

Event Planning

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Elska Lam Chan-Sy [rufflesandbells], Instagram, 14 Sept. 2021,
<https://www.instagram.com/p/B2Xw1YBnLeH/>

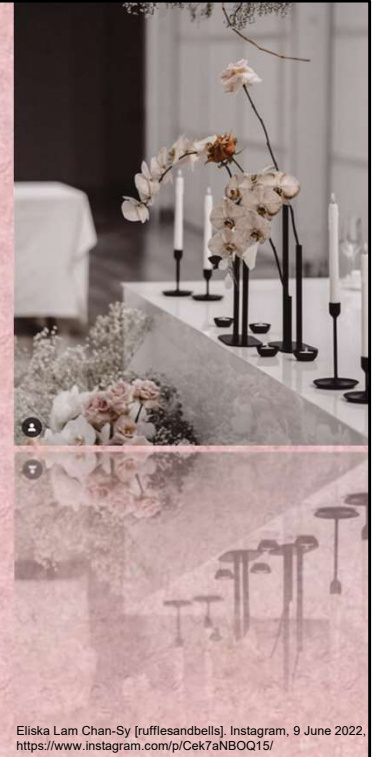
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Today we will cover the most important points of the business plan for the Event Planning. We will start with the Business Idea and continue with Services, Ownership, Legal structure and Management, SWOT analysis, Marketing 4Ps, Target market and at the end we will talk about Marketing strategy.

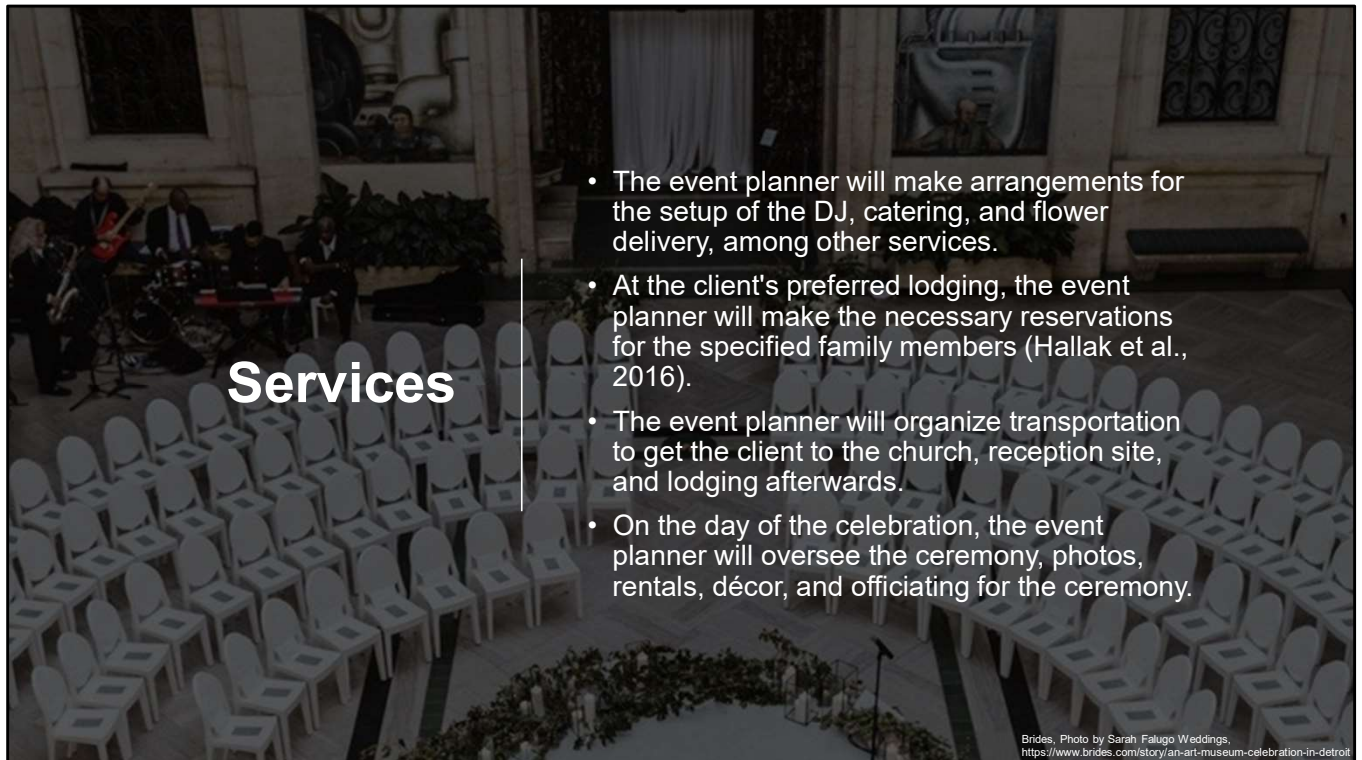
Business Idea

- ❑ The name of the business is Cidrys Events.
- ❑ A sample of the events that Cidrys Events will plan are weddings, conferences, and parties.
- ❑ The planning and execution of an event will be aided by this one-of-a-kind event coordination service (Nwobodo, Ngui and Voon, 2019).
- ❑ During a first meeting, the type of event, the level of planning necessary, and the dates will be agreed.
- ❑ Once those two elements have been selected, a pricing schedule will be developed based on the duration of the planning engagement and the dates.



Eliska Lam Chan-Sy [rufflesandbells]. Instagram, 9 June 2022.
<https://www.instagram.com/pl/Cek7aNBQ15/>

Developing a business is a troublesome task. A sample of the events that **Cidrys** Events will plan are weddings, conferences, and parties. The planning and execution of an event will be aided by this one-of-a-kind event coordination service (Nwobodo, Ngui and Voon, 2019). During a first meeting, the type of event, the level of planning necessary, and the dates will be agreed. Once those two elements have been selected, a pricing schedule will be developed based on the duration of the planning engagement and the dates.



Services

- The event planner will make arrangements for the setup of the DJ, catering, and flower delivery, among other services.
- At the client's preferred lodging, the event planner will make the necessary reservations for the specified family members (Hallak et al., 2016).
- The event planner will organize transportation to get the client to the church, reception site, and lodging afterwards.
- On the day of the celebration, the event planner will oversee the ceremony, photos, rentals, décor, and officiating for the ceremony.

These are the services which the business will offer.

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Ownership

- ❖ Since Cidrys Events will be a sole proprietorship, there will only be one owner of the company.
- ❖ Because starting this kind of business is simple, the owner decides to set up a sole proprietorship.



Business Jargons, Sole Proprietorship
<https://businessjargons.com/sole-proprietorship.html>

Determining the types of business is important.

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Legal structure and Management

- ☐ Cidrys Events will function as a sole proprietorship due to the simplicity of doing business.
- ☐ The company will make money from service fees for the event planning (Genadinik, 2018).
- ☐ To formally begin the business in a chosen area, certain steps must be undertaken.
- ☐ The owner will first hire 10 people so that the company's event planning function may be carried out successfully.
- ☐ These staff will have particular tasks to do. The company's owner will be in charge of everything.

Determining the correct legal structure is important for a business.

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SWOT analysis

Strengths: New business, basic belief and boredom of people.

Weaknesses: New in the market, lack of knowledge of the customers, limited target.

Opportunities: Focus on all types of events and ensuring safety.

Threats: COVID-19 and competition.

There are a number of advantages for **Cidrys** Events' operations. First and foremost, it is believed that the company's core values, which include informing the public about the party's commitment to discipline and perseverance, will aid in its long-term success. There are also further inherent issues with the prospective venture. The key cause for the company's shortcoming is that **Cidrys** Events lacks experience. There are numerous opportunities available for businesses and entrepreneurs. There is always the option of geographically extending into other Birmingham neighborhoods. One of the biggest causes of risk for the business is the danger from competitors. Birmingham already has a number of renowned event planners, such as Kaizen Event and Ultimate Events Birmingham.

Marketing 4Ps

Product: Event planning and other necessary products



Price: Customer based pricing



Place: Convenient an product based placing



Promotion: Digital marketing

It's essential to market your company effectively and attract the correct clients (Nwobodo, Ngui and Voon, 2019).

Cidrys Events provides a wide range of goods to satisfy a wide range of customers. In order to satisfy clients, a customer-based pricing strategy will be used. Unquestionably, a great location with lots of foot traffic can assist attract more potential clients to the door. Members will take pleasure in the top-notch service that **Cidrys** Events provides (Mckeever, 2019).

Target market

Cidrys Events will be staffed with the most up-to-date gear and skilled teachers to satisfy the demands and expectations of a large audience (Genadinik, 2018).

While the company will cater to various kinds of events, it will emphasize and focus on one specific target market by ensuring that a person gets the ideal event experience.



The Balance Small Business - Marketing & Sales
<https://www.thebalancesmb.com/target-marketing-2948355>

Developing the target market is important to have success in the market.

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Marketing strategy

Word of Mouth Strategy

- This approach is free since Cidrys Events is value-oriented and will focus on differentiation and cost leadership positioning plans (Didier Mutel, 2010). This allows current members to attract new members, increasing revenue and building a community.

Digital Marketing

- Cidrys Events also intends to focus on SEO (search engine optimization) and PPC (pay per click) methods to target customers who browse and seek for services online.

Social Media Marketing

- The company will have official social media accounts on a range of social media sites, including Instagram, YouTube, and Facebook, to promote the market, and communicate with clients.

Influencer Marketing

- The social media marketing strategy supports the influencer marketing strategy and by getting the public involved with Cidrys Events can help draw attendance. In the long-term, the company will also provide sponsorships.

Traditional Marketing:

- Cidrys Events will apply traditional marketing strategies to promote the service portfolio in the early stages, such as flyers, business cards, adverts, and banner ads.

Cidrys Events aims to use marketing to obtain a competitive advantage because doing so can assist the event management reach its intended target market and eventually draw more members, maximizing revenue and profits.

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