



COSMETOLOGY/BARBER

Project 1: Beauty Industry Trends Analysis

In this project, you will explore the beauty industry by analyzing products and services. You will examine pricing, branding, and techniques used by professionals and companies to attract clients and stay competitive. Using your research, you will identify trends and make recommendations for success in the beauty field.

Step 1: Review Products or Services (4–5 hours)

Review **5–8 beauty products or services** (salons, skincare lines, makeup brands, spa services, etc.)

Record the following for each:

- Product/service name and brand
- Type (hair, skincare, nails, makeup, etc.)
- Pricing
- Branding (target audience, aesthetic, messaging)
- Techniques or services offered

Step 2: Organize Your Data

- Create a data chart or table (Excel or Google Sheets)
- Clearly display all examples and their details
- Group or sort in a meaningful way (by price, service type, or brand)

Step 3: Analyse Industry Trends

Identify patterns such as:

- Popular services or products
- Pricing trends
- Branding strategies
- Techniques that are in demand

Answer:

- What trends do you notice in the beauty industry?
- What makes certain brands or services more successful?
- What influences customer choices?

Step 4: Draw Conclusions

Based on your findings, answer:

- What should beauty professionals or businesses do to stay competitive?

Provide **2–3 specific, realistic suggestions** and explain them.

Examples might include:

- Adapting to current beauty trends
- Strengthening branding and social media presence
- Offering competitive pricing or packages

Final Deliverables (2 Completed Projects)

1) Data Chart (Required)

A clear chart or table showing your 5–8 products/services and their details

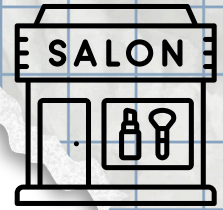
2) Summary of Findings (Required)

Choose one format:

- 1–2 page written summary
- OR
- 10–12 slide presentation

Your summary must include:

- Overview of products/services reviewed
- Key industry trends
- Explanation of successful strategies
- Your recommendations for improvement



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Project 2: Client Service Simulation

In this project, you will take on the role of a beauty professional by creating service plans or marketing content for clients. You will apply your understanding of trends, customer needs, and branding to design realistic and engaging outputs.

Step 1: Identify Client Needs

Create a scenario or choose a client type (real or fictional).

Determine:

- Client preferences and goals
- Budget
- Type of service needed

Step 2: Analyze Current Practices

Review how beauty professionals typically:

- Recommend services or products
- Market to clients
- Build brand identity

Step 3: Create Your Work

Choose **ONE** option:

Option A: Service Plans

Create **3–5 client service plans** that include:

- Recommended services or products
- Pricing or package details
- Explanation of choices based on client needs

Option B: Marketing Posts

Create **3–5 promotional posts** (social media or ads)

Each should include:

- Engaging caption
- Service/product details
- Branding elements
- Call to action

Step 4: Develop Improvement Ideas

Create a list of **3–5 actionable ideas** to improve beauty services or marketing.

Examples:

- Enhancing client experience
- Expanding services
- Improving branding or outreach

Final Deliverables (2 Completed Projects)

1) Improvement Idea List (Required)

A list of **3–5 actionable ideas** to enhance services or marketing

2) Sample Plans or Posts (Required)

- 3–5 service plans
OR
- 3–5 marketing posts

3) Extension Activities (Recommended)

- Create a mock brand or product line
- Design a salon menu or pricing sheet
- Present your work as a client consultation