

Reflection based on Rolfe et al framework

What? (a description of the event)

What happened? What did I learn? What did others do? What did I feel? What was I trying to achieve? What were the results? What was good or bad about the experience? What was effective about the learning experience? What contributions did I make to the class?

Recently I have decided to build a Hair Extensions brand in Romania. This idea started as I am already in the beauty domain and already distributing Hair Extensions to my clients in my salon. However, as beauty businesses are more successful in Romania, I decided to give it a go there. To promote my product, I contacted a known tik token in Romania if she would be interested in trying my product and if she is happy with it to promote me. I flew to Romania for the collaboration handed her Extensions personally and did some videos together for her to post them . These videos got pretty viral from 300,000 views to nearly 800,000 views . It brought me a couple of clients and attracted people to my page however I need to be posting videos daily showing clients our products their orders,answering their queries daily also staying live for maybe a couple of hours to get know on the platform and attract potential client. However I find this very challenging due to being very busy on the daily basis and also I am struggling with anxiety , I'm always thinking will people like my product is, my distributor good enough. I'm also a shy person and this holds me back from marketing properly as I didn't have the courage to put all my marketing techniques into place .

So, what? (an analysis of the event)

So, what is the importance of this? So, what more do I need to research about this? So, what have I learned about this? So, what does this imply for me? So, what does this benefit me in my professional career?

From this experience I have now learned what potential clients I will have, what their favourable colours , methods and lengths are . Also what clients budgets are and what they are willing to pay and what my profit is or may be .I have learned what type of quality clients are looking for and what I could do to improve to have the highest quality products. Also it opened my mind to more marketing strategies however I still need to research more to put them into place such as photographers to make professional photos for my brand , potential influencers to help me promote my brand and my products also testers to ensure clients satisfaction.

Now what? (proposes a way forwards following the event)

Now what will I do? Now what could I do? Now what would be the best thing to do with what I learned? Now what will I do differently next time? Now what will I implement in my professional development?

In order to improve my brand, I am going to collaborate with a factory in Ukraine which offers the highest quality in Europe and offer diverse types of quality to have a variety of selections for my customers so I can attract any kind of clients such as low budget and high. Also focus on marketing and try not be as shy also I want to be more cautious and be better at managing. Hopefully, this course will help me achieve my goals in my future business. Lastly in my future collaboration I will try to have a better communication the influencer I previously worked with is wearing my product on the daily basis and is super happy however due to my anxiety I have not contacted her since so definitely I will try to be more confident I have this problem as I am used to selling a service which rather than selling a product.