

NEWS FLASH

Fair & Lovely Foundation beauty parlour business management workshop



Fair & Lovely Foundation has been working on various projects over the last decade with the aim to bring alive the core brand purpose – to aid women in “Re-scripting their Destiny”.

As a part of their objective to catalyse women empowerment, Fair and Lovely Foundation along with its project partner Centre for Entrepreneurship Development of BRAC University are organising 6 training workshops on “Beauty Parlour Management” held at BRAC University. A total of 6 two-day training sessions will be held, giving 300 women trainees the opportunity to learn the know-how of parlour management.

The training is designed to cover both the business management of a beauty salon and training on beauty services. The first segment of the training centres on imparting a comprehensive and in-depth business understanding to successfully run a beauty parlour. The content comprises everything from generic business fundamentals to the more specialised management of finance and accounts, customer service, business ethics, etc. Some of the key issues discussed are cash account management, interest rates, pricing and quality management.

The second segment is aimed at providing a hand-on training of the various services offered by beauty parlours such as hair-styles, facials and hair treatment.

Out of the six, four sessions have already been held and the participants have been handed over the certificates at the end of the training sessions. Fair and Lovely Foundation firmly believes that such efforts are irreplaceable to fuel women empowerment and turn the women of Bangladesh towards social and economic autonomy. This will have a multiplying effect in inspiring the extended female family members of the current beneficiaries to follow their foot-steps towards career, entrepreneurship and thereby empowerment.