Alikay Natural Cosmetics

Task one
Match the following words with the definitions!

1. **nourish**
2. **fair trade**
3. **responsibly**
4. **coiled hair**
5. **to be at the core**
6. **compromise**
7. **address the needs**
8. **manufactured**
9. **consumer**

a. **in a sensible or trustworthy manner.**
b. **an agreement that is reached by each side making concessions**
c. **the part of something that is central to its existence or character**
d. **provide with the food or other substances necessary for growth, health**
e. **expressing the necessities**
f. **trade between companies and producers in which fair prices are paid to the producers**
g. **a person who purchases goods and services for personal use**
h. **a type of curly hair that is super voluminous**
i. **produced on a large scale**

Task 2: Read the text and complete with the words from the previous task (in the right form!)

About Alikay Naturals

Quality ingredients of who Alikay Naturals™ is as a beauty & lifestyle brand. From the very beginning we made a promise to our customers not to compromise the quality of our award-winning products. Standing by our company's promise of beauty without ; we always source our carefully curated, high quality ingredients . An approach that begins with our brand advocating for followed by an intricate process of product formulation and ingredient testing. at our Fort Myers, Florida facility, each product is made with love.

LIVEWORKSHEETS

Long before our founder & CEO, Rochelle Alikay Graham-Campbell was a 22-year old college student creating Alikay Natural in her kitchen in 2008, she was a .
Using the knowledge of the benefits of natural ingredients that she learned from her herbalist YaYa as a young girl in the Caribbean, Rochelle began to formulate products that of her tightly as well as her skin care needs. No petroleum, mineral oil, alcohol, parabens, sulfate or silicones; Alikay Natural products use the healing properties found in natural & organic ingredients to and replenish moisture from inside out. Over the years, Alikay Natural has flourished to become one of the fastest growing and most influential beauty brands in the world: in France, the Netherlands, Jamaica and the UK.

Task three - Read the questions and discuss it with your partner!
Discussion on entrepreneurship

1. In your opinion, what were the factors that made her so successful?
   discovering a niche market timing knowing potential customers
   analysing costs market research differentiation competition
   employing a skilled workforce
2. How would you describe her average customer? (Gender, income, profession, age)

3. Alikay turned her passion into entrepreneurship. If you followed her lead, what would your business look like?
   a. Which sector would you aim?
   b. Which activity?
   c. Individually or in partnership?
   d. How would you build up your marketing strategy?

4. Which 3 skills do you already possess of the previously mentioned ones, and in what way do you need some room for development in order to be an entrepreneur?

LIVEWORKSHEETS