Veloura
Events

Enterprise

BMTP5020
Tuesday 3rd March 2026
Kirsty Skidmore 2003395
lecture: Neil Dyer

Visit Our Website
VelouraEvents.com

VELOURA
EVENTS
Where Nights Become Timeless.

Veloura Events







Industry Problem & Market Gap

- 30%+ UK nightclub closures since 2020
- Rising operational and regulatory costs
- Limited differentiation in traditional formats
- Growing demand for experiential nightlife (21–35)
- Weak brand loyalty in local markets



The Solution: Experience-Led Luxury Nightlife

.• Curated, immersive themed experiences
• Premium positioning
• Fully integrated atmosphere (music, décor, dress code)
• Value-focused pricing
• Strong emphasis on loyalty and repeat attendance



Market Opportunity & Target Segment



The Experience Seeker

The Premium Experience Seeker
Age: 27–35
• Values exclusivity and aesthetics
• Avoids generic nightlife
• Low price sensitivity
Strategic Value:
Supports premium pricing and VIP tiers



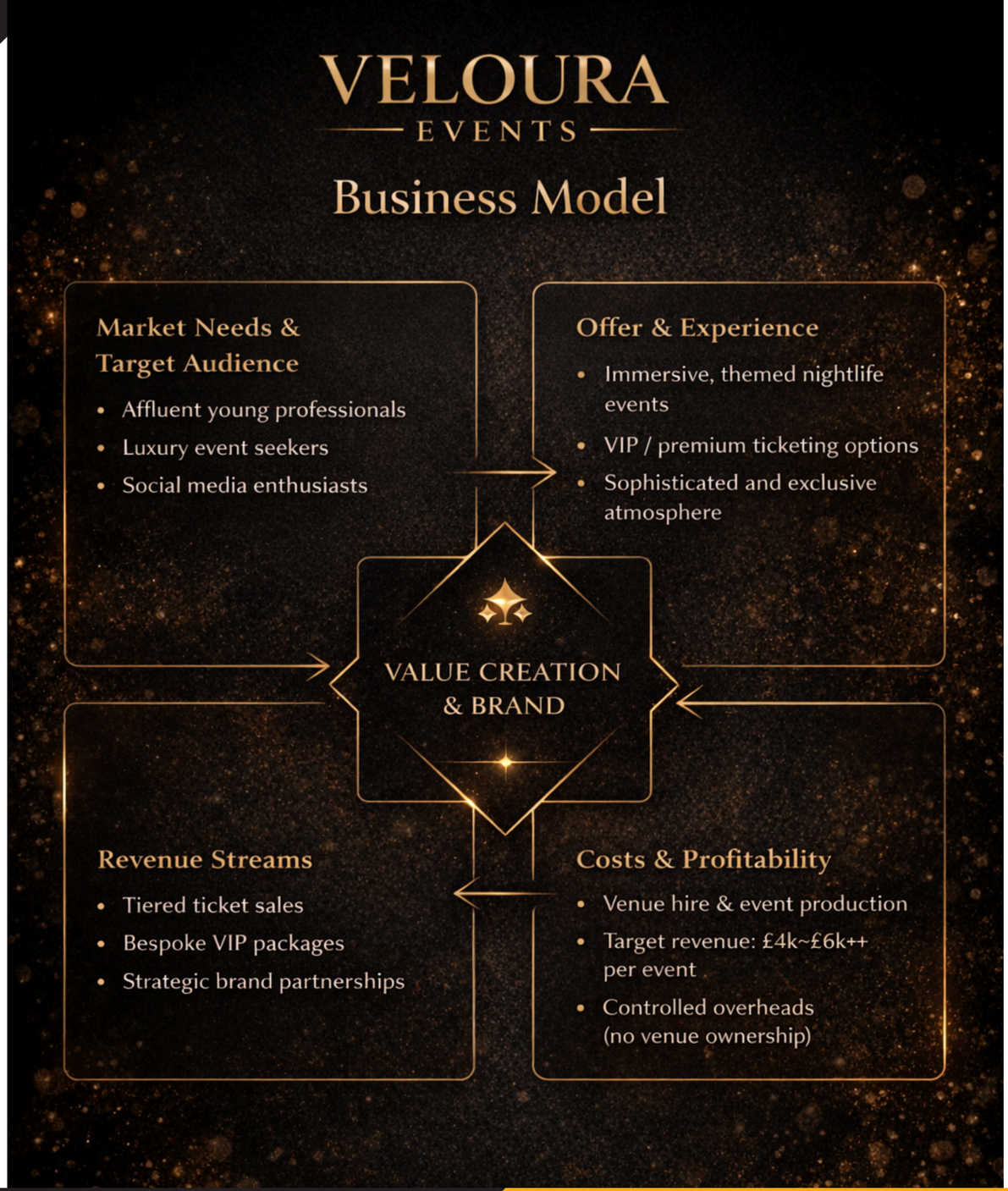
The Social Analyst

The Social Analyst
Age: 24–32
• Organises group nights out
• Values quality and safety
• Enjoys premium themed experiences
Strategic Value:
High repeat attendance and strong brand loyalt



The Trend- Driven Student

Age: 18–24
Profile: University students
Key Traits:
• Social media influenced
• FOMO-driven
• Price sensitive but frequent attendees
Strategic Value: Drives volume & online visibility



Business Model & Revenue Strategy

Competitive Analysis



Current Market Competitors

- Price-driven independent promoters
- Fixed-location nightclub operators

Industry Weaknesses

- Low differentiation & easily replicated concepts
- High price competition & weak brand loyalty

Veloura's Competitive Advantage

- Differentiation through immersive, experience-led positioning
- Scalable consultancy model with low fixed-risk structure

Traditional Clubs	Veloura Events
Price-led	Experience-led
Generic formats	Curated themes
Fixed overheads	Flexible model
Low loyalty	Brand equity focus



Go-To-Market Strategy

The Marketing Mix



Marketing Mix (4Ps)

Product

• Immersive, luxury-themed nightlife experiences
• VIP tiers & curated premium atmosphere

Price

• Value-based premium pricing
• Loyalty incentives & drink rewards

Place

• Partnered venues (Swansea → Cardiff → UK)
• Scalable consultancy-led model

Promotion

• Social media-driven strategy (Instagram / TikTok)
• Influencer partnerships & user-generated conten



Brand Identity/ Marketing

Brand Positioning
- Premium, experience-led nightlife brand
- Differentiation through immersive themed events

Visual Identity
- Black & gold palette – luxury & exclusivity
- Consistent aesthetic across all digital platforms

Brand Strategy
- Emotional engagement & memorable experiences
- Community integration through charity events



Financial Projections & Growth Forecast

Year 1 – Swansea Pilot

- 1–2 events monthly
- 200 attendees avg.
- £4k–£6k per event

Year 2 – Cardiff Expansion

- More events
- Higher VIP sales
- +30–40% growth target
-

Profit Strategy

- Tiered pricing
- Low fixed costs
- Break-even Year 1

Management Team & Organisational Structure

Founder & Event Director

- Strategic vision & brand positioning
- Partnership development
- Event concept design

Marketing & Brand Management

- Social media strategy
- Influencer partnerships
- Digital content creation

Operations & Compliance

- Venue coordination
- Health & safety compliance
- Event logistics & staffing

Finance & Administration

- Budget control
- Revenue monitoring
- Contract management



Conclusion – Strategic Summary

- Clear gap in experiential nightlife market
- Differentiation through premium themed events
- Defined 18–35 target segmentation strategy
- Scalable, low fixed-risk consultancy model
- Strong long-term growth & brand equity potential



Veloura
Events

Thank You

For Your Attention

Visit Our Website
VelouraEvents.com

Veloura
Events

REFRENCES

Office for National Statistics (2023) Consumer trends and leisure spending data. London: ONS. Available at: https://www.ons.gov.uk (Accessed: 2 March 2026).

Night Time Industries Association (2023) Night Time Economy Report 2023. London: NTIA. Available at: https://www.ntia.co.uk (Accessed: 10th February 2026).

Porter, M.E. (1985) Competitive Advantage: Creating and Sustaining Superior Performance. New York: Free Press.(Accessed: 10th February 2026).

Schmitt, B. (1999) Experiential Marketing: How to Get Customers to Sense, Feel, Think, Act and Relate. New York: Free Press. (Accessed: 12th February 2026).

Smith, P.R. (2021) Marketing Communications: Integrating Offline and Online with Social Media. 7th edn. London: Kogan Page.(Accessed: 12th February 2026).

Statista (2024) Social media usage in the United Kingdom. Available at: https://www.statista.com (Accessed: 2 March 2026).

TikTok (2024) TikTok Marketing Science UK Insights Report. Available at: https://www.tiktok.com/business (Accessed: 1st March 2026).

Instagram (Meta) (2024) UK Instagram demographic insights. Available at: https://business.instagram.com (Accessed: 9th February 2026).

Kotler, P. and Keller, K.L. (2016) Marketing Management. 15th edn. Harlow: Pearson Education. (Accessed: 9th February 2026).

Visit Our Website
VelouraEvents.com