  - Provide participants with sticky notes and markers to visualize their ideas.
  - Ask each group to present their idea to the rest of the group (2-3 minutes). The purpose is not to focus on the details but rather get the participants think about the concepts.
  - After the presentations, ask each group “What would be the main steps to make your business succeed?” which would lead to the concept of market research.

### 2. Introduction to Market Research (15 minutes)

- Start with the definition of market research.
  - “Market research is the process of gathering, analyzing, and interpreting information about a market, including the potential customers, their needs and preferences, competitors, and overall industry trends.” (University of New Brunswick, 2024).
- Emphasize the importance of market research: It allows businesses understand the demand for their products or services, prevent costly mistakes, identify market opportunities, and reduce the risks in business.
- Explain the two types of market research:
  - Primary Research: Collecting new, first-hand data directly from sources (e.g., surveys, interviews, focus groups).
  - Secondary Research: Analyzing existing data through external sources such as industry reports, academic studies, and public statistics.

## Session structure:

- Provide real-life examples from successful companies, such as Nike, or Apple, and how these companies conduct market research before entering into new markets.
- Make a brief introduction to key concepts of market research (hand-out provided):
  - **Market Trends:** Understand the direction that the market and industry is moving towards (e.g. eco-friendly packaging, changing colour and logo schemes etc.)
  - **Competitor Analysis:** Investigate the actions of the competitors in the market, the products and services they offer, and value they provide to the customers.
  - **Customer Demographics and Behavior:** Understand the characteristics of your customers (age, income, interests etc.) and how they interact with the products.
  - **SWOT Analysis:** Use this tool to understand your own strengths and weaknesses, in order to better make use of opportunities and abstain the threats in the market.

### 3. Primary Market Research Techniques (35 minutes)

- Start by emphasizing the value of the primary research techniques, as it provides direct feedback from the market and users, providing direct feedback about their interests and needs.
- Discuss the key techniques of primary research:
  - **Surveys:** Use tailored questionnaires to collect quantitative data from your audience. State that good surveys balance open-ended and closed-ended questions.
  - **Interviews:** Conduct one-on-one conversations to gather qualitative data. This method allows deeper exploration of customer opinions and behaviors.
  - **Focus Groups:** Organize small group discussions that provide insights into consumer attitudes and perceptions. These are especially useful for understanding customer emotions and experiences.
- Demonstrate how to design effective surveys for the target group:
  - Open-ended vs. closed-ended questions: Explain the difference and provide examples.

## Session structure:

- Provide information on an online tool like Google Forms or SurveyMonkey for easy survey creation.
  - Demonstrate how to conduct a basic interview by pairing participants and having them ask questions about each other's business ideas.
  - Hold an activity to reinforce the learnings of the participants on basic primary market research techniques:
    - Ask participants to design a simple survey for their dream business (10 questions).
    - Encourage them to think about what they would like to learn from potential customers (e.g., what features are most important to them, how much they'd be willing to pay).
    - Have participants conduct short mock interviews with a partner about their business idea, practicing listening skills and follow-up questioning.
4. Secondary Market Research Techniques (30 minutes)
- Explain the concept of secondary market research: "Gathering and analyzing data that has already been collected by others, such as industry reports, government data, and competitor analyses" (the hartford.com, 2024)
  - Explain the benefits of secondary research: It's faster, less costly, and allows businesses to analyze existing trends and market conditions.
  - Demonstrate various types of secondary market research techniques:
    - **Government Reports:** Example—census data, national industry statistics.
    - **Market Research Reports:** Example—reports from Nielsen, Euromonitor, or Statista that offer insights into market trends.
    - **Competitor Websites and Social Media:** Analyzing how competitors market their products and engage with customers.
    - **Other Public Data:** Example—Google Trends, social media insights, blogs, academic papers.
  - Provide information on how to search for secondary data using free online resources like Google Scholar or Statista. Show how to identify credible sources and make sense of the data. (Hand-out provided)

## Session structure:

- Continue with the activity below to reinforce the learnings of participants on secondary market research:
  - Ask participants to conduct competitor research for their dream business. Each participant will identify a competitor, visit their website and social media pages, and gather key insights about how they position their products, price them, and engage with customers.
  - After conducting their research, participants should share their findings with the group.

### 5. SWOT Analysis and Practical Application (30 minutes)

- Explain the SWOT analysis tool is and why it's useful: "It's a strategic planning tool that helps businesses assess their internal and external environments." (cipd.org, 2024).
- Explain the components of the SWOT Analysis:
  - **Strengths:** Internal factors that give the business a leverage (e.g., unique products, expert knowledge).
  - **Weaknesses:** Internal areas that need improvement (e.g., lack of experience, limited resources).
  - **Opportunities:** External factors that could benefit the business (e.g., growing demand, new technology).
  - **Threats:** External challenges that could harm the business (e.g., economic downturn, new competitors).
- Verbally provide and demonstrate real-life examples of SWOT analyses for well-known businesses to illustrate how these categories are applied.
- Explain how market research findings (from primary and secondary research) can support a SWOT analysis. For example:
  - Survey results can highlight customer needs that a business could invest on (opportunity).
  - Competitor research may reveal weaknesses in a rival's product line (opportunity) or strengths that pose a threat.
- Continue with an activity on SWOT analysis to reinforce the learnings of the participants:
  - Ask participants to create a SWOT analysis for their dream business, using the data they gathered in earlier activities.
  - Each group will fill out a SWOT matrix (Strengths, Weaknesses, Opportunities, Threats), identifying what they have learned about their business's potential and challenges.

## Session structure:

### 6. Practical Application: Creating a Market Research Plan (1 hour)

- Guide participants through the process of creating a market research plan via the steps given below:
  - **Defining the Target Market:** Ask participants to identify the specific demographics they are aiming to reach with their product (e.g., age, gender, location, income level).
  - **Selecting Research Methods:** Ask participants to determine which research methods (surveys, interviews, secondary data) will help them the most to gather the most relevant information about their target market.
  - **Developing a Timeline:** Discuss how to plan out the research process, including the schedule of collecting data and analyzing results.
  - **Analysis:** Speak about how to interpret research results to make informed business decisions (e.g., analyzing survey data to refine their product offering).
- Hold an activity for reinforcing the learnings of participants in practical application of market research:
  - Divide the group in the same groups as the previous activities.
  - Ask them to define the target market they want to operate in. Instruct participants to think about basic demographic information such as age, gender, income level, education, and geographic location. Ask them, “Who would be most interested in your product or service?”
    - Go beyond demographics to include psychographics, which involves understanding the lifestyles, values, and behaviors of the target market. For example, if the dream business is a handmade cosmetic business, the target audience may value sustainability and ethical fashion.
  - Ask participants to come up with a list of key questions they want answered. These questions could be about customer preferences, pricing, competition, or market demand.
  - Encourage them to think about both general questions (e.g., “What trends are driving demand for eco-friendly products?”) and specific questions (e.g., “How much are customers willing to pay for handmade soaps?”).

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## Session structure:

- For a business selling eco-friendly beauty products, questions might include:
  - “What are the most common purchasing motivations for customers interested in eco-friendly beauty products?”
  - “How important is sustainable packaging to these customers?”
- As for data collection step, help participants decide whether they should use primary research methods (e.g., surveys, interviews) or secondary research (e.g., analyzing industry reports, competitor research).
- Emphasize that a mix of both primary and secondary research often leads to a more well-rounded market understanding.
- After that, ask participants to create a timeline for their research, analysis and taking action.
- Suggest that they break the timeline into manageable steps: setting up research tools, collecting data, analyzing data, and interpreting results. An example could be:
  - A participant operating a handmade soap shop might allocate one week to gather survey responses from potential customers, followed by another week to analyze the data and adjust the product range based on the findings.
- In line with the research timeline, participants will also plan on the methods to analyze the data. For example, survey responses can be analyzed using simple charts, while interview data can be reviewed for recurring themes.
- Suggest that participants think about how they will apply the insights to their business plans.
- When participants are ready with their market research plans, ask each group to come to the stage and present their plans with the rest of the group. Ask them to touch upon the following topics for their presentation:
  - Who is the target group?
  - What are the key questions to be answered?
  - What methods will be used?
  - How will the data be used and applied into the business?
- For each group, provide a constructive and well detailed feedback in line with tips & tricks and checklist provided for the lesson plan.

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## Debriefing and Closure (10 minutes):

- In the end of the session, provide a detailed feedback on the participation of learners in the classroom. Ask them about their experience and how they feel in the end of the session.
- Ask about the challenges that they faced individually or as a group.
- Go through the debriefing session with questions provided below:
  - What were the biggest challenges you encountered when planning your market research, and how did you overcome them?
  - How did it feel for you to work in a team?
  - How do you plan to use your research results to position your business against competitors in the market?
  - In what ways do you think market research will continue to benefit your business after launch?

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## Online Learning / Blended Learning Variation:

In the cases that the market research activity takes place online or in a hybrid way, you can use the following methods:

- Breakout rooms: Utilize breakout rooms for group activities, making sure that participants can converse and collaborate as they can do in physical environments.
- Online Collaboration Tools: Encourage participants to use digital collaboration tools like Google Docs, Google Sheets or Online Microsoft tools, in order to increase their online collaboration efficiency.
- Pre-Recorded Content and Live Sessions: You can record yourself in some parts of this learning plan in the case of blended learning, and ask participants to review it before coming to class to reinforce their learning. You can also use the further information section of this learning plan.
- Online Polls and Games: Increase the engagement of participants in large groups by asking their opinion in gamified platforms, such as mentimeter or Kahoot.

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Further Information: here comes the links, pictures or handouts etc. (optional)

- The Social Guide. (n.d.). How to do a market research [Video]. YouTube. Retrieved from <https://youtu.be/b-hDg7699S0?si=S7Pbt4Fk6InJ2Jn4>
- Business AI Tools. (n.d.). Using A.I. for a better market research [Video]. YouTube. Retrieved from <https://youtu.be/zqtG92n0paU?si=5oFnVIGTVBG8Rv5L>
- Market Insights Studio. (n.d.). Market research whiteboard animation video [Video]. YouTube. Retrieved from [https://youtu.be/CqaFYgRGDmo?si=C1fbFFPcrNf0QX\\_M](https://youtu.be/CqaFYgRGDmo?si=C1fbFFPcrNf0QX_M)



## What is Market Research?

The process of gathering, analyzing and interpreting information about a market, about a product or service to be offered for sale in that market, and about the past, present and potential customers for the product or service; research into the characteristics, spending habits, location and needs of your business's target market, the industry as a whole, and the particular competitors you face (Entrepreneur.com, 2024)

## Types of Market Research

- **Primary Research:** The process of collecting new, first-hand data directly from people or organizations.
  - a. Examples: Surveys, Interviews, Focus Groups
  - b. Purpose: Collect first-hand data from potential customers and stakeholders.
- **Secondary Research:** The use of existing data that has already been collected by others.
  - a. Examples: Industry reports, competitor websites, government publications.
  - b. Purpose: To analyze general market trends, industry reports, and competitor behavior.

## Why is market research important?

- **Understanding the Market:** Market research provides insights into market trends, consumer preferences, and demand for specific products or services.
- **Identifying Opportunities:** It helps businesses spot new opportunities or untapped markets.
- **Mitigating Risk:** Research reduces uncertainty by helping businesses anticipate challenges or shifts in customer behavior.
- **Competitor Insights:** It provides valuable information about competitors' strengths, weaknesses, and strategies, helping you position your business effectively.

## Real-World Example of Market Research:

**Company:** Starbucks

### What they did:

Starbucks used customer feedback, surveys, and demographic data to understand the growing demand for more healthy food options. They adjusted their menu to include more nutritious choices, resulting in increased customer satisfaction and sales.

#### References:

Entrepreneur Staff. (2024). Market research. Entrepreneur. <https://www.entrepreneur.com/encyclopedia/market-research>

### **What is Secondary Research?**

Secondary research is a type of research that has already been compiled, gathered, organized and published by others. It includes reports and studies by government agencies, trade associations or other businesses in your industry. For small businesses with limited budgets, most research is typically secondary, because it can be obtained faster and more affordably than primary research (the Hartford, 2024).

Here is a list of secondary research tools:

- Google Scholar
  - Website: <https://scholar.google.com>
  - What it offers: Access to academic papers, studies, and research articles across a wide range of topics.
  - How to Use: Use search terms related to your industry or product to find relevant research articles, papers, and case studies.
- Statista
  - Website: <https://www.statista.com>
  - What it offers: Statistics and data on a variety of industries, consumer behavior, and market trends.
  - How to Use: Free access to certain reports and statistics. Search for your specific industry or market to gather key statistics.
- Google Trends:
  - Website: <https://trends.google.com>
  - What it offers: Insights into what people are searching for online. You can compare search terms and see how interest in topics or products is evolving.
  - How to Use: Enter keywords related to your product or industry to see trends over time, region-specific data, and related search terms.
- Euromonitor International
  - Website: <https://www.euromonitor.com>
  - What it offers: Global market data, analysis, and reports on industries, economies, and consumers.
  - How to use: Some reports are available for free, or you can access basic data on industries by searching for trends in your product's category.
- IBISWorld:
  - Website: <https://www.ibisworld.com/>
  - What it offers: Industry reports covering key trends, market size, and growth projections.
  - How to use: While many reports are paid, some summary data and industry snapshots are available for free. Look up your industry for basic insights.

Reference:

The Hartford. (n.d.). Primary vs. secondary market research: What's the difference? The Hartford.  
<https://www.thehartford.com/business-insurance/strategy/market-research/primary-second-research>

# Tips & Tricks

## **Topic:**

Market Research

### **1. Research and Understand Your Market**

Take the time to thoroughly research the handmade cosmetic market, including consumer preferences, trends, and competitive landscape. Identify niche markets or underserved segments where you can differentiate your products and appeal to specific customer needs.

### **2. Focus on Quality and Ingredient Transparency**

Prioritize quality ingredients sourced from reputable suppliers. Be transparent about the ingredients used in your products, highlighting their benefits and origins. Consumers value authenticity and are increasingly seeking natural, organic, and sustainable alternatives to mainstream cosmetics.

### **3. Start Small and Scale Gradually**

Begin with a limited product range or signature product to establish your brand identity and build a loyal customer base. As you gain traction and confidence, gradually expand your product offerings based on customer feedback, market demand, and business growth.

# Tips & Tricks

## **Topic:**

Market Research

### **4. Invest in Education and Skill Development**

Continuously enhance your knowledge and skills in cosmetic formulation, ingredient sourcing, product development, and regulatory compliance. Attend workshops, courses, and industry events to stay updated on industry trends, best practices, and emerging technologies.

### **5. Build Your Brand Story and Identity**

Develop a compelling brand story that resonates with your target audience and sets you apart from competitors. Communicate your brand values, ethos, and craftsmanship through engaging storytelling, branding elements, and visual imagery.

### **6. Create a Strong Online Presence**

Establish a professional website and leverage social media platforms to showcase your handmade cosmetic products, engage with customers, and build a community around your brand. Invest in high-quality product photography, content creation, and social media marketing to attract and retain customers online.

# Tips & Tricks

## **Topic:**

Market Research

### **7. Prioritize Customer Experience and Feedback**

Focus on delivering exceptional customer service and personalized experiences to your customers. Encourage feedback, reviews, and testimonials from satisfied customers to build trust and credibility in your brand. Use customer insights to iterate on your products and improve your offerings over time.

### **8. Navigate Regulatory Compliance Carefully**

Familiarize yourself with regulatory requirements governing handmade cosmetics in your target market, including ingredient safety, labeling, and Good Manufacturing Practices (GMP). Invest in compliance resources, consult with regulatory experts, and stay informed about regulatory updates to ensure legal compliance and product safety.

### **9. Network and Collaborate with Industry Professionals**

Build relationships with other artisans, suppliers, retailers, and industry experts within the handmade cosmetic community. Networking opportunities can lead to valuable partnerships, collaborations, and mentorship opportunities that support your business growth and success.

# Tips & Tricks

## **Topic:**

Market Research

### **10. Stay Resilient and Adapt to Challenges**

Entrepreneurship is a journey filled with ups and downs. Stay resilient in the face of challenges, setbacks, and obstacles along the way. Embrace a growth mindset, learn from failures, and adapt your strategies to overcome challenges and achieve your long-term goals.

# Evaluation checklist

## Topic:

Market Research

- Did the participants grasp the importance of market research in business decision-making? (Yes/ No)
- Were learners able to accurately define their target market, including demographics and psychographics? (Yes/ No)
- Did learners develop relevant and actionable research questions? (Yes/ No)
- Were learners' questions specific enough to provide useful data for their business idea? Yes/ No)
- Did learners include both open and closed questions to gather qualitative and quantitative data? (Yes/ No)
- Did learners choose appropriate methods (surveys, interviews, secondary research) for gathering data? (Yes/ No)
- Were the students able to identify key strengths and weaknesses of competitors and relate them to their own business idea? (Yes/ No)
- Was the market research plan clearly presented, with logical flow and structure? (Yes/ No)
- Did learners communicate their findings effectively, both in written and verbal formats? (Yes/ No)
- Did learners show a clear understanding of how to use research to enhance their business idea? (Yes/ No)

# Learning Plan: Business Planning

Module Name: From Ideas to Reality – Entering the World of Entrepreneurship	Duration: 4 hours	Group Size: Up to 20 participants
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## Learning objective/s:

- Learn how to transform ideas into actionable business concepts.
- Utilize market research to develop a practical business plan.
- Create a pathway to enter the world of entrepreneurship through design thinking and strategic planning.

## Materials needed:

- Design Thinking Chart Templates
- Business Plan Templates
- Market Research Reports
- Whiteboard or Virtual Collaboration Tools
- Sticky Notes and Markers (physical or digital)

## Hook/intro:

1. Introduction to the Activity (30 minutes):
  - Overview of Entrepreneurship:
    - Discuss the journey from an idea to a successful business, emphasizing the role of market research and planning.
    - Introduce the concept of design thinking and its importance in entrepreneurship.
  - Ice-Breaker:
    - Have participants briefly introduce themselves and share a business idea or interest they have.

## Session structure:

After you are done with the Introduction to the Activity, start with 2. Design Thinking Chart Activity (1.5 hours):

- Introduction to Design Thinking (30 minutes):
  - Explain the design thinking process: Empathize, Define, Ideate, Prototype, and Test.
  - Use visual aids to illustrate each stage of the process.



## Session structure:

After you are done with the Introduction to the Activity, start with 2. Design Thinking Chart Activity (1.5 hours):

- Introduction to Design Thinking (30 minutes):
  - Explain the design thinking process: Empathize, Define, Ideate, Prototype, and Test.
  - Use visual aids to illustrate each stage of the process.

Activity:

- Empathize and Define (30 minutes):
  - Participants conduct a brief market research exercise, identifying target audiences and their needs.
  - Use sticky notes to document insights and define the problem or opportunity.
- Ideate (30 minutes):
  - Facilitate a brainstorming session to generate creative solutions or business ideas.
  - Encourage participants to think outside the box and explore various approaches.

3. Business Plan Development (1.5 hours):

- Introduction to Business Planning (30 minutes):
  - Outline the key components of a business plan: Executive Summary, Market Analysis, Business Model, Marketing Strategy, and Financial Projections.
  - Provide templates and examples for reference.
- Activity:
  - Business Plan Creation (1 hour):
    - Guide participants through creating their own business plans based on their ideas and market research.
    - Assist with drafting sections like market analysis, business model, and marketing strategy.

4. Conclusion and Reflection (30 minutes):

- Review and Feedback:
  - Summarize the key takeaways from the design thinking activity and business plan development.
  - Provide an opportunity for participants to present their business plans and receive feedback.
- Q&A Session:
  - Open the floor for questions and discuss next steps for further development and implementation of their business ideas.
- Further Resources:
  - Offer additional resources and tools for continued learning in entrepreneurship.

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## Debriefing and Closure:

- **Idea Validation:** How did the market research activity help you validate your business idea? What new insights did you gain about your target audience?
- **Design Thinking:** Which stage of the design thinking process did you find most challenging, and why? How did it influence your approach to developing your business idea?
- **Business Plan Development:** What was the most challenging aspect of creating your business plan? How did you address these challenges?
- **Creativity and Innovation:** How did the ideation phase impact your creative thinking? Did any of your ideas change or evolve during the session?
- **Market Analysis:** What key findings from your market research were most surprising or impactful? How do these findings shape your business strategy?
- **Feedback and Iteration:** How did receiving feedback on your business plan influence your thinking? What changes did you make based on the feedback?
- **Practical Application:** How do you plan to apply the design thinking and business planning techniques in your future entrepreneurial endeavors?
- **Skills and Knowledge:** What new skills or knowledge did you acquire during this session that you believe will be most valuable for your entrepreneurial journey?
- **Personal Reflection:** How has your perception of entrepreneurship changed as a result of this session? What are your next steps for turning your idea into a reality?
- **Future Learning:** What additional resources or support do you think you need to further develop your business idea and plan?

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## Online Learning / Blended Learning Variation:

### Pre-Session Preparation:

- Provide digital handouts, templates, and access to online resources.
- Ensure participants have a stable internet connection and virtual collaboration tools.

### Introduction (30 minutes):

- Welcome participants via video call, outline objectives, and conduct a brief online ice-breaker activity.

### Design Thinking Chart Activity (1.5 hours):

- Introduction (30 minutes): Use a virtual presentation to explain design thinking.
- Activity:
  - Empathize and Define (30 minutes): Use surveys and breakout rooms for market research and problem definition.
  - Ideate (30 minutes): Facilitate brainstorming using online tools like Miro or Jamboard.

### Business Plan Development (1.5 hours):

- Introduction (30 minutes): Present business plan components via video call with templates.
- Activity:
  - Business Plan Creation (1 hour): Guide participants through creating their business plans with real-time support.

### Conclusion and Reflection (30 minutes):

- Summarize key points, review business plans, and facilitate a Q&A session.
- Assign reflective journal entries or quizzes and a research assignment.

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## Further Information:

OpenStax. (n.d.). The business plan. In Entrepreneurship. Retrieved from <https://openstax.org/books/entrepreneurship/pages/11-4-the-business-plan>

The OpenStax link provides a comprehensive overview of business plans, including their purpose, key components, and the steps involved in creating one. It covers various sections typically found in a business plan, such as the executive summary, business description, market research, marketing and sales strategies, organizational structure, and financial projections.

European Commission. (n.d.). Toolkit: Design thinking for developing your business ideas. Retrieved from [https://ec.europa.eu/programmes/erasmus-plus/project-result-content/fcfc45c8-a87b-43da-87da-1efbdd09943a/toolkit\\_eng.pdf](https://ec.europa.eu/programmes/erasmus-plus/project-result-content/fcfc45c8-a87b-43da-87da-1efbdd09943a/toolkit_eng.pdf)

# Tips & Tricks

## Topic:

Business Plan Development

### 1. Tips&trick

#### **Align Your Business Plan with Sustainability Goals**

Since sustainable fashion is at the core of your interest, make sure the business plan highlights environmental and social responsibility. Clearly define eco-friendly practices (such as using sustainable materials, ethical labor, or waste reduction techniques) and align them with the UN Sustainable Development Goals (SDGs). This gives credibility to your implementation unit and attracts potential funders or partners who prioritize sustainability.

### 2. Tips&trick

#### **Market Research on Emerging Trends**

Conduct thorough research on market trends in sustainable fashion. This includes analyzing competitors, customer demands, technological innovations (such as circular economy or recycled fabrics), and how the fast fashion market impacts your niche. Highlight how your implementation unit will address the gap or need in the market through unique, sustainable solutions.

### 3. Tips&trick

#### **Build Strong Partnerships for Credibility**

Emphasize the importance of building relationships with ethical suppliers, NGOs, and sustainable certification bodies. These partnerships not only give your business plan credibility but also provide access to sustainable resources and potential co-branding opportunities. In the context of EU projects, showing strong partnerships can significantly increase your chances of funding and project approval.

# Tips & Tricks

## Topic:

Business Plan Development

### 4. Tips & Trick

#### **Financial Planning with Green Investments**

When developing the financial section of your business plan, consider outlining potential green investments (e.g., grants, impact investors, or green loans). Focus on a cost-benefit analysis that demonstrates how sustainable practices may reduce long-term operational costs, such as energy savings, lower material costs from upcycling, or customer loyalty toward green brands.

### 5. Tips & Trick

#### **Define Clear Milestones and KPIs (Key Performance Indicators)**

Break down the implementation of the business plan into specific milestones with timelines, ensuring each step is realistic and achievable. Define KPIs for each stage (e.g., reduction in carbon footprint, percentage of recycled material used, customer satisfaction with sustainable practices). This level of detail shows stakeholders that you have a concrete plan for execution and measuring success.

# Evaluation checklist

## Topic:

Business Plan Development

- Executive Summary:** Provide a concise overview of the business idea, mission, and objectives. 

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- Business Description:** Detail the nature of the business, the market needs it addresses, and the business model. 

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- Market Analysis:** Include research on industry trends, target market demographics, and competitive analysis. 

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- Organization and Management:** Outline the business structure, ownership, and management team, including their roles and responsibilities. 

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- Products or Services:** Describe the products or services offered, their unique selling points, and how they meet customer needs. 

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- Marketing and Sales Strategy:** Develop strategies for marketing, sales, pricing, and distribution channels. 

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- Operational Plan:** Detail the day-to-day operations, including location, facilities, equipment, and processes. 

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- Financial Plan:** Provide financial projections, including income statements, cash flow statements, and balance sheets. 

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- Funding Requirements:** Specify the amount of funding needed, potential sources of funding, and how the funds will be used. 

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- Risk Analysis and Mitigation:** Identify potential risks and challenges, and outline strategies for mitigating these risks. 

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# Learning Tools for Work-Based Learning

Wonderful

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## **7. Learning Tools for Enhancing Learning Experience in Work-Based Learning**

The tools in this section of the toolkit are specifically designed to focus on various aspects of WBL, from self-reflection to peer interaction and review, and setting actionable learning goals. The purpose is to increase essential skills in the workplace, such as critical thinking, providing constructive feedback, and planning one's learning journey strategically, congruent with the learning tools provided in the previous section of this toolkit. Each tool is designed in a user-friendly way, allowing trainers, learners and supervisors to adapt the tools in line with their needs, rendering it an invaluable addition to WBL programs especially in handmade cosmetics field.

The first tool, the daily reflection tool aims to encourage learners to think back on their daily informal and non-formal learning experiences, with features like mood tracker, highlights of the day, lessons learned and setting goals for future. By promoting reflection, this tool aims to increase learners' awareness on their learning experiences, track their progress, identify the recurring patterns and set meaningful targets for their improvement.

The second tool, the weekly summary journal, is crafted to provide an overview of the past week to the learners, with certain learning and achievement points. Through this tool, learners can highlight their key accomplishments, identify the skills gained, and set actionable goals for the upcoming week. This tool aims to provide participants with a clear understanding of their growth, while promoting the habit of strategic planning and self-evaluation.

The final tool in this section, the peer feedback tool aims to provide learners with a structured approach on giving constructive feedback among WBL participants. This tool helps learners to observe their peers, their performance, room for improvement and provide actionable suggestions in a structured way. It promotes a collaborative and semi-structured learning environment in WBL settings, where participants can support one another in achieving their learning goals, while fostering interpersonal and evaluative skills.



# Daily Reflection Tool

### Mood Tracker

Choose a face      

Add a description \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Highlights of the day

01	
02	
03	
04	
05	
06	
07	

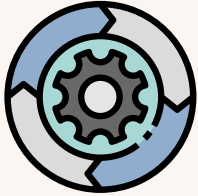
### What I learned today

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Goals for tomorrow

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# Weekly Summary Journal



**Achievements:** *Summarize your major accomplishments that reached this week.*

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**Skills Development:** *Which new skills did you develop and apply?*

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**Areas for Improvement:** *Identify areas to focus on for next week.*

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**Goal Setting:** *Set specific, actionable goals for the upcoming week.*

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# Peer Feedback Tool

This peer feedback form aims to provide WBL learners and participants to observe their peers in a structure way and provide constructive feedback to their peers during a peer-feedback sessions organized by their workplaces, their WBL facilitator or mentors.



**Observations:** *Note specific behaviors or skills demonstrated by your peer during tasks or interactions.*

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**Strengths:** *What did the learner do particularly well? Highlight their strengths.*

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**Actionable Suggestions:** *Provide practical advice for improvement that the learner can implement in future tasks.*

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## 8. Final Remarks

As we reach the end of the Wonderful Project Toolkit, it is worthwhile reflecting on the importance of the non-formal educational resources in training and education for youth. This toolkit, with joint efforts and unique contributions of partners from Sweden, Belgium, Turkey, Austria and Greece, was carefully designed to equip young people with entrepreneurial skills and knowledge tailored to the handmade cosmetics field. This tool, by merging theoretical concepts with hands-on non-formal learning tools, serves as a bridge between motivation and action, promoting innovative sustainable practices.

This tool aims to serve trainers and young learners as a comprehensive guide, providing them with necessary skills and knowledge to navigate through the complexities of the entrepreneurship in handmade cosmetics. It provides learners with required competencies of the 21st century entrepreneurship, such as market research, business planning, product development, compliance with regulations, and innovation. For trainers, this toolkit offers innovative learning plans, educational strategies, checklists, tools and further information resources to help them continue their practices even beyond this toolkit.

Key takeaways:

1. Youth Empowerment through Training and Education: This toolkit, through promoting experiential learning, help young people increase their confidence and readiness to participate in the entrepreneurial ecosystem.
2. Sustainability: With a strong emphasis on reduced carbon footprint and environmentally friendly practices in handmade cosmetics, this toolkit encourages a responsible approach to entrepreneurship.
3. Practicality: The learning plans, checklists, peer feedback forms, and templates in this toolkit provide actionable steps for learners to implement their learning outcomes in real-life scenarios.

As Wonderful Project team, we hope that this toolkit would be an inspiration for users to take on a meaningful entrepreneurial journey that would create an impact for a more sustainable and environmentally friendly World. Whether you are an aspiring young entrepreneur, or a trainer aiming at supporting young people with their entrepreneurship journey, Wonderful Project Toolkit will be your trusted tool achieving success. We hope this resource will be a stepping stone for a future where creativity, sustainability and entrepreneurship thrive hand-in-hand.

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