



BRING A SCENTED DIMENSION TO YOUR WORK

From Concept to Product: understand the key steps

Mastering key stages from the idea to the market launch.



OBJECTIVES

- Master the 5 key marketing stages in a perfume development project, from the idea to the finished product.
- Acquire the language of your professional partners.
- Conduct a feasibility study for a project in terms of positioning, schedule and budget.



CONTENT

- Definition of marketing.
- Presentation of the 5 key steps of marketing: research, strategy, development, operations, testing.
- Planning and budget.
- Indispensable basics of cosmetic regulations.



Managers and non-marketing partners (sales, technical, communications, etc. teams) who want to gain an overall idea of the marketing process.
Enthusiastic perfume creators working on their own projects



1 teaching file



2 days (14 hours)