

Calon Caerfyrddin

Heart of Carmarthen



Project description

Carmarthen County Council has asked Carmarthen Trinity students to be able to plan the next project for Carmarthen town, to help improve business economy and promote organic and fair trade.

Create our own brand and how to market our ideas to the locals and local businesses.

With the Hair and beauty industries being the most popular in Carmarthen, this was my main area to focus on.

What to achieve?

Getting the hair and beauty industries to become sustainable and support local

Bringing education to the local schools

Bring the locals of Carmarthen together

A product Carmarthen can be proud of

To involve local charities

To empower local communities

Calon Caerfyrddin

- A product that will contain all natural ingredients grown in the heart of Carmarthen
- Sold in Amber bottles which is refillable, environmentally sensitive and helps eliminate waste
- Calon Caerfyrddin products will have a range to choose from, such as Moisturisers, face masks, shampoo, conditioner, beard oils e.g.

Planting of the herbs and fruit!

Farmers to plant
herbs and fruit
for essential oils

Local schools

Local charities
such as, Links &
Time credits

Incredible edible
Carmarthenshire

Eden project
communities

Permission for
land

The process of making the products

A skin developer would have to create the products to make sure the correct amounts of oils are used for safety reasons.

All regulations for selling skin care are correct and licenced on the right safety portals for selling in the UK.

Oil penetrates through the outer layer of skin. The essential oil then passes through the dermis into the capillaries and into the bloodstream.

Target customers

Age – 18 & above

Gender – Suitable for all

Personality – Hair beauty & spa industries. Customers who are interested in hair and beauty products. Can also be used for medical reasons.

People who want to help the local community and the environment.

Who are Calon Caerfyrddin products suitable for?

- ❖ Beauty & spa – for treatments such as facials, body massage, Aromatherapy, reflexology and more.
- ❖ Hair and barbers – oil treatment, beard oil, shampoo and conditioner.
- ❖ Charities such as 'Old Mill Cancer Care' - Safe to use on cancer patients
- ❖ Customers - products can be sold to customers for the face and body but essential oils can be purchased for other things to help improve a medical condition and more.

Marketing App

- Information on each product including videos on directions to use.
- Loyalty card points added by using a barcode which will be on each product. For 10 stamps collected they get a free product of their choice.
- Information on how the businesses started and who is involved.
- Volunteering information for those who want to help volunteer.
- Wellbeing classes information
- Which salons use the products and how to recycle
- Information on when the popup shop will be available to visit with times and a place.

Aromatherapy Lexicon

The app will allow customers to request a blend for a wide range of common ailments such as:

- ☐ Arthritis
- ☐ Asthma
- ☐ Backache
- ☐ Nausea
- ☐ Fatigue
- ☐ Hay fever
- ☐ Period pains
- ☐ Spots
- ☐ Sciatica

Marketing plan

Visit the businesses

- Explain to the business what your project is and what they can do to help.
- Explain the benefits to each product and other marketing ideas to help sell the products as retail.
- Explain who has been included in your project and why it's important to the locals with a little presentation.

Popup shop

- Once a week a popup shop could be set up in the centre of Carmarthen town, ideally on a Saturday as it's the busiest.
- Sell your products to the visitors
- A place where you can explain what the product is about and how it all started.
- The popup shop can also be used in Christmas and Charity events.

Wellness Classes

- A class that focuses on our wellbeing with guest speakers that can give advice on how to take care of our mind and bodies with a wellbeing program.
- Each essential oil can be sold to the customers who have taken the class with all benefits explained to them along with information on the app.
- Explain the app to download for the full benefits.

Tester pots

- The salons could give each customer a little tester pot with a little sample the customers can experience themselves before buying.
- When creating gift sets they could receive a small sample of a different product to try.
- Hand out samples at the wellbeing classes and events.



Other marketing ideas

Instagram

Facebook

Tik Tok

You Tube

Website

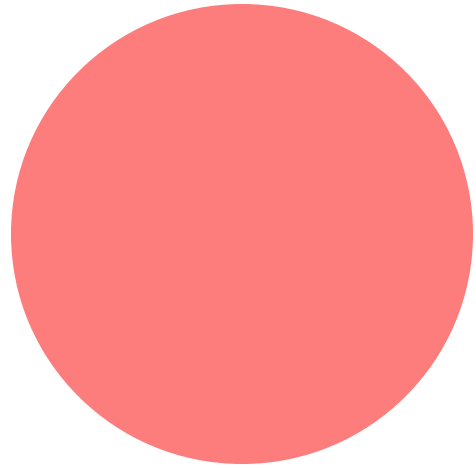
Leaflets

Posters

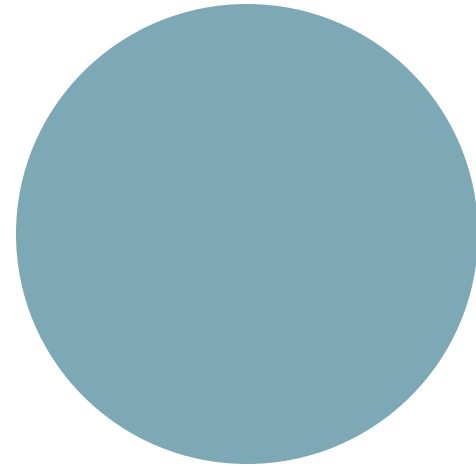
Business
cards



Thank You for Listening



ANY QUESTIONS?



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