

IMM Assignment 1 Presentation

(Feasibility Study – Sustainability Event)

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1. POWERPOINT SLIDES



INTRODUCTION TO THE
EVENT

MARKET, OPERATIONAL
AND FINANCIAL FACTORS

SWOT AND PESTLE
ANALYSIS

CRITICAL JUSTIFICATION

INTRODUCTION

Concept	Global Summit for Food Waste Reduction
Objective:	Collaboratively develop AI-driven solutions Mitigate and reduce food waste in hospitality
Approach:	Interactive demonstrations of cutting -edge AI solutions Invaluable insights from expert talks and panel discussions Interactive workshops and networking opportunities
Outcomes:	Formulation of innovative strategies Implementable AI-driven solutions
Benefits:	Interdisciplinary collaboration Transformative changes in hospitality
Impact:	Global movement towards sustainable practices Redefine industry standards Set the stage for responsible consumption



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FEASIBILITY – FINANCIAL FACTORS

COST CATEGORY	ESTIMATED RANGE	NOTES
Venue Rental	\$50,000 - \$100,000	Size and amenities will affect cost
Catering	\$30,000 - \$50,000	Focus on sustainability and local ingredients
Event Staff	\$20,000 - \$30,000	Mix of professionals and volunteers
Marketing & Promotion	\$10,000 - \$20,000	Online and offline campaigns
Technology & Equipment	\$10,000 - \$20,000	AV equipment, internet, translation services
Travel & Accommodation (Speakers)	\$20,000 - \$30,000	Depends on guest list
Miscellaneous Expenses	\$10,000 - \$20,000	Printing, security, permits, insurance
Total Estimated Costs	\$160,000 - \$270,000	
Revenue Category	Estimated Range	Notes
Ticket Sales	\$50,000 - \$75,000	200-300 attendees at \$250-375 per ticket
Sponsorships & Partnerships	\$50,000 - \$100,000	Focus on sustainability-focused companies
Grants & Funding	\$50,000 - \$100,000	Apply for grants from environmental agencies and philanthropies
Total Predicted Revenues	\$150,000 - \$275,000	
Break-even Point	400-540 attendees	

SWOT ANALYSIS

STRENGTHS:	Unique concept: First-of-its-kind global summit connecting chefs, tech developers, and policymakers for AI-driven solutions. Targeted audience: Reaches influential players in the hospitality industry with significant impact potential. Sustainability focus: Addresses a critical global issue and aligns with growing environmental and social awareness.
OPPORTUNITIES:	Capitalize on growing interest in AI and sustainability in the hospitality industry. Generate partnerships and funding to scale up promising food waste reduction solutions. Foster international collaboration and knowledge exchange for global impact.
WEAKNESSES:	New and untested concept may require additional marketing and outreach to attract attendees. Potential challenges in coordinating diverse stakeholder groups with different interests and priorities. Dependence on securing sponsorships and funding to successfully execute the summit.
THREATS:	Competition from other events addressing food waste or related topics. Unforeseen global events or economic downturn impacting attendance and funding. Technological advancements may rapidly outpace solutions presented at the summit.

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PESTLE ANALYSIS

					
POLITICAL:	ECONOMIC:	SOCIAL:	TECHNOLOGICAL:	LEGAL:	ENVIRONMENTAL:
Government support for AI development and sustainability initiatives can boost attendance and funding opportunities. Regulatory policies around data privacy and AI ethical practices might require careful consideration.	Global economic trends and travel restrictions can impact attendance and sponsorship revenue. Rising food costs and resource scarcity emphasize the need for food waste reduction solutions.	Growing public awareness of food waste and environmental concerns incentivizes participation and potential solutions. Consumer demand for transparency and sustainability in the hospitality industry creates additional market opportunities.	Advancements in AI and related technologies offer promising solutions for food waste reduction. Accessibility and affordability of AI tools will determine their widespread adoption within the hospitality sector.	Intellectual property rights and ownership of AI-developed solutions need clear legal frameworks. Food safety regulations and data privacy laws must be considered when implementing AI solutions.	Increasing focus on resource sustainability and climate change mitigation makes food waste reduction a critical imperative. The event itself must follow sustainable practices to maintain its ecological integrity.

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CRITICAL JUSTIFICATION:



AI-Powered Food Waste Reduction Summit potential for success

Unique concept, targeted audience, and sustainability focus
Addresses current industry need and aligns with broader social and environmental trends



Careful consideration of weaknesses and external influences is crucial

Strategic pre-planning and risk mitigation necessary



Leveraging strengths, capitalizing on opportunities, and proactive management of weaknesses and threats

Attract key stakeholders
Generate impactful solutions
Establish itself as a leading platform for food waste reduction in the hospitality industry

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3. RECORDING LINK

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