

The Viability of Makeup as a Catalyst for Entrepreneurship Development in Contemporary Nigeria

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Abstract

Entrepreneurship is believed to be the corner stone for poverty alleviation and key factor to national development. One of its outstanding significance in nation building is its role in shaping the landscape of a country's economy and creating social change through innovations. Many First World Countries expand their economies basically through phantom investments in diverse entrepreneurship programmes towards generating multiple streams of income from both private and public sectors and diversifying the economy to expand employment opportunities. The increasing rate of unemployed university graduates is alarming especially in some over populated nations. Many of the countries affected have little capacities to expand their employment opportunities by creating more jobs to absorb a good percentage of these graduates. This gives rise to social disorder and economic retrogression. The research adopts a qualitative method and draws its theoretical study from Venkat Rao Pulla's process of stage theory and B.F. Hauslin's cultural theory. The economic advantage of makeup as an income earning field in contemporary Nigeria was explored and findings showed that this area as well as other practical oriented fields have the potentials for wealth creation, social change and economic development if students are given the requisite skills through a health practical exposure to the teaching curriculum of the respective areas of discipline in the University. The paper therefore recommended adequate investment in Arts entrepreneurship programmes to alleviate poverty and improve economic prosperity.

Keywords: Entrepreneur, Makeup, Reorientation, Education, Development

Introduction

Entrepreneurship is a first-class global theory through which many first world nations expand their economic strength. Many world discoveries and inventions in science, arts, technology, religion and communication are products of entrepreneurship initiatives aimed at advancing the economic strength of the society, creating employment and social change as well as improving income generation. The economic vitality of global entrepreneurship today has gained humongous publicity and recognition being a global system and many human endeavours depend on several entrepreneurship factors to survive. In Nigeria, there is massive increase in unemployment, most especially, among graduates as the governments at all levels are incapable of absorbing all graduates into their payroll, hence it becomes a major challenging factor in poverty reduction plan.

A critical assessment of the world's entrepreneurship and economic trends from ancient times give credit to entrepreneurs, not only in human development but also in socio-economic and cultural advancement ranging from global income generation, discoveries, productivity, research and documentation and cultural transmission as well. It is within this evaluation that the relevance of entrepreneurship remains valid in man's consciousness especially as a necessary and crucial economic factor towards global advancement. And if skill acquisition programmes of higher institutions are drafted towards productivity and entrepreneurship, the rate of unemployment will witness massive and rapid reduction.

However, going by increasing rates in world population, many countries are bound to also witness increased rate of unemployment and it is believed that one of the ways of managing the problems of high unemployment is in improving human productivity in diverse economic areas. Thus entrepreneurship and economics are interrelated factors in nation build initiatives. Every society depends on consistent human innovations in science, technology and arts for their economic advancement. The most fundamental objective of arts is in giving back to the society what it discovers, develops and packages. Students who specialize in the arts become socially relevant when their creative ideas within their various specialties are felt.

Incidentally, the strenuous class activities such as written assignments, seminar papers, notes and other theoretical exercises carried out by the students are creditably justified by the student's ability to solve arising challenges within the society they belong thereby justifying the economic worth of acquiring higher learning. Idogho (2013) submits that “arts is the most entrepreneurial oriented discipline among other disciplines in the institution of higher learning in Nigeria. Thus, the entertainment industry in Nigeria has been rated the third highest earner aside the oil and communication sectors”. This observation gives fillip to the creative bloodline of the artiste that gears towards innovation, entrepreneurship and social change. Art areas are practically vast comprising various economic significant areas. A graduate of any field of the creative arts should possess the ability to think, apply and create innovative ideas capable of providing comfort and economic pleasure to life. Some of the questions that may be raised at this juncture are:

- (i) Why would a graduate in the arts resort to economic dependency having traversed various fields of specialties, skills and vocational exercises?
- (ii) Why would some graduates of the arts enroll in further trainings on related trade such as fashion designing, acting, make-up, after spending a good number of years in the tertiary institution?

This papers advocates a substantives review of art related curriculum towards giving a healthy practical approach involving skills and vocation for a creditable entrepreneurship impact. Relatively, this paper examines the arts of make-up and the various income generating opportunities involved in the contemporary Nigeria society.

Theoretical Foundation

This paper strengthens its discourse upon Pulla's (2016) Process of Stage Theory and Hauslin's (2020) Cultural Theory.

V. R Pulla's process of stage theory assumes that “entrepreneurship development relies on five processes namely:

- (i) **Simulation:** In the process of simulation, the environment is built for the development of entrepreneurs by way of providing them with various simulation i.e. the useful models for skill acquisition and development.
- (ii) **Identification of Entrepreneurial Abilities and Capacities in the Society:** At this stage, identification of entrepreneurs is carried out and advanced systems are adopted. The entrepreneurs are directed towards constructive activities. Consequently, prospective entrepreneurs in various fields are identified.
- (iii) **Development and Expansion of Entrepreneurs:** At this stage, various programmes are organized for the development of entrepreneurs which include vocational guidance programmes, management training and technical training. In addition, various policies and programmes are organized for the expansion of industrial activities.
- (iv) **Promotion:** At this stage, various support organizations like central labour organization, state level organizations, research organizations are established for the expansion of economic activities and entrepreneurial promotion. These organizations should provide various types of motivations, assistance, facilities and services to entrepreneurs.

- (v) **Follow up:** Follow up of government programmes and policies formulated for entrepreneurial development is undertaken. The system of feedback is introduced for entrepreneurial expansion and development.

Relatively, B. F. Hauslin's Cultural Theory assumes that “culturally marginal groups have special importance in encouraging economic development of any nation, the reason being that the marginal individuals are more capable of creative adjustment of the conditions of their circumstances (Hauslin, 202). During the process of this adjustments, they make efforts to bring about real innovation and social behaviour.

These theories are basically anchored on providing enabling platforms for entrepreneurship development through expanding various human capacities in vocational skills towards self-reliance, income generation, economic vitality and national development. The primary importance of entrepreneurship is generation of income employment opportunities for others and creation of social change. Economic prosperity of many first world countries can be said to be dependent on the volume of human productivity and entrepreneurship development. Hanson (1972) affirms that:

The purpose of production therefore is to increase the economic welfare of the people, that is, to raise their standard of living by enabling them to satisfy more fully a greater number of their wants. Economic welfare clearly depends in the first place on the volume of production, and consequently to expand the volume of production will generally increase economic welfare and make possible, a rise in the standard of living. An expansion of the volume of production thus becomes one of the principal aims of economic policy.

Entrepreneurship is a critical factor is the formulation of business growth and nation building. The significant proportion of the value that entrepreneurs contribute to a system revolves around innovation and social change. Thus, entrepreneurship development requires creditable expansion across all existing social spheres.

Concept of Entrepreneurship

The definition of entrepreneurship has spanned through various concepts and cultural deductions based on certain applied perspectives. The word Entrepreneurship incorporates principal key words like to invest experiment, to manage, to take risk, to organize, to undertake, to start a business. Hanson (1972:50) observes that:

So far, as we have assumed that there are only three factors of production namely: Land, Labour, Capital and this was the views of the early nineteenth Century economists.....thoughts that organization was sometimes worthy of being considered as separate factors and since then, many other economist have recognized the entrepreneur as an independent factor of production.

This opinion justifies the current digital advancement this factor gains in the 21st Century. This is tied to certain realities in our modern times where one can invest in a given field with a low

capital, less labour and no land. The digital advancement in the 21st century shapes an entrepreneur with the leverage to comfortably run, organize and manage a business brand without a physical land and tedious labour. These possibilities are conceptualized through various digital platforms, theories and foundations of the modernized capital market.

Hanson (1972) further adds that land labour and capital are of no economic importance unless they are organized for production. The entrepreneur sees the other factors as masses of productive resources. Therefore, land, labour and capital are passive factors whereas the entrepreneur is the active factor who remains significant in function.

A conglomeration of many variables in economics is driven by entrepreneurship theories. Having observed these facts, one may ask: who truly is an Entrepreneur? Hisrich (1997) defines an entrepreneur as “anyone who finds or organizes a business and continues to be an active participant in the business operation”. The key words here are “find”, “organize” “active participant”. These keywords explain the rules of engagement in Entrepreneurship. Ferreira (2021:2) opines that “Entrepreneurship is the act of creating a business and scaling it to generate profit”. In furtherance to this definition, he observes that modern entrepreneurship is about transforming the world by solving big problems like bringing about social change or creating an innovative product that challenges the status quo of how we live our lives on daily basis. This further expands the definition of the term, entrepreneurship.

The entrepreneur's interest goes beyond only making profits but also targets at reshaping the thinking of the people and the world at large, through his innovative powers, programmes, concepts and developmental initiatives. The crux of his interest is that, once an innovation attracts or engulfs the interest of people within a given society, the idea created, markets itself.

Many globally recognized entrepreneurs have defined entrepreneurship in applicable terms within the perspective of their schools of thought. Thomas (2010) founder of Nichole Nicole submits that “entrepreneurship involves staying committed to one's goals beyond the feelings of excitement. In a related ideology, Molaro (2020:19), the CEO of Neuroflow adds that “Entrepreneurship means being the one that is willing to take a leap and work hard enough to sacrifice everything else around all in the name of solving problems because no one else is capable or possess the desire.

Drawing reference from the opinions and facts earlier discussed, it would be ideal to define entrepreneurship as the creation of business values with the aim of producing high aptitude results, create employment and impact positively on the society.

This mindset is supported by Drucker (1996:9) in submitting that:

Entrepreneurship is becoming increasingly important in the development of many countries' economic sectors. It is also a critical factor in the formulation and implementation of growth and improvement strategies in other relevant development sectors, nationally and internationally. It is therefore understandable that many countries now prioritize development of policies aimed at encouraging entrepreneurship.

The impact of entrepreneurship in the world today is socially and economically cumbersome as it creates jobs, drives innovation, empower their employees to develop skills and ability and solve problems. In the modern world, most of the key aspects in business are highly globalized due to the digitalization age. Many businesses and entrepreneurs have no business barriers in partnership and incorporations across the globe.

Entrepreneurship Advantage in Contemporary Educational System

One of the key factors of economic development is human capital development. The political and economic strength of many first world nations depend on human development and the enabling environment created to enhance free flow of business. Entrepreneurship as widely observed is important for a number of reasons: from promoting social change to driving innovations. Entrepreneurs are considered national assets to be cultivated, motivated and remunerated to the greatest possible extent. Many first world countries like United States, China and Korea are world economic leaders as a result of their forward thinking innovation, research and entrepreneurial individuals. Great entrepreneurs have the ability to change the way we live and work on local and national basis. A good number of them are on the list of global economic contributors with superlative innovations that improve standard of wealth with subsidiary ventures spread globally through media applications, for example, a few information technology companies made up the IT industry in India in the 20th Century.

Today the IT industry has expanded incredibly with humongous global recognition. Today, Businesses in associated industries such as call centre operations, network maintenance companies and hardware providers are vastly flourishing in large economic expense. This improves national income and social development. According to Seth (2007), increased employment and higher earnings contribute to better national income in the form of higher tax revenues and higher government spendings. This revenue can be used by the government to invest in other struggling sectors and human capital though it may make a few existing players redundant.

The educational sector, on the other hand, is a key player in entrepreneurship development. Many disciplinary fields have vast commercial attractions in the capital market if the necessary entrepreneurship based subjects are introduced and incorporated to magnify its functions. In all sensibilities, one would believe that once enrolled in a University, there are all possibilities for employment afterwards and so, every one strives to obtain admission into the University to study a course. It therefore appears that a different economic reality manifests after graduation, sometimes forcing the educated to find his/herself in similar, even worse economic condition than those of the uneducated, except for a few who are able to gain employment in one government sector or the other. In as much as this condition becomes a norm, the economic prospects for a typical university graduate depreciates, giving rise to other socio-cultural challenges. Hence, there is a need to redefine the mode of University learning toward complementing future economic realities. UNIDO (2021) in its statistics notes that the incidence of unemployment and poverty among youths has risen at an alarming rate with the onset of the global economic crisis. These trends have resulted in a reversal of fortunes for youth in the advanced economics like Europe, North America and Japan and in emerging countries especially in Latin America and the Caribbean, the middle east and South East Asia. These economic realities have now begun to alter expectations of life-style and livelihoods, which, for the last few decades, were considered stable and predictable.

Beyond the sentiments of academic enrolment and producing only certified graduates without skills to add to the percentage of unemployment, there is a need to redefine the mode of university training to incorporate innovations, skills and field practices to expose the trainees to the necessary economic factors of the global market system early enough to advance their experiences. In this line of thought, practice oriented courses should be given a holistic attention and made a viable area of learning in order to give room for effective inventions, creativity, innovations, discoveries and diversities. Thus, the system need not only project on theories and historical foundations but physical and more practical entrepreneurship experimentations on a substantive research plan. There is a need to engage timely reviews and restructuring of the academic curriculum of tertiary institutions, most especially towards a more effective

entrepreneurship avenues and economic strength as well. If physical results and discoveries are positive and considered as vital aspects to nation building, there is a need to invest strongly in practical areas. Practical courses should be mandated as strong requirements for the award of degrees in their respective applied courses. Although there are few other university courses that are naturally theory oriented, these courses neither need practical experience nor field experiments but perhaps teaching practice and management experiences and so on. With due exception to those courses, a good number of other university courses have practical oriented fields that are very vital and positive to human discoveries, creativity and entrepreneurship as well.

Entrepreneurship related subjects are central to learning. In this regard, no course of study should be without it since it mainly concerns human survival, productions, and enterprise. Entrepreneurship and economics are twin terms in nation building projects. Economics is perhaps the most important subject of study especially as it becomes systematically complex day by day. Every discovery remains vital and consistent in use when it has the capacity for solving a particular problem or gives an aid to a need. Discoveries have the tendency of opening ways and laying productive platforms for other discoveries.

When knowledge acquisition programmes of our universities are drafted towards productivity and entrepreneurship, the rate of unemployment will witness massive rapid reduction. Although, high population rate generally may be a contributory factor to unemployment experiences in many nations of the world, one of the most supplementary means of managing the problems of high population rate is expanding human needs through diverse productivity and services. This will serve a dual purpose, for:

- (1) Making available what the unemployed or the lower class can afford.
- (2) Generating income and employment possibilities for others.

Therefore, irrespective of how poor a student is, in writing and passing exams, he/she is not totally blank, there should be at least a particular practical area within the ambit of that course he/she can function effectively and productively even better than others who perform excellently on the paper. Engaging students in a visible and physical experimentation affords them firsthand knowledge of the practical interpretations, innovations, entrepreneurial strategies and capital market experiences.

Even though it is perhaps realistic that government may not have the capacity to directly employ beyond 40% of her citizens, it can actually create enabling platforms and environment for people to project their business ideologies into physical manifestations. Therefore, the unemployed citizens are to exploit the available infrastructural advantages created by the government to sustain a living. These available infrastructure cuts across good road network, power supply, well-furnished and equipped learning centres, entrepreneurial programmes and industries.

The university learning system should be made equivalent to apprentice programme where people learn a particular trade line within their area of interest and obtain due credence to operate independently. The total fulfilment of the requirement for the award of B.Sc. degree in Marketing for instance should not end on series of mathematical calculations in classroom but an experimental exercise where the student is offered a short term training experience in a related organization such as the banking sectors, private companies, stock exchange organizations and other related organizations. Students can also be granted these experiences beyond the aforementioned areas. They, can as well be sent to large privately owned companies to experiment their technical know-how, apply their research advantages, academic orientation and knowledge of business management. Field academic exercises should not be given casual little approach where students only embark on a few months' industrial training exercise and return at the expiration of the training duration. It should be given adequate follow up by the authorities, to

ensure that the exercise is diligently carried out by the students. Arts and Humanity courses generally involve purely life communicative expressions, philosophical ideologies, human histories, cultural policies, conventions, traditions, human innovations, religion, creativity, capacity building and human developments. Many Art areas may not attract substantive impact and relevance if the necessary practical areas are neglected. Thus, in order to sustain relevance, such areas should be given a healthy practical attention.

Apart from some humanity courses that are naturally theoretical such as English and Literary studies, Philosophy, Religious and Cultural studies, History and International Relations, Linguistics and Foreign Languages, Disciplines like Media Arts, Fine and Applied Arts, Theatre/Performing Arts, Communication Arts, Music and other Arts oriented areas should be given intense approach in practical areas, as the effect of negligence in practical would eventually affects the students after graduation. Therefore, when the theoretical pressure is heavier and more intense than the practical fulfilments, the goals become insignificant. A situation where students who are disciplined in the aforementioned areas are engaged in series of term paper writings, seminar presentations, written assignments, written tests, book reviews, theories and analysis, without visible experimentations, diminishes the quality of such professions. Arts courses are innovative and entrepreneurship driven. The society depends on both scientific inventions and artistic innovations to gain development and advancement. The most fundamental objectives of Arts is giving back to the society what it has discovered, developed and packaged. Students who study arts courses become relevant in this line of profession when their creative ideas and expertise are effectively felt in their immediate society. At this point, all the term papers, seminar presentations, voluminous notes become less impactful.

This paper does not in any way counter theoretical courses and engagements involved in Arts courses but only suggests more concentration on practical aspects to guarantee the economic independence of students after graduation. For instance, a graduate of Arts is justified if he/she is practically relevant in the related practical fields of that profession and not how he/she was able to score distinctions in class work. A student of Media Arts is justified in his range of proficiency in handling cameras, taking shots, graphic designs, and information gathering analysis, editing, and camera operations and so on. A student of creative arts is rated by his ability to think, apply and create distinctive ideas capable of adding comfort and pleasure to life. These and many more are the basis of social justifications for our university graduates.

Social and Economic Importance of Entrepreneurship

Within the landscape of socio-economic changes and global advancement, entrepreneurship is an inevitable factor and key to national development. Relatively, Hanson (1972:52) submits that the importance of the entrepreneur therefore increases with increasing complexities and uncertainty of production. The importance of entrepreneurship includes:

1. Job Creation

It is observed that entrepreneurship is becoming increasingly important in the development of many countries economic sectors. It is also a critical factor in the formulation and implementation of growth and improvement strategies in other relevant development sectors nationally and internationally.

Creation of jobs are products of entrepreneurship development. Entrepreneurs take on the risk to employ themselves and become independent. Standup comedy was introduced in the late 90s when patronage in Nigeria was at that time progressively sluggish. In the early 2000, Ali baba improved the brand with the title '*Night of a thousand Laughs*', then it started attracting prospective shape. Other talent investors like Bright Okpocha and Julius Agwu advanced the

quality of that production in the later years. Today the likes of Ayodele Makun with his comedy series tagged 'AY SHOW' have made remarkable returns with large global fan base. Global entrepreneurs have created multiple avenues for millions of other entrepreneurs to transact business across the globe. The chain of income in subsidiary business outlets create room for economic expansion and reduce unemployment. Some of these global business platforms will include Facebook, twitter, Amazon, Longrich etc.

2. Innovation

Some of the greatest technologies in our society today are created by entrepreneurs. These technological advancements are basically initiated out of the need to solve a problem, create efficiencies and improve the world. Elon musk electric cars which improve upon the usage of cell battery to operate cars is an advancement process or development in the automobile industry driven towards social change. In some countries today, electric cars are most preferred due to an incomparable recharging system, navigating functions and speed range.

One of the most creditable developments in entrepreneurship is innovation. The global advancement and social change today is subject to innovative ideas in all sectors of life. Entrepreneurship encourages curiosity. One of the attributes of an entrepreneur is curiosity. He/she desires to know why a certain idea is designed in a particular form, the social impact and what to do in order to advance the design; this brings about social change, generate income and employ many others. The consistent dynamics in cell phone remodeling from the initial analogue bottom keypads to touch screen and other advanced applications introduced today is a good example. Many other functions and application platforms are introduced on daily basis like camera definition quality, tiktok snap chats, bingo, Imo etc.

3. Social Change and Reorientation

One of the superlative importance of entrepreneurship is social change. Entrepreneurship is social change. Entrepreneurs develop revolutionary theories that do not only foster unity but also promote social change. There are millions of business oriented relationships around the globe through social media business platforms devoid of ethnic differences. Thus, entrepreneurship also functions beyond income generation and job creation, to the fostering of unity and social re-orientation. Examples of global businesses that foster unity and social change include football, bet industries like 9ja bet, lotto. E-commerce initiatives also foster unity among registered members.

Entrepreneurship inspires people to think against anti-social activities and conform them to positive thoughts that brings social development and commercial exploration. Entrepreneurs also reshapes, create new products to solve burning problems of the former or take on the challenge to explore something never explored before, with the principle aim of improving and advancing the world. Gone are the days where letters and emails were posted through fax and other related means. Today the mental shift powered through the introduction of cell phones has superlatively improved the world, making life so easy.

4. Income Generation

The government, through internal revenue service generate income from tax remittances of the private sector. All private sector organizations are entrepreneurship driven platforms that contribute immensely to job creation, reduction of unemployment, and generation of national income. The government ministries, parastatals and agencies currently in Nigeria maybe incapacitated in absorbing all existing job seekers into their payroll. It is the private sector that assists in absorbing some of these job seekers while others are self-employed. Dangote group of companies for example has employed over 200,000 workers across the nation. Other sectors like churches, eateries, private companies and industries also employ the services of graduates to reduce the skyrocketed percentage of unemployed people.

5. Economic Development

Economic Development outside income generation also involves economic diversification. The Nigerian economy largely depends on oil and this narrative needs to change. The economies of most first world nations flourish successfully as a result of economic diversification. It is believed that when many economic areas are given superlative attention, multiple streams of income will be generated and unemployment will be reduced. China is a living reference point. The number of manufacturing companies in China have contributed positively to the heights they have reached on the global economic map. The quality of innovation and technology in Chinese products wins them phantom exploration and importation value globally.

6. Indiscrimination

Entrepreneurship is a non-discriminating human activity with the primary goal of income generation and job creation being a primary target. Hence, it goes beyond socio-cultural sentiments and bias. In as much as one meets the qualities of entrepreneurs involving thinking innovations, curiosity, productivity, problem solving and meeting targets, profit will manifest. Entrepreneurship gives no room for segregation on the note of physical disabilities and other physical deficiencies. Every innovation and business that attracts human positive impacts and income generation is appreciated.

Wealth Creation in Makeup Arts

Makeup is one of the specialties in performing arts practice with a wide range of business opportunities if well developed. One can generate huge income from makeup design and have total control of his time as an entrepreneur. The services of a makeup artist in the contemporary society expands on daily basis based on the superlative attraction and visual aesthetics it adds to any applicable performance and events. Since makeup artistes can create multiple income streams, their income have the potential to grow much more than some public employees. A makeup designer makes money both from online and offline operations.

i. Contract Services

Every one desires beautiful impressions and spectacles in social events but only a few can visualize their imaginations perfectly by themselves hence the services of a makeup designer are needed. Creating special features on the face to enhance flawless beauty is a complex artistry that demands only a professional. For instance, shading to hide certain facial features, highlighting to attract attention of appealing features like the eye, lips, cheek bones, nose tip, eyebrow, lashes and forehead and losing the weight of the entire face from a bold look to a pearl looking impression is determined by the creative ingenuity of the designer. This is where a professional makeup artiste becomes an inevitable material.

A good number of events that need these services are:

- Weddings, bridal showers, engagement parties and other similar occasions.
- Photo sessions, television interviews
- Parties – cocktail parties, birthdays, wedding receptions, dinner parties, award nights etc.

The amount of money charged on these events largely depend on the social rate of the artiste's brand. An artiste with a famous brand will always charge distinctively higher than others on the lower fame.

ii. Training Sessions

Teaching makeup is very lucrative especially in a society where the interest in makeup is high and users are given social preferences. Many makeup artistes today are products of training, offline and online. Some of the training classes are short term programmes while others are in sessions as done in conventional institutions and film colleges. A professional makeup artiste generates income from these training sessions. Makeup lessons vary and also attract different fees.

Students who enrol in the basics of makeup “the straight makeup” which is perhaps simpler with minimal task are charged differently from others leaving other genres like SFX and prosthetics. Generally, teaching fellow makeup artist as students would cost higher since the trainees are sharing trade secrets. Having a popular brand would also be of great advantage because many companies generate heavy income not basically on the quality of services rendered but on the brand popularity.

- **Online Training Session:** an upcoming artiste in the business of makeup has a good number of makeup tutoring sites on the internet: YouTube, Tiktok videos and other media platforms. An online makeup teacher also generates income from online views and subscribers. Tutors who make one million views and likes and above smile to the bank with heavy returns and profit.
- **Offline Training Session.** Makeup brands that attract a good population of make-up trainees also generate huge income. Some engage their trainees in short term sessions ranging from one to three-months programmes with weekly meetings and some brands run on daily meeting plans. All these packages attract different fees.

iii. Cosmetology:

Many renowned veterans in the makeup field have produced their own cosmetic materials and have diverted the interest of a large expense of makeup users to their brands which also generates heavy financial returns. The global market involves competition based on how one is able to satisfy and increase the degree of patronage of his products. One of the most traditional innovations of make-up professionals is owning a cosmetic brand such as daily spa and other beauty related fields to qualities of the brand. The likes of Mary kay, Mac, Tara, BabyFace and Mellani and a good number of many others have taken this advantage globally with huge returns and distributors all over the world.

iv. Beauty Outlets

Applying make-up perfectly to some women is quite challenging and complex regarding the professionalism involved in creating shades and highlighting certain features. A perfect makeup does not only attract social attention but also adds to self-worth. Thus, the services of beauty shops are required. Many women have gone beyond just visiting any beauty shop for makeup sessions, to booking in advance or having a particular outlet they visit. Today many beauty outlets have grown into bigger brands and charging not anything 3000 -5000 Naira per or even more per session with increasing number of clients on daily basis. The service charge per session multiplied by the number of clients who visit daily, determines their financial returns. It is the consistent increasing income in this field that brings about the incumbent multiplicity of beauty outlets in our society today. Makeup designers who invest in beauty houses also flourish in good economy with phantom opportunities of contract jobs within and outside their locations.

v. Theatre/Films/Carnival Festivals

One of the elements of theatre that demands professional attention is make-up design geared to the fact that the characters' cultural identity, age and other dramatic expressions are communicated through makeup design. A makeup artiste here has an indispensable value based on his role in creating the character. In cultural carnivals where different themes are given out to different groups to interpret, the services of the makeup artistes are required from the planning stage to the performance date. This is because, interpretation of themes in cultural carnivals can only be achieved perfectly when the role players are designed in the appropriate manner that express the desired ideologies, without which the communication suffers public understanding. Makeup designers make good amount of money from carnival planning and performance. Many brands who perform creditably in designing and interpreting carnival themes secure higher contracts from international brands and other investors who specialize in tourism and event planning fields.

In the film industry, makeup designers are basic necessities. Some famous actors and actresses go as far as employing a personal makeup artistes different from the ones generally employed to design for the film. This also shows the value of a makeup designers in the entertainment industry. Charges for production that involve special effects and prosthetics make-up arts are often higher based on some artistic complexities in achieving the needful and time factor.

Conclusion

This work has x-rayed the social economic potentials of makeup arts and the entrepreneurship advantage primarily geared towards job creation, labour employment and economic development. It has been observed that the academic curriculum of practical oriented disciplines in tertiary institutions needs stringent practical focus in order to remain relevant in the global market. Thus, students of related fields should be engaged in vocational training and entrepreneurship activities in their undergraduate level in order to have a pre-experience of the global capital market. The benefits and social importance of entrepreneurship have been discussed especially as a key driver of social re-orientation and cultural change, hence it becomes expedient to incubate the younger generation using relevant training platforms to acquaint them with skills towards capacity development. It has been observed that education is originally driven towards solving social challenges through human capacity building, innovation, creativity, research and discoveries. Thus, entrepreneurship is recommended in the hope that the academic products of our educational system can survive the flexibilities of the contemporary market operations and create gainful employment opportunities when all entrepreneurship measures are applied in tutoring.

Recommendations

The paper recommends as follows:

1. The government should encourage local arts production with an enabling environment to attract foreign investors to partner with local producers and to enhance intellectual exchange, innovations, business ideas, economic expansion, exportation and income generation as well.
2. Education should be directed towards providing solutions to social challenges, human resources and job creation. Thus, the academic curriculum of creative arts and other disciplines in higher institutions should be reviewed to incorporate strong practical oriented areas with adequate facilities and stringent field experiences. This will offer the students firsthand experience and understanding ahead of the realities of the open market, before graduation.
3. There is a need to improve budgetary allocations to the education system to enable the implementation of credible policies that will advance the standard of learning in tertiary institutions.
4. A good number of practical oriented areas studied in schools can creditably employ labour. This opinion agrees with Esekong's (2018) theory of 'disciplinary tenacity' relating to self-realization through capacity development. Such courses should be redirected towards vocational experience to create room for self-reliance. A close example of such area is makeup arts which are most likely tutored theoretically than field practice in some institutions. This area demands adequate practical approach and stringent field experience to create room for further discoveries and entrepreneurship flexibilities.
5. There is a need to organize routine training and skill development programmes for teachers across various practical fields of study. This will reimburse their individual capacities to impact on their trainees. Also, it will consistently refresh and update them on new technologies, applications and task in achieving physical goals.

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