
Volunteer Project Proposal

A request by Edidiong Akpan

Intro

Franchine Young Ireland is requesting volunteers to help with marketing, research & development; as part of her initiative to create an impact regarding organic skin care.

About Us:

- **Simple**
We have created a simplistic and effective skincare routine
- **Emotional**
Give older people a reason to enjoy healthy beauty.
- **Natural**
Provide pure ingredients, simplified skin care that is safe for use.

Project Review

Franchine Young Ireland is an emerging organic brand with a passion for pure ingredients, simplified skin care and a desire to protect people, animals and our environment.



Proposed Approach

My methodology to help develop a successful brand will combine extensive research of products usability and a focus on developing best practices for market launch:

→ **Research**

Find innovative ideas & development of products with science-backed formulations

→ **Develop**

Create awareness among consumers regarding the crucial role of skin care in maintaining overall health and well-being.

Goals & Objectives

Our ultimate goal is creating a strong brand awareness among consumers in the Beauty & Health industry by:

- Enhancing our customers' natural features by producing innovative products that should be safe to use
- Building and maintaining a loyal client base with real customer feedbacks on social media
- Ensure that current & future products have no side effects.



Strategies

- **Web Research:** find relevant information, news, updates, products; to help streamline a proper skincare business culture.
- **Focus Groups:** assembling a group of individuals that fit our target demographics.
- **Social Media:** monitoring social media platforms & analysing consumer conversations can help:
 - identify emerging trends
 - gather feedbacks
 - create engaging posts
 - facilitate in-depth discussions on consumer's beauty needs, preferences & experiences.



Milestones

Research

- Find updates on new organic products, and skincare industry trends
- Research & generate possible leads and pitch products to them via email.

Milestone 1

Marketing

- Showcase products including their respective prices
- Target both offline and online marketplace

Milestone 2

Development

- Develop ideas on how to build sustainable products
- Develop the best methods and practices of marketing

Promotion

- Leverage Instagram & Facebook ads for online promotion
- Distribute flyers to help create awareness in Ireland communities

I volunteer to offer my top skills to cater for both highlighted roles:

RESEARCH & DEVELOPMENT.

Be rest assured of qualitative research & proper data analysis; for concise marketing strategies.



Franchise Young Ireland

We are an emerging organic brand with a passion for pure ingredients, simplified skin care and a desire to protect people, animals and our environment

Skills needed: Marketing, Research & Development, Social Media Strategy



WE MAKE CHANGE



I Volunteer! To Make Change.

(The society needs great attention & impact)



WE MAKE CHANGE



Meet Edidiong.

He is a passionate Scorpio who enjoys helping people with difficult tasks.

He loves music & soccer, enjoys reading, learning, mad and living in general.

—
**As humans grow older,
we understand why we
have two hands — one
for helping yourself,
the other for helping
others.”**

Thank you!