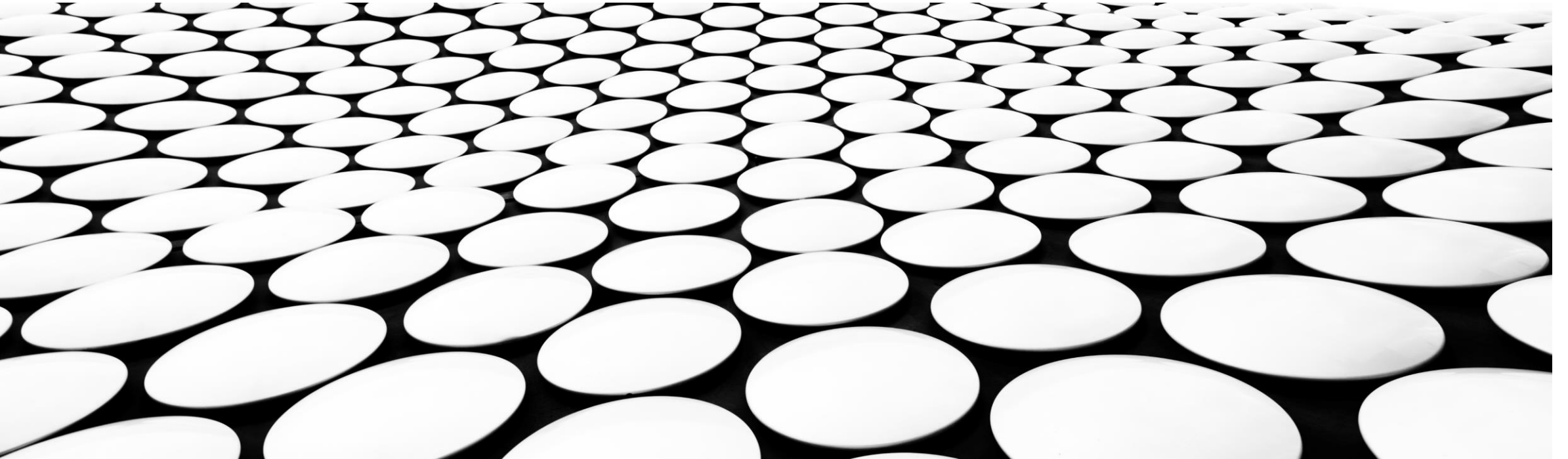

CONSULTANCY PROJECT

BY LAUREN BOYCE



INTRODUCTION

My chosen client to work with is a former Event Management Student Rory Capel. Who in 2017 created a events company called Struk. Their main work is with sporting events and equestrian mounted games in particular.

Being a relatively new company to run these events, it would be a great asset to provide my knowledge in events to help them future develop themselves.



PROJECT AIM & OBJECTIVES

- Aim – To produce a valuable document on developing the business strategy for Struk Events to provide future growth.
- Objectives - Comparing against competition in the event market.
- Understanding the target market and the future event trends to gain a larger audience.



RATIONALE

- My degree is in event management.
- I enjoy sport and sports events.
- To boost the sport and company for the future.
- After competing for many years and gaining great experiences I want to put back into the sport.
- Show my ability to help manage and successfully structure the project.



INITIAL IDEAS

- Market Analysis
- Competitor Analysis
- Marketing Plan
- Strengths and Weaknesses
- Opportunities and Threats
- Other event company examples



WHY ME?

- I'm very familiar with the sport and have experience in helping to run the events. I have a passion for sport and look for my future career to be in sport events.
- Being a committed individual I will be able to dedicate my time to not only the project, but by working with them in the events to gain a better understanding of the company.



RESEARCH STRATEGY

- Begin with secondary research into events companies and strategic business plans
- External and Internal research around Struk
- Competitor and spectator questionnaires. (what the market wants).
- I will be attending 5 events and already attended 1 in December. To gain internal research on the company and opinions from attendees.
- I will be analysing the information found to reach successful recommendations for Struk.

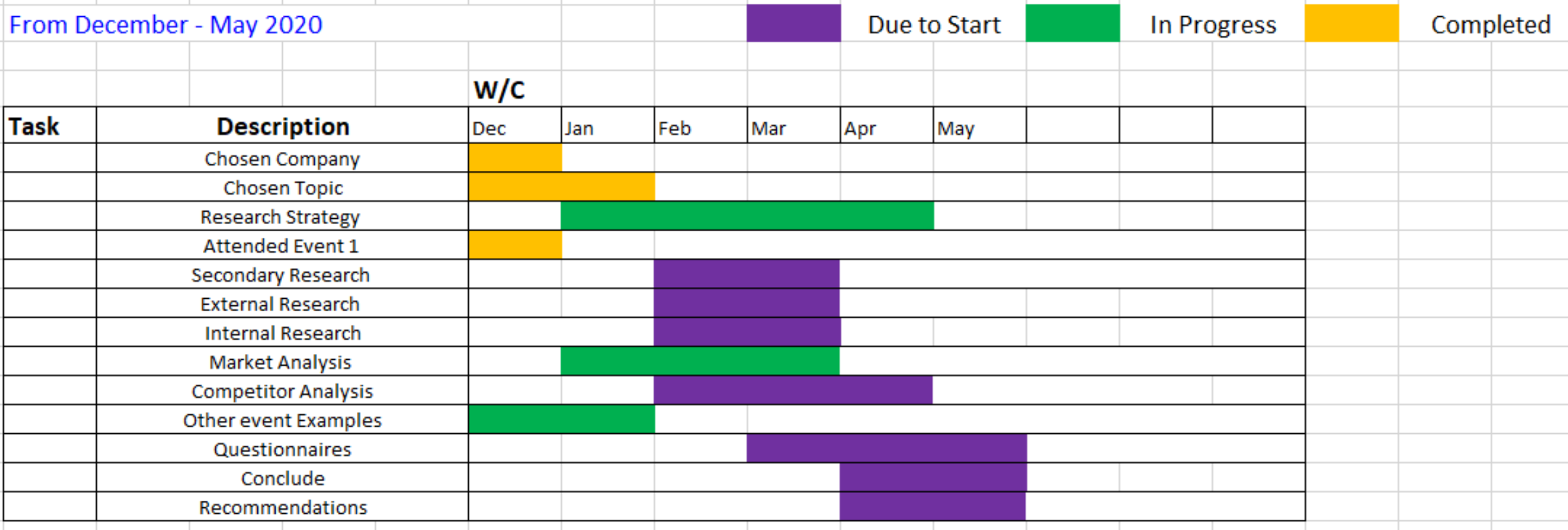


PROJECT PLAN

Project Planning Gantt Chart

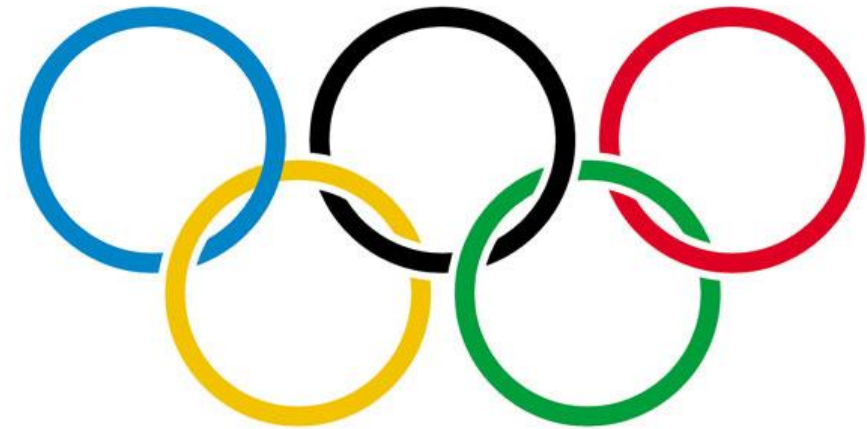
Struk Strategic Buisness Plan

From December - May 2020



POSSIBLE OUTCOMES

- Increase in competitors which will gain better recognition and more profit for the company.
- Build on the sport development, potential to become a Olympic sport ?



POSSIBLE PROBLEMS

- Relying on volunteers.
- Accidents and Injuries
- Cancellations/Insurance issues
- Unsatisfied competitors (complaining)
- Organisation and planning problems (timing)
- Clashes with other events (dates)



BENEFITS FOR STRUK

- Boost their business financially
- Potential employee
- My help at events
- Gain recognition

