



Perfume and Oud Industry Management Course: Raw Materials, Formulation, Production and Retail

4 – 8 July 2027

Jeddah - Corniche four-star



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Introduction:

Perfume and oud industry management, covering raw materials, formulation, production and retail, is the subject of this 5-day course for sourcing, blending, production, quality and boutique units in perfume houses and oud retailers, who produce a Perfume House Operating Plan for a case organisation. Margins erode when agarwood is graded loosely, briefs lack costing limits, batches drift in odour and IFRA papers are missing at launch. Nominees already manage part of a fragrance business and work through case studies on oud lots, formula sheets and shop data. CoreConcept Training Center delivers this perfume and oud course.

Course Objectives:

- Grade agarwood chips and oud oil lots by species, wood part, resin density, odour profile and adulteration signs before purchase
- Organise oud and essential oil sourcing with CITES Appendix II permits, supplier traceability records and certificates of analysis
- Translate a commercial fragrance brief into a costed formula using fragrance families, note pyramids and aroma chemical choices
- Control maceration, chilling, filtration, filling and odour evaluation so that every batch matches its approved standard sample
- Apply IFRA Standards, certificates of conformity and allergen labelling to each fragrance concentration and product type
- Plan boutique assortment, pricing, stock turn and sales staff scent advice in a Perfume House Operating Plan

Target Audience:

- Perfume house managers responsible for product range, formula approval and profit across blending and sales
 - Oud buyers and sourcing managers responsible for agarwood, oud oil and essential oil purchasing and supplier approval
 - Production and blending supervisors responsible for compounding, maceration, filling and batch records
 - Quality and fragrance evaluation managers responsible for odour panels, specifications and IFRA documentation
 - Boutique and retail operations managers responsible for store assortment, sampling, stock and sales advisers
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Course Outline:

Day 1: Perfume and Oud Value Chain and Business Baseline

- Fragrance Value Chain Map From Plantation to Boutique Counter
- Perfume House Business Models for Blending, Oud Trading and Retail
- Concentration Ladder From Extrait to Eau de Cologne
- Natural Materials Versus Aroma Chemicals Cost and Consistency Profile
- Current-State Margin Review by Product Line and Channel

Day 2: Oud Grading, Raw Material Sourcing and Fragrance Architecture

- Aquilaria and Gyrinops Agarwood Formation and Resin Density Indicators
- Oud Chip and Oil Grading Sheet by Wood Part
- CITES Appendix II Permits and Agarwood Traceability Records
- Essential Oil, Absolute and Concrete Extraction Methods Compared
- Fragrance Wheel Families and Top, Heart and Base Note Pyramids

Day 3: Brief-to-Formula Workflow and Batch Production

- Fragrance Brief Template With Target Family, Cost and Concentration
- Formula Costing Sheet for Oud, Florals, Musks and Ambers
- Maceration and Ageing Plan for Alcohol-Based Concentrates
- Chilling, Filtration and Colour Correction Before Bottling
- Filling Line Fill-Level, Crimping and Leak Inspection Records

Day 4: Adulteration Risk, IFRA Conformity and Retail Economics

- Oud Oil Adulteration Screening With Odour Panels and Supplier Analysis
- IFRA Standards Prohibitions, Restrictions and Product Category Limits
- IFRA Certificate of Conformity and Allergen Declaration on Labels
- Batch Odour Deviation Investigation Against the Standard Sample
- Boutique Assortment, Sampling Cost and Stock Turn Analysis

Day 5: Case Study: Perfume House Operating Plan

- Case Oud Lot Grading and Purchase Decision Review
 - Case Brief Conversion Into a Costed Eau de Parfum Formula
 - Case Maceration and Filling Release Checklist Walkthrough
 - Case Boutique Range and Price Ladder Adjustment
 - Perfume House Operating Plan Completion and Peer Challenge
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Skills You Will Gain:

- Agarwood Quality Grading
- Raw Material Traceability
- Fragrance Brief Interpretation
- Formula Cost Control
- Maceration Process Control
- Odour Evaluation Panels
- IFRA Documentation Review
- Boutique Range Economics

Why Attend This Course:

- Hand a Perfume House Operating Plan with an oud sourcing and product release checklist to the general manager and the head of production
- Decide whether an oud lot, formula or macerated batch is accepted, reworked or rejected using grading sheets and odour evidence
- Avoid paying premium prices for diluted oud, relabelling launches that lack IFRA papers and carrying slow-moving boutique stock
- Coach blenders, buyers and sales advisers in the grading, note structure and conformity terms used across the house

Conclusion:

Back at work, the participant presents the Perfume House Operating Plan to the general manager, the head of production and the retail operations lead. Buyers use its grading sheet to approve oud lots, the blending unit uses the release checklist before bottling, and boutique managers use the range and price ladder to reset stock. After the first collection launched under the plan, the house should review purchase prices against grades, batch odour deviations, missing IFRA certificates and sell-through by store.

Frequently Asked Questions FAQ:

What should participants know before the perfume and oud industry management course?

Participants should already work in buying, blending, production, quality or retail in a fragrance business and recognise common perfume notes. Bringing an oud purchase record, formula sheet or store sales report helps them apply the case studies to their own house.

How does perfume and oud industry management differ from a cosmetics manufacturing or luxury marketing course?

It follows the fragrance trade itself: agarwood grading, oil sourcing, briefs, maceration, IFRA conformity and boutique economics. Cosmetics manufacturing courses address creams and plant hygiene, while luxury marketing courses address brand storytelling and clienteling across product categories.

Why does the perfume and oud industry need grading sheets for agarwood?

Agarwood value depends on species, origin, wood part, resin density and time since infection, and diluted or plantation material is often sold as wild oud. A grading sheet makes each purchase decision consistent and comparable between buyers.

What do participants take back from the perfume and oud industry management course?

Participants take back a Perfume House Operating Plan for a case organisation, with an oud grading sheet, a brief and formula costing template, a maceration and filling release checklist and a boutique range and price ladder.
