



اَوْبُوْرَسِيْتِي تِيْكُوْلُوْ كِي مَبَارَا
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MARA

**BACHELOR OF ADMINISTRATION (HONS)
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**PRINCIPLES OF ENTREPRENEURSHIP
(ENT530)**

TITLE:

FACEBOOK: ATIKA PERFUME LIVE

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EXECUTIVE SUMMARY

Some people kind of asking what is fragrance and what is perfume? What are the differences between it?

What Are Fragrances?

Fragrances are complex mixtures of what people in the industry refer to as raw materials. These raw materials can be extracts from natural sources or synthetic raw materials. Oils are dissolved in a solvent (usually alcohol), to preserve a pleasant concoction of scents. The higher the concentration of oils, the greater the strength of the fragrance. The strength determines how long an application of the fragrance lasts on your skin.

Fragrance is a unisex, generic term used for perfume. Fragrances come in many forms and are called different names but generally fall into these categories:

- i) Eau Fraiche – The most diluted version of fragrance, usually with 1% – 3% perfume oil in alcohol and water. Usually lasts for less than an hour.
- ii) Cologne (Eau de Cologne) – Oldest term for perfume, used in North America for masculine scents. Light, fresh and fruity, typically composed of 2% – 4% perfume oils in alcohol and water. Tend to be used in fragrances for younger people. Usually lasts for about 2 hours.
- iii) Toilette (Eau de Toilette) – A light spray composition with 5% – 15% pure perfume essence dissolved in alcohol. Usually lasts for about 3 hours.
- iv) Perfume (Eau de Parfum) – Historically genderless, used to describe both men's and women's fragrances. The best term used to describe a fragrance. Contains 15% – 20% pure perfume essence and lasts for about 5 to 8 hours.
- v) Perfume – A corruption of the Latin phrase *per fumum* (through smoke). Perfume is the most concentrated and expensive of all fragrance options. Slightly oilier, perfume, or *parfum*, is composed of 20% – 30% pure perfume essence. A single application of perfume can last up to 24 hours.

What are perfumes?

Perfume universe is divided into 'families'. In reality, very few of us have a jumbled wardrobe of scents from lots of different families, often without even realising, we tend to fall for one family time and again. Instinctively, we prefer scents from some fragrance families

and dislike others, although we may tend towards one particular family for colder weather, another for sunny times.

So, basically it's all same. Perfume is a nice fragrance that everyone needs whenever they are doing or going. Fragrance can enhance a mood, jog a memory or make you feel good about yourself in the blink of an eye. The industry is worth billions and shows no sign of slowing down.