



EVENTS MANAGEMENT COMPANY

Business Plan



EXECUTIVE SUMMARY



Financial Summary



\$205K

Annual Revenues



30+

Major Events
Managed Annually



\$75K

Startup Cost

Our Company

1

Full-service event management agency offering a one-stop solution for all event needs

Track Record

2

Our team has extensive track record of managing a wide range of events with emphasis on customer satisfaction, and professional event execution

Growth and Expansion

3

Vision to expand and explore global markets while maintaining a focus on innovation and excellence



VISION

To become the industry's leading one-stop solution for event services, renowned for our commitment to diversity, heritage, and creative excellence. We aim to set new standards in event management, continually expanding our offerings and global presence while upholding our dedication to unique and inclusive experiences.



MISSION

To empower and inspire memorable experiences by delivering innovative, diverse, and impeccably executed events. We are dedicated to bringing creativity and cultural richness to every event, exceeding client expectations, and creating lasting impressions.



OUR COMPANY VALUES



Professionalism & Service Quality

We prioritize professionalism and service excellence, ensuring our team upholds the highest standards on safety and quality



Creativity and Innovation

We nurture a culture of creativity and innovation, pushing the boundaries of event design to create extraordinary and unique experiences.



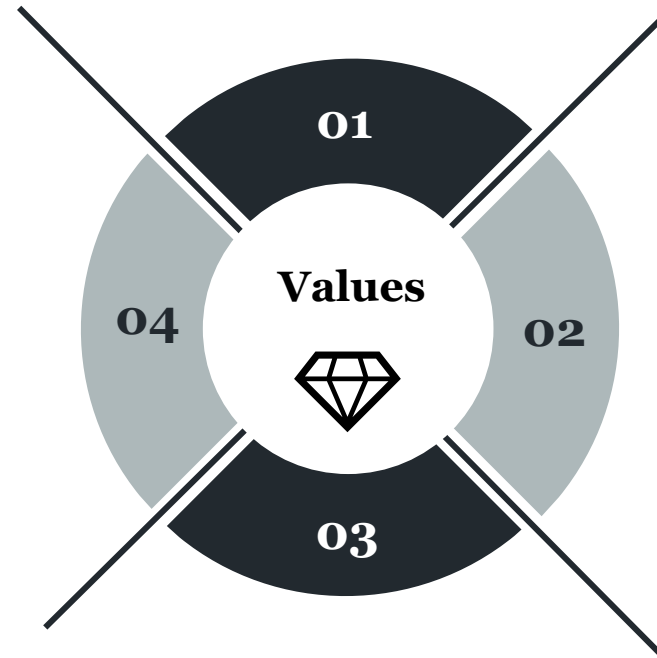
Diversity and Inclusivity

We champion diversity and inclusivity, respecting and valuing cultural richness, and striving for sustainability in all our events.

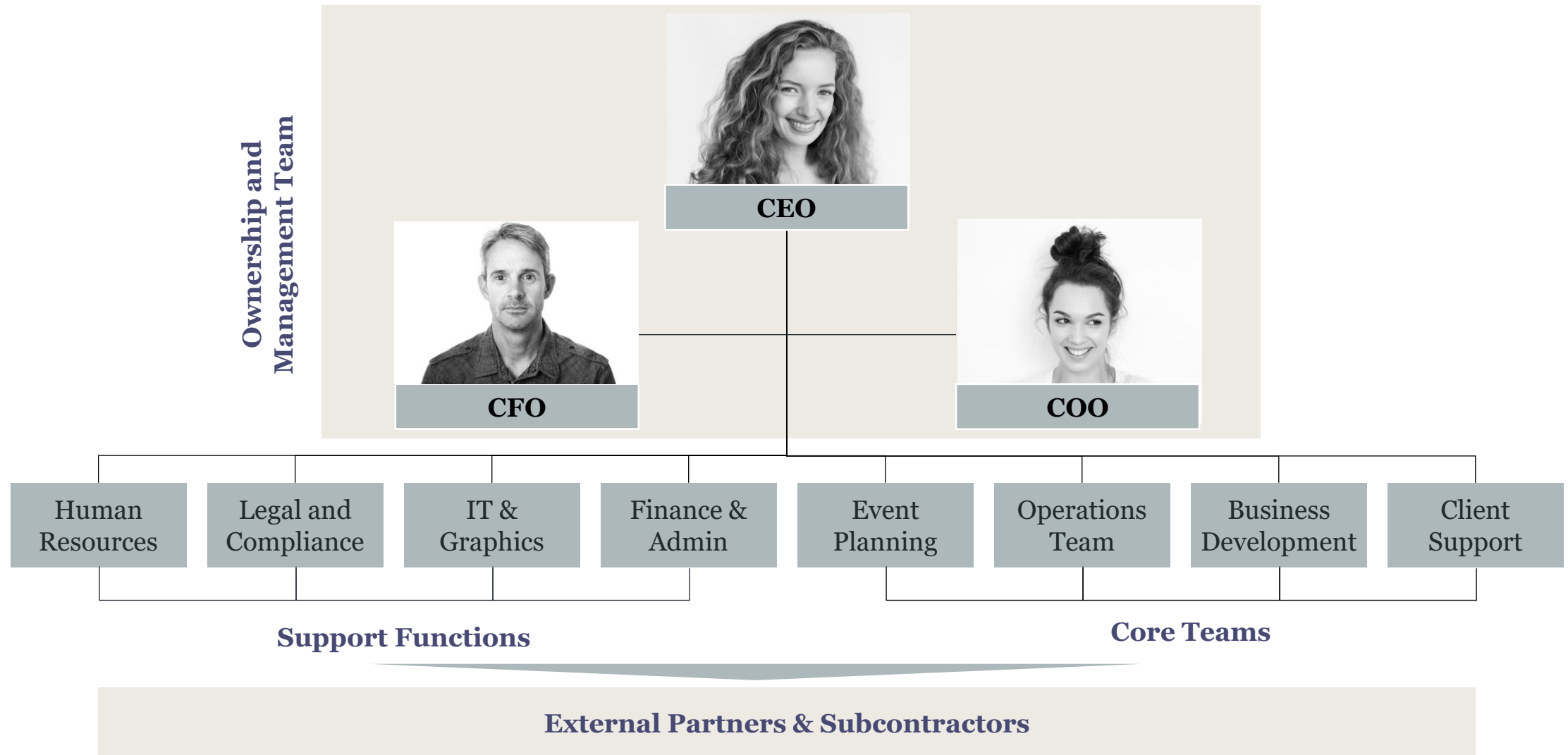


Client-Centric Focus

We are committed to our clients' satisfaction and happiness, aiming to create events that leave a lasting positive impression and exceed expectations.



COMPANY ORGANIZATION



SERVICES AND UNIQUE SELLING POINTS



1

FESTIVALS



Unforgettable festivals tailored to your audience, featuring diverse cultural experiences and top entertainment

2

GALA DINNERS



Elegance meets excellence – gala dinners that dazzle with quality service, exquisite cuisine, and stunning ambiance

SERVICES AND UNIQUE SELLING POINTS



3

COMMUNITY EVENTS



Connecting communities through bespoke events, enhancing local engagement and celebrating shared values.

4

TEAM BUILDING



Team building that transforms: innovative activities, professional facilitation, and tangible team bonding outcomes.

SERVICES AND UNIQUE SELLING POINTS



5

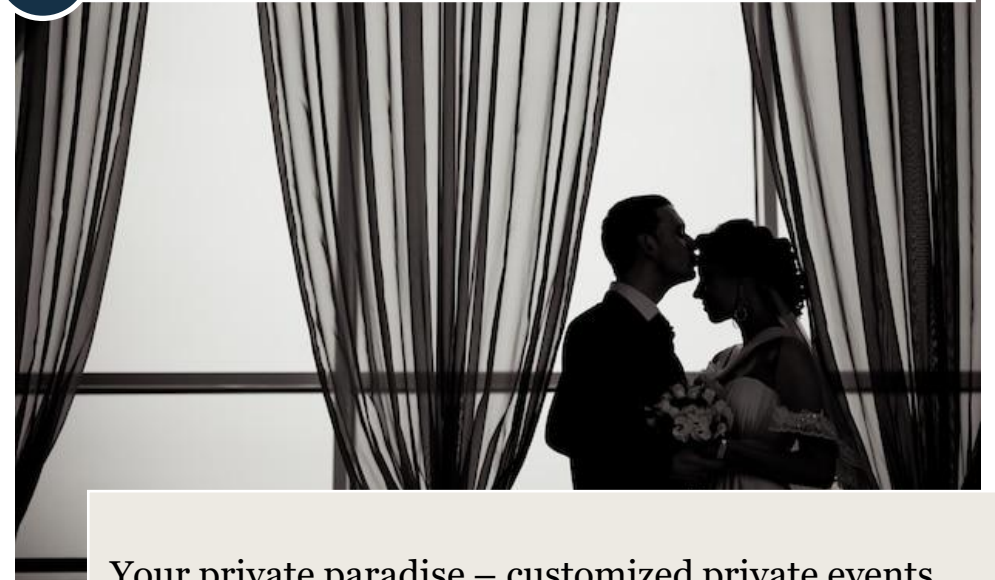
NETWORKING EVENTS



Networking with impact – events designed for genuine connections, offering quality interactions and business opportunities.

6

Private Events



Your private paradise – customized private events tailored to your desires and celebrating precious moments.

SERVICES AND UNIQUE SELLING POINTS



5 CONFERENCES



Elevating conferences to new heights with engaging content, cutting-edge technology, and seamless logistics.

6 ENTERTAINMENT EVENTS



Entertainment Events

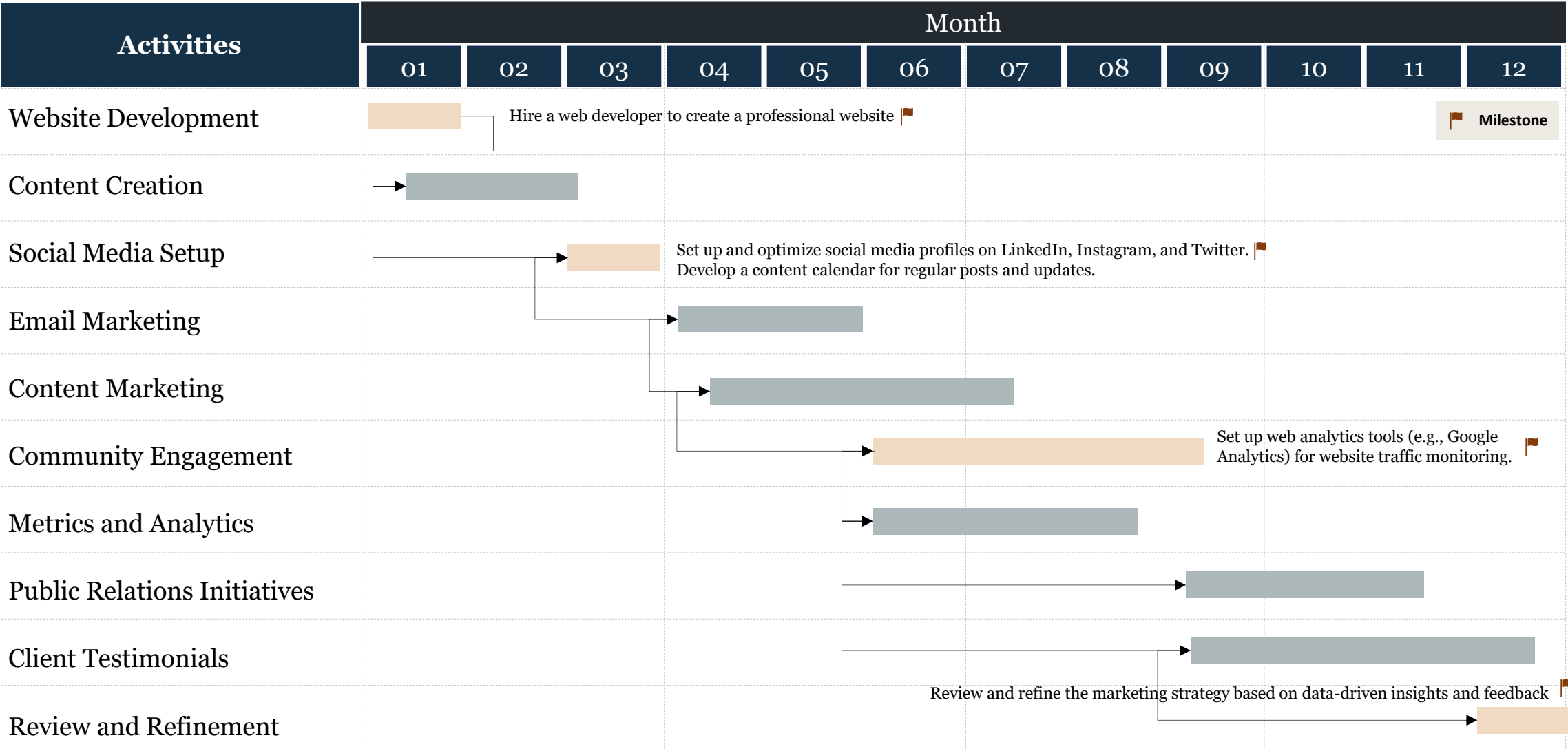
Where entertainment reigns supreme – events packed with showstoppers, world-class acts, and immersive experiences.

TARGET MARKET & BRAND POSITIONING



Market Segment		Brand Positioning
	Corporate Clients	<ul style="list-style-type: none">• Strategic partner for seamless corporate events• Emphasis on innovative team building and flawless execution.
	Organizations (Non-Profit & Associations)	<ul style="list-style-type: none">• Mission-driven partner for creating events that celebrate values and missions.• Promotion of social causes, sustainability, and community engagement.
	Individuals (Private Events)	<ul style="list-style-type: none">• Provider of personalized, unforgettable experiences focused on celebrating life's milestones through custom event design and cherished memories.
	Public Companies	<ul style="list-style-type: none">• Champion of diversity and inclusivity across all events.• Commitment to embracing various cultures, traditions, and values, creating inclusive experiences.

MARKETING IMPLEMENTATION SCHEDULE



PRICING MODELS



Fixed Fee/Flat-Rate Pricing

A fixed fee is charged for the entire event planning and management process. It provides clients with cost predictability.

- Budget predictability, no financial surprises.
- Efficient work, fixed cost assurance.



Hourly Rate Pricing

An hourly fee is charged for events professionals used. This model is suitable for clients who need specific assistance or consultation.

- Pay for what you need.
- Budget control, cost as incurred



Cost-Plus Pricing

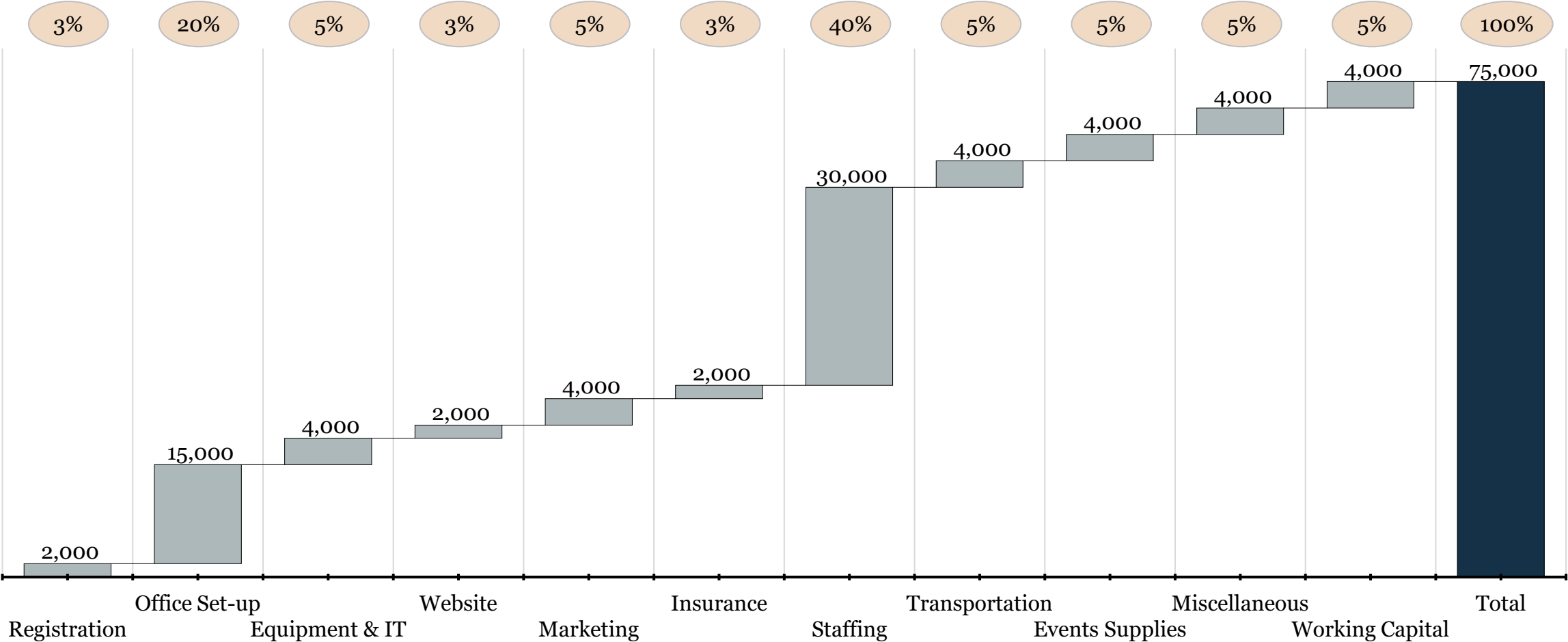
The cost of planning and managing the event is determined, and a markup or percentage fee is added to cover the events manager's profit.

- Transparent pricing, full cost disclosure.
- Mutually beneficial, aligned interests pricing.

Strategy

Advantages

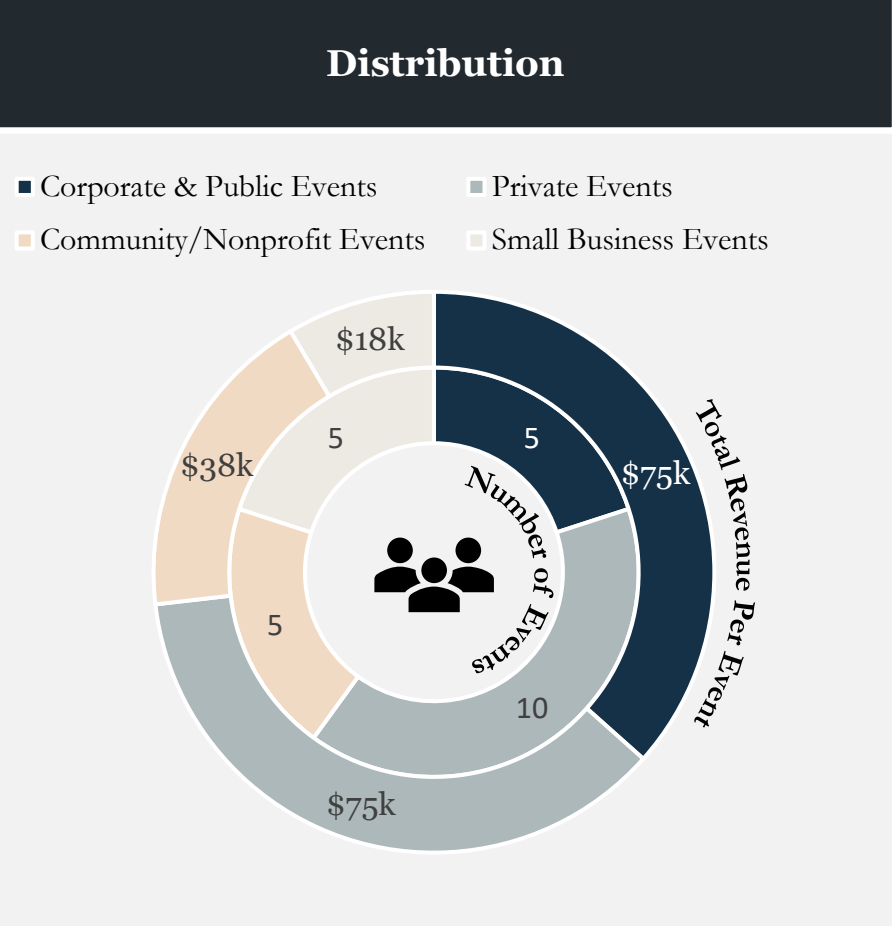
START UP COST BREAKDOWN



ONE YEAR REVENUE ESTIMATES



Event Category	Number of Events	Average Revenue per Event	Total Revenue
Corporate & Public Events (Networking Events, Festivals & Conferences)	5	\$15,000	\$75,000
Private Events	10	\$7,500	\$75,000
Community/Nonprofit Events	5	\$7,500	\$37,500
Small Business Events	5	\$3,500	\$17,500
Total Revenue	-	-	\$205,000

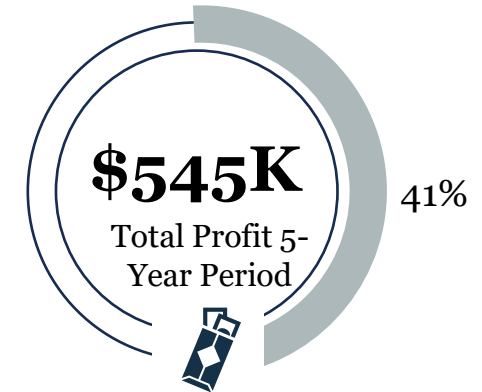
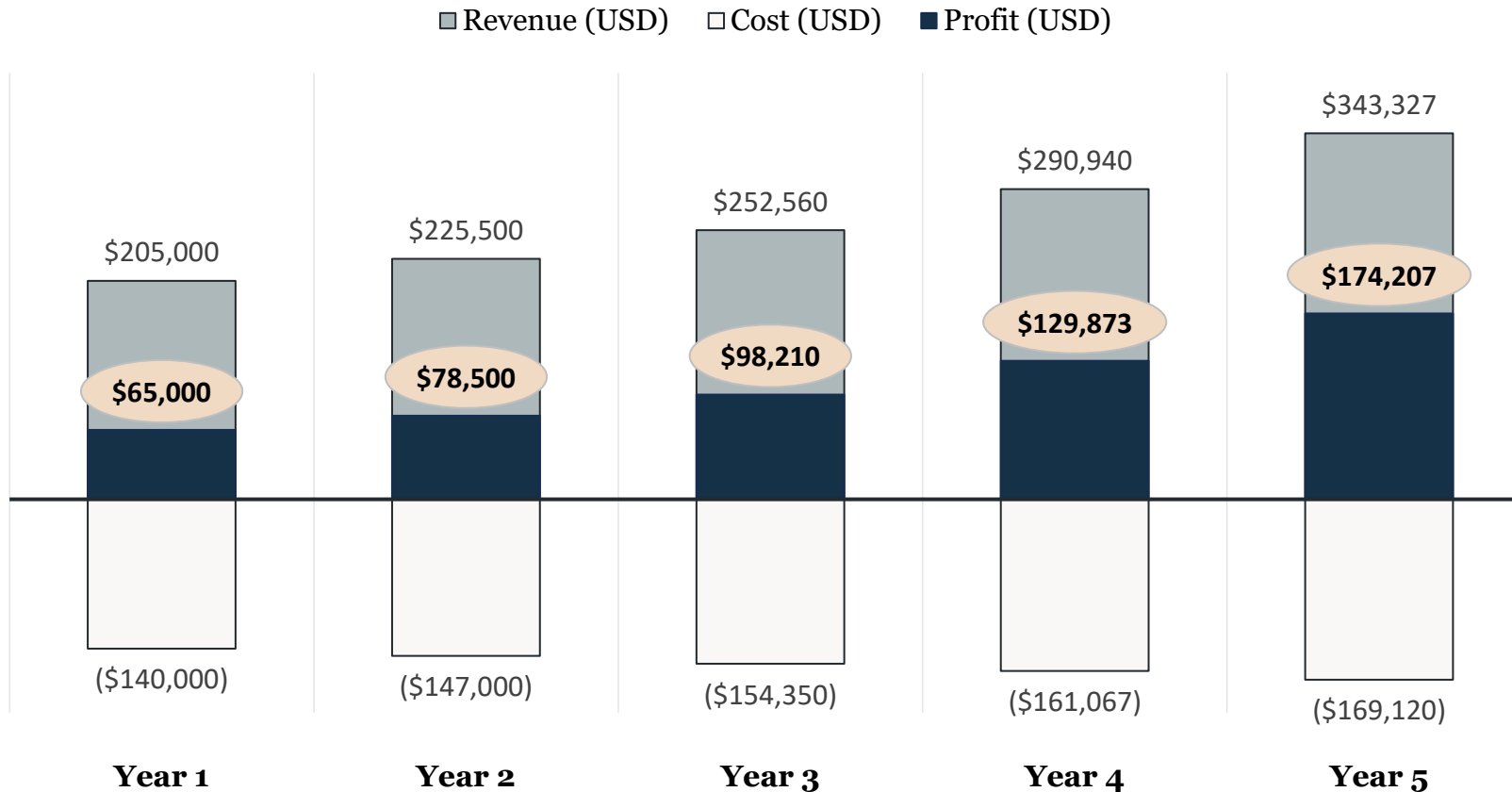


ANNUAL COST ESTIMATES



Expense Category	Estimated Cost	
Staffing Costs	\$60,000	43%
Office Overheads	\$15,000	11%
Marketing and Advertising	\$10,000	7%
Transportation and Travel	\$5,000	4%
Event Supplies and Materials	\$5,000	4%
Insurance and Legal	\$3,000	2%
Website Maintenance	\$2,000	1%
Miscellaneous Expenses	\$5,000	4%
Working Capital	\$35,000	25%
Total Estimated Cost	\$140,000	

Revenue, Cost, and Profit for 5 Years



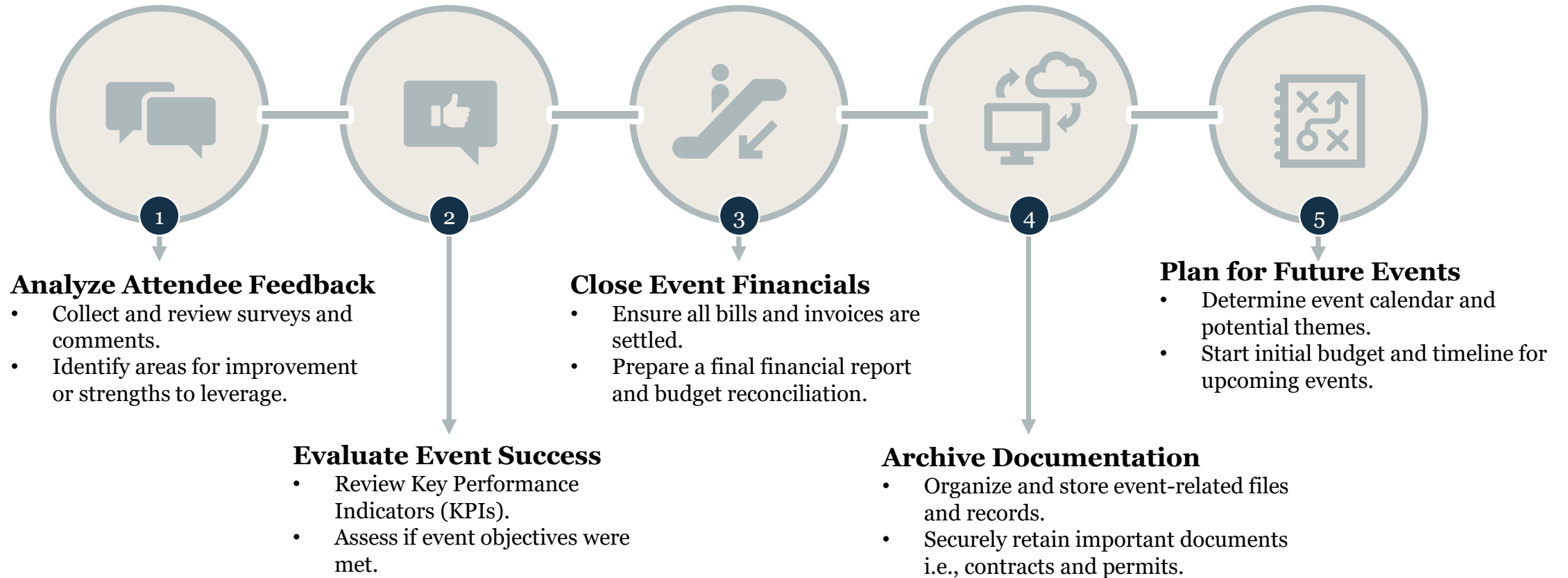
Assumptions

- Revenue growth rates: 10% for Year 2, 12% for Year 3, 15% for Year 4, and 18% for Year 5.
- Annual cost increase stays at a constant 5% for all years.
- No extra capital is infused into the business during the five-year period.

POST EVENT ACTIVITIES



Unlock the potential for continuous improvement and event success with our post-event activities. We assess each event's performance, highlighting strengths and areas for enhancement.





**EVENTS
MANAGEMENT
COMPANY**
Business Plan



TOWS Analysis Builder

Internal Factors (IFAS) External Factors (EFAS)	Strengths (S)	Weaknesses (W)
Opportunities (O)	SO Strategies	WO Strategies
Threats (T)	ST Strategies	WT Strategies

Positioning with Perceptual Map



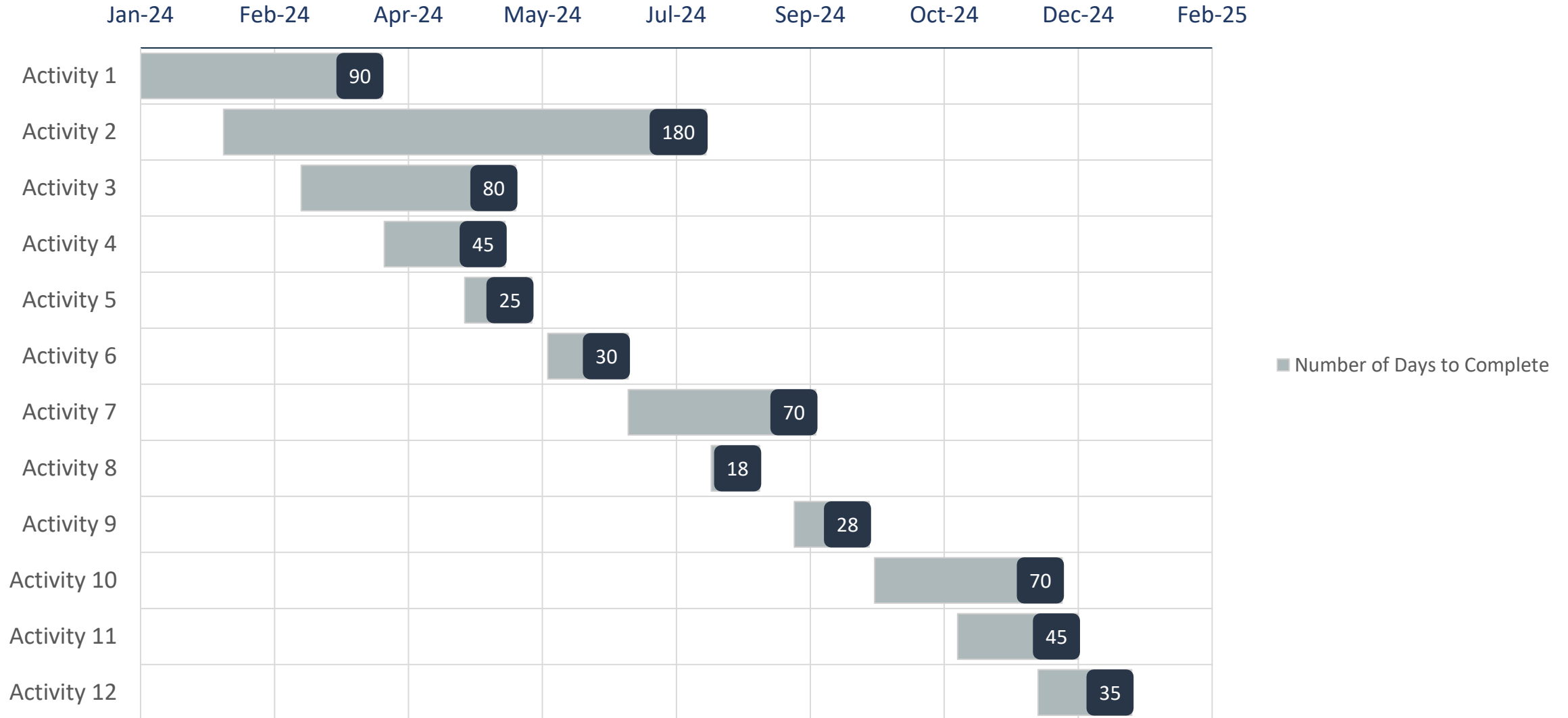
Competitiveness Strategy Builder

	Lower Cost	Differentiation
Broad Target		
Narrow Target		


Competitive Tactics Development Framework

Parameters	Tactics	Actions
Operational Efficiency		
Customer Services		
Brand Building		
Talent Management		


Activity Gant Chart




90-Days Look Ahead Plan

30 Days **Startup** 

- Finalize Business Plan
- Legal & Regulatory Admin
- Office Setup
- Hiring

60 Days **Marketing and Branding** 

- Social Media Setup
- Xxxx
- Xxxx
- Xxxx
- Xxxx
- xxxx

90 Days **Launch and Steady State** 

- Pre-Qualify to Bid
- Bid First Project
- Xxxx
- Xxxx
- Xxxx
- Xxxx
- xxxx

Business Analysis Icons – Dark Blue Background 1 of 2

Business Deals



Organization and Schedule



Training and Development



Supply Chain



Information Technology



Business Analysis Icons – Dark Blue Background 2 of 2

Process Flow



Health and Safety



Tools



Construction



Arrows



Business Analysis Icons – White Background 1 of 2

Business Deals



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