



CREATIVE BUSINESS PROJECT PRESENTATION

BMTY7006

Anna Cohen: 2207430



Making the little details of your event **fierce**

“Though she be but little,
she is fierce”

A Midsummer Night's Dream, Act 3, Scene 2

Shakespeare



little
but
FIERCE





alivenetwork.com

Edit Search Artist Types Advice & Ideas

WEDDING BANDS

530 artists are available for your Wedding on Sat, 29th Jun 2024 in London

edit search

Refine Search (530) Sort by Popularity

Riptide
★★★★★ 103
4 East Sussex
Having worked with the likes of Paolo Nutini, Chesney Hawkes, Echo Bel...

The Hot Shots
★★★★★ 367
4 Essex
Four time winners of The Wedding Industry Awards! The Hot Shots, are a...

lastminutemusicians.com

Bands & Ensembles for hire

To feature here, add a listing or a sponsor.

REFINE YOUR SEARCH

Showing 1-15 of 15 results

Mostly Harmless
Polished, experienced band. Certain to deliver v...
URGENT ENQUIRIES VIDEO
★ 20 reviews

fixthemusic.com

fixthemusic

Browse UK Bands & Musicians

FixTheMusic is free to use – we're a secure platform for connecting with and booking outstanding musicians worldwide.

Below you can browse our hand-picked selection of UK wedding bands, DJs and musicians for parties and events. On their profiles, you can watch videos, read verified reviews, view recent event photos and enquire with them directly.

Categories

Luxury Showbands **Wedding Bands & Party Bands**
DJs & Sax Roaming Bands Soul & Motown Bands
R&B, Garage & Hip Hop Bands Indie & Rock Bands
Wedding Bands with Sax String Quartets & Classical
Wedding Singers & Acoustic Duos Jazz & Swing Bands
Wedding Bands With Female Vocals Brass Bands
80s Tribute Bands Mumford & Folk Bands

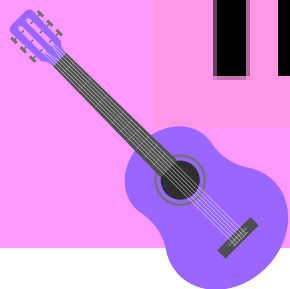
“Couples want their wedding to represent themselves as a couple”

Bridebook UK (2023), p5

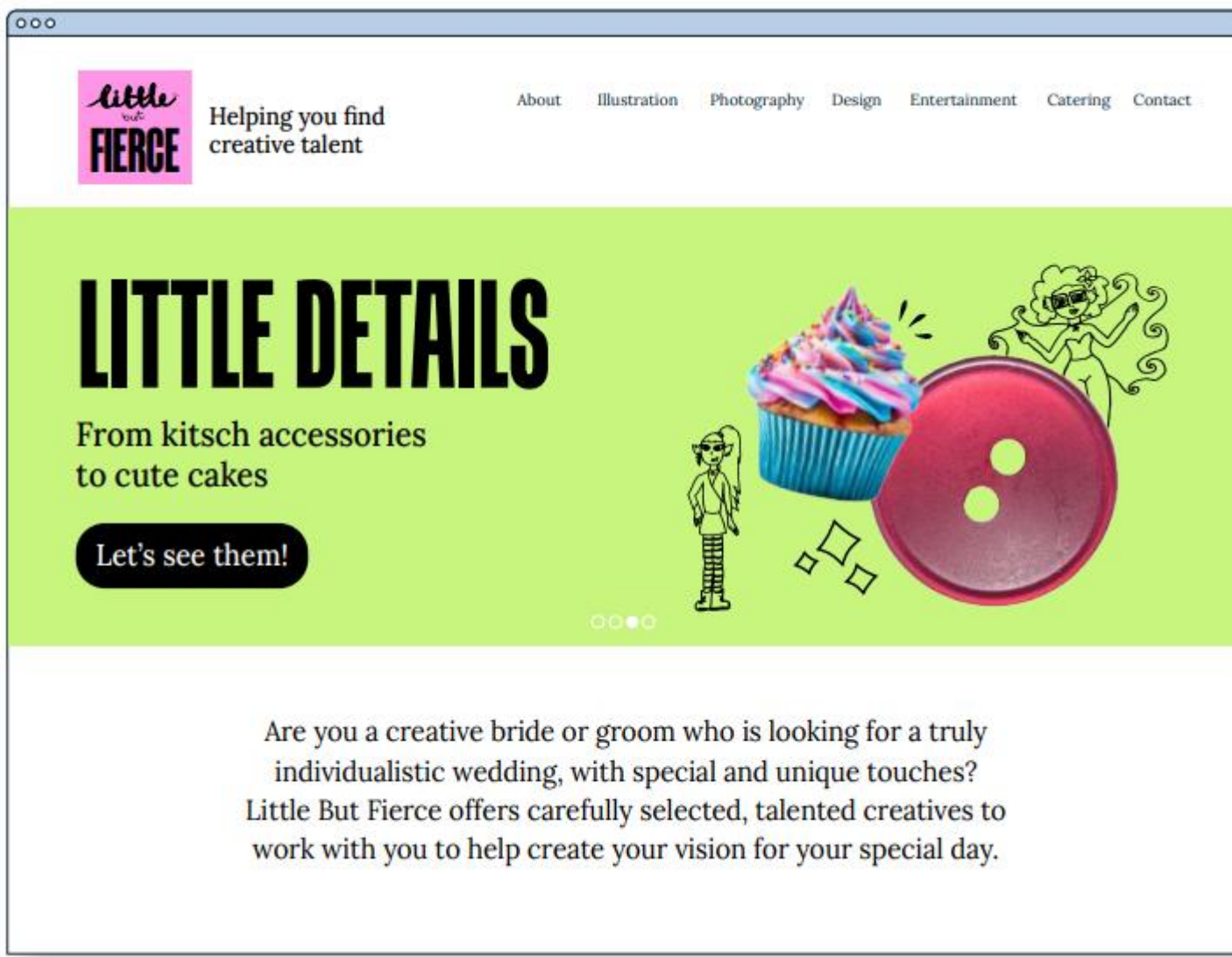




little
but
FIERCE



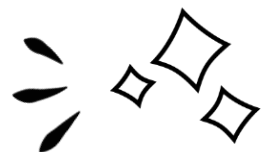
Making







THE
**NATIONAL
WEDDING**
SHOW





Market Research

Valuable participants

= Valuable data





78%

*wanted live music
at their wedding*



62%

*creative touches
are important to
them*



87%

*like the idea of
Little but Fierce*

“A planner needs to advise on music that appeals to the whole party” 



LOIS

Calligrapher

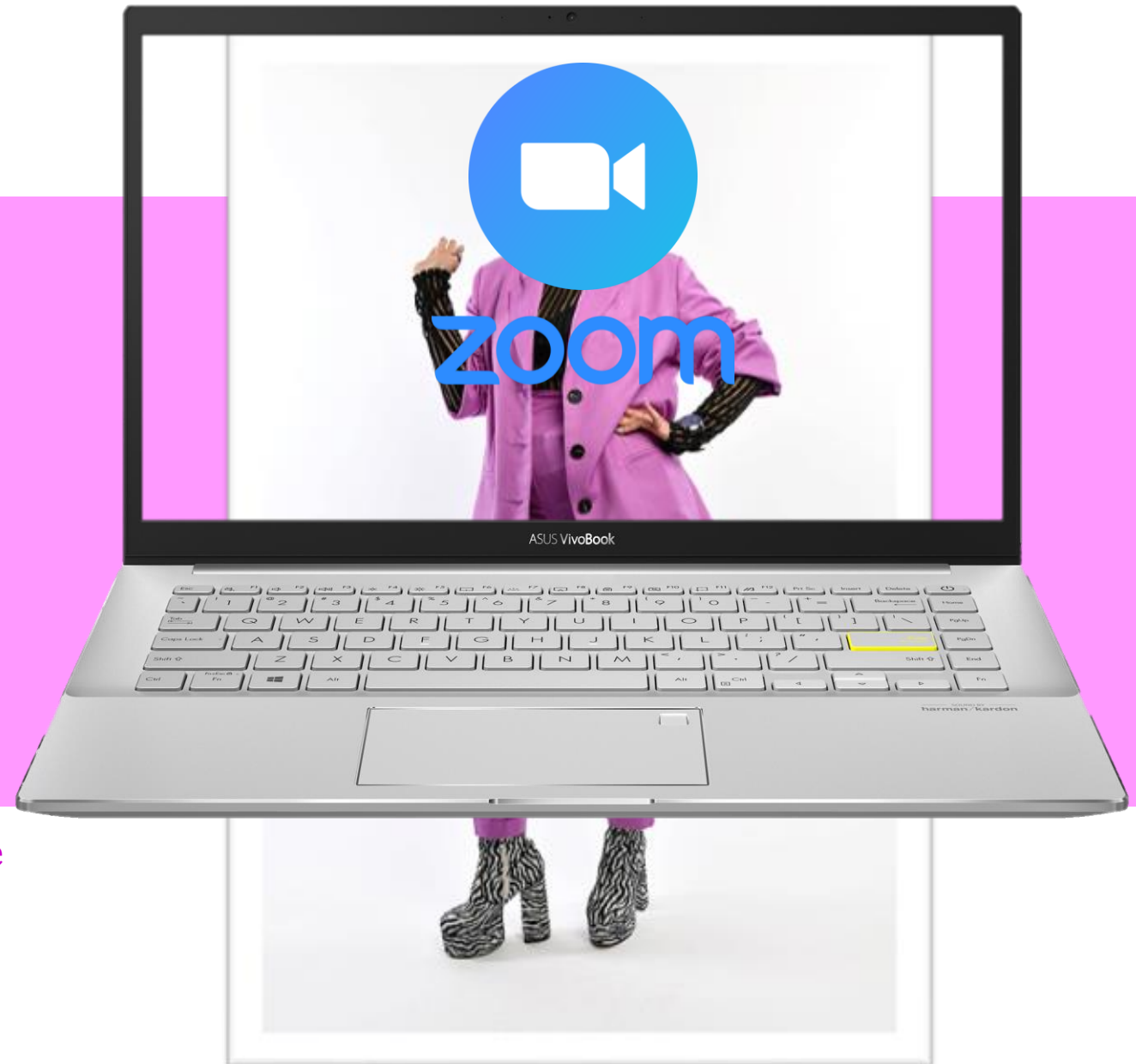
- ♥ **Style** Perfect Calligraphy with cute, personalised illustrations
- ♥ **Personality** Bubbly and all round lovely
- ♥ **Why I ♥ Her** She takes so much care over her work and adds her uniqueness to her calligraphy with those cute illustrations.

[ENQUIRE](#)

Biography

Lois is a London based calligrapher and illustrator who specialises in personalised art and independent commissions making bespoke prints and cards. Having created designs for multiple for weddings, her work includes save the date cards, invitations, seating plans and table decorations. Lois would describe her style as colourful and often draws inspiration from the outdoors, frequently involving flowers and leaves in her designs. When drawing people, Lois uses a cartoon technique, focusing on distinguishing features and personality. Works are created using a mixture of pen, ink and pencils.

Makin Gallery



Making the little details of your event **fierce**

little[™]
but
FIERCE

Booking a Band



Packages



Bronze

£1500

Free Consultation
Help find 4-piece band for party
Help decide setlist



Silver

£2500

As Bronze +
Two more consultations
Day package with 4-piece band



Gold

£3700

As Silver +
Bespoke song written and recorded
7-piece band



Platinum

£6000+

As Gold +
Festival style wedding
with multiple bands
Management on day of
wedding

Packages



Bronze

£1000

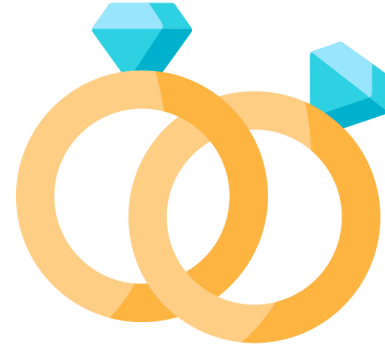
Free Consultation
Provide recommendations
Book up to 3 creatives



Silver

£2000-3500

As Bronze +
Two more consultations
Book up to 4 creatives
Deal with logistics



Gold

£5000-7000

As Silver +
Three more consultations
Book up to 5 creatives



Platinum

£7000-10,000

All suppliers
Management on day of wedding





Making the little details of your event **fierce**





CEO



**FINANCE
MANAGER**



**MARKETING
MANAGER**



**BOOKINGS
MANAGER**



**ARTIST LIAISON
MANAGER**

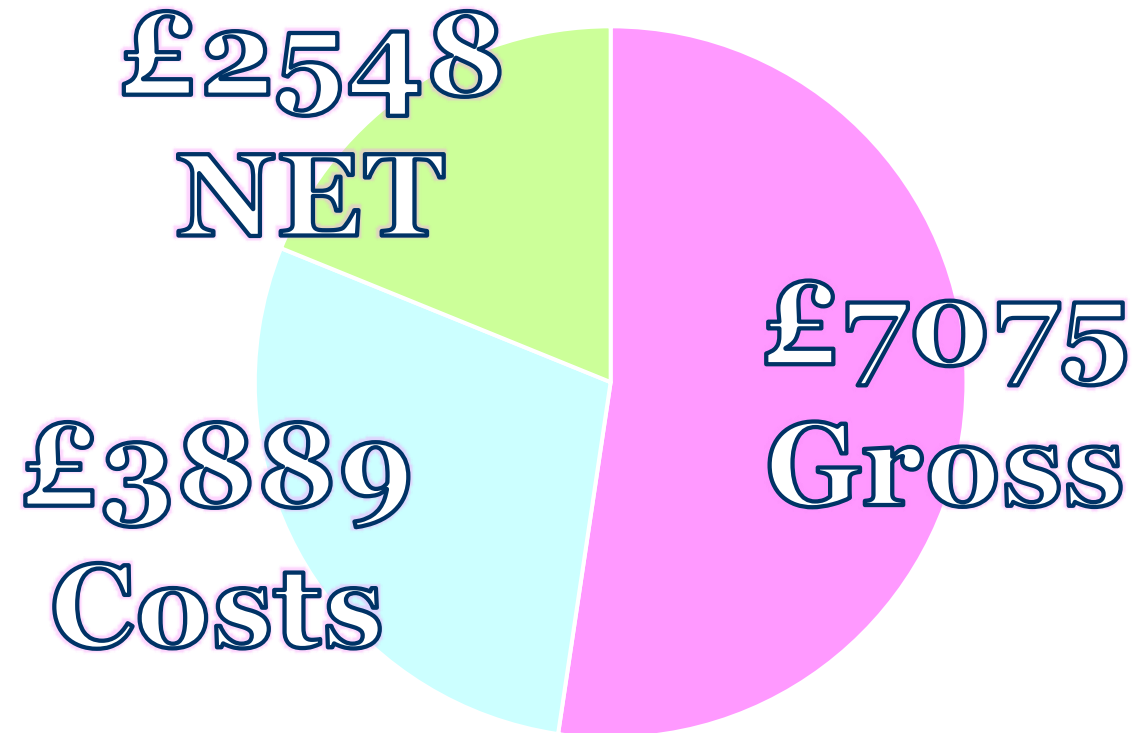


**DIGITAL MARKETING
CO-ORDINATOR**



**BOOKINGS AND ARTIST LIAISON
ASSISTANTS**

Revenue – Year One

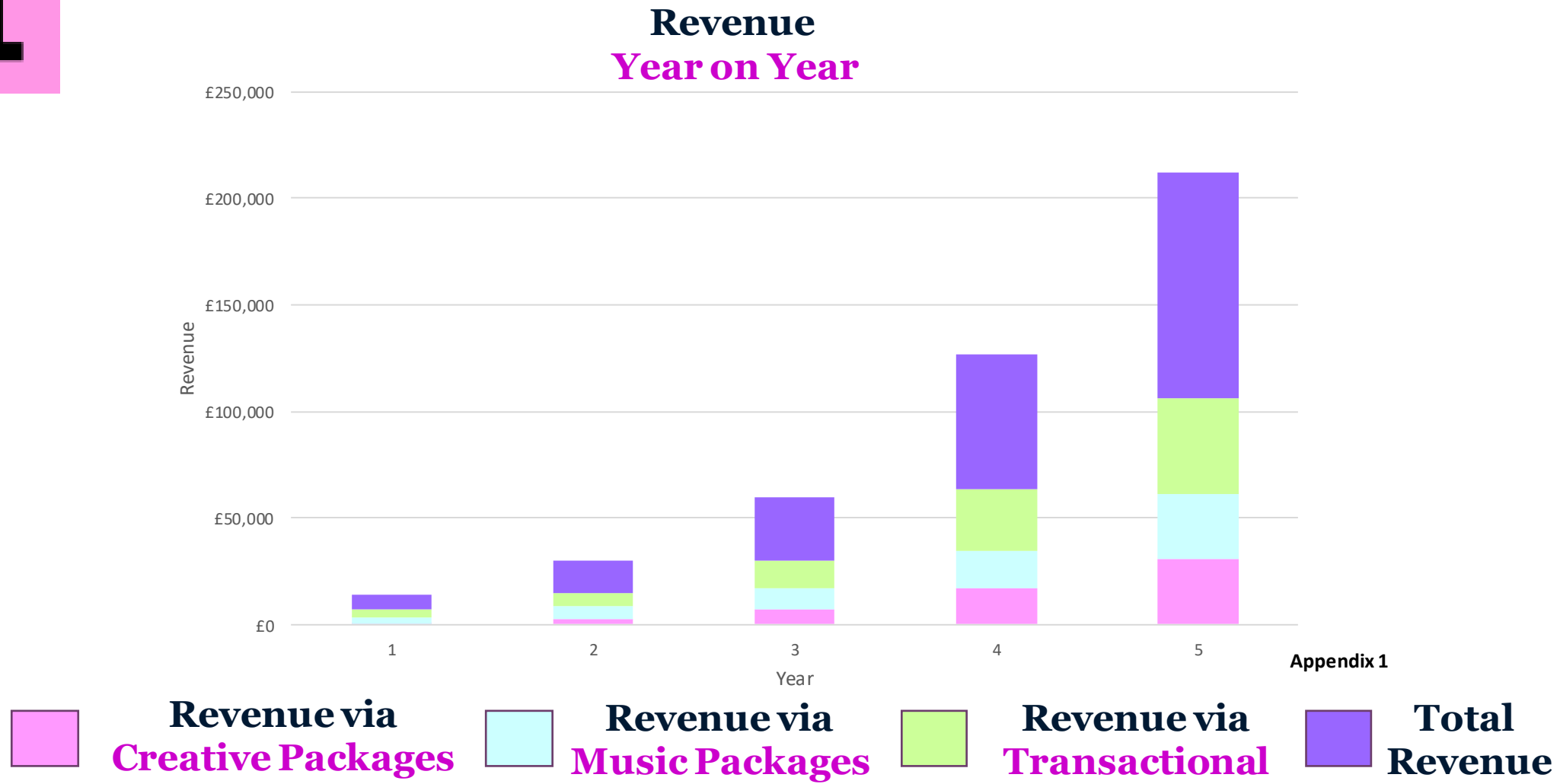


36%
Profit
Margin

■ Total revenue ■ Costs ■ Net



Revenue – Year on Year





THANK YOU

Questions?



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Bibliography: Image Credits



Slide 1: Logo: Austen, S. (2023a) [Graphic] Unpublished.

Illustrations: Cohen, A. (2020a) [Graphic] Unpublished (Used on all slides)

Photo of earrings: Parkin, E. (2023) *Etsy* Available at: https://www.etsy.com/uk/listing/1320714490/purple-upright-kitsch-glittery-heart?utm_source=OpenGraph&utm_medium=PageTools&utm_campaign=Share (Accessed: 17 July 2023).

Slide 4: Anastasiou, N. (2017) [Photograph] Unpublished, Ng, J. (2019) [Photograph] Unpublished, Anastasiou, N. (2019) [Photograph] Unpublished.

Slide 5: Screen Recordings – Alive Network (2023) www.alivenetwork.com [accessed 17/7/23]

Last Minute Musicians (2023) www.lastminutemusicians.com [accessed 17/7/23]

Fix the Music (2023) www.fixthemusic.com [accessed 17/7/23]

Slide 7: Austen, S. (2023b) [Web mock-up] Unpublished

Slide 8: Logos

Alive Network (2023) www.alivenetwork.com [accessed 17/7/23], Fix the Music (2023) www.fixthemusic.com [accessed 17/7/23], Last Minute Musicians (2023) www.lastminutemusicians.com [accessed 17/7/23], Tailored Entertainment (2023) www.tailored-entertainment.com [accessed 17/7/23], Warble Entertainment (2023) www.warble-entertainment.com [accessed 17/7/23]

Slide 9: Etsy, Instagram and Google logos: *Flat Icon* (2023) www.flaticon.com [accessed 12/7/23]

National Wedding Show logo: *The National Wedding Show* (2023) <https://nationalweddingshow.co.uk/> [accessed 12/7/23]



Bibliography: Image Credits



Slide 13: Screenshot of web mock-up: Cohen, A. (2020b) [web mock-up] Unpublished

Slide 14: Photo: Ullathorne, S. (2021) [Photograph] Unpublished

Picture of laptop: Asus (2023) Available at: <https://www.asus.com/uk/laptops/for-students/all-series/> (Accessed: 17 July 2023).

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Slide 15: Photo: Hills, T (2019) [Photograph] Unpublished

Slide 16: Gramophone icon: Freepik (2023) www.freepik.com [accessed 17/7/23]

Slide 17 – Picture of candle: Shein (2023) Available at: <https://tinyurl.com/mw926tx4> (Accessed: 17 July 2023).

Picture of camera: Sony (2023) Available at: <https://www.sony.co.uk/electronics/cyber-shot-compact-cameras/dsc-w800> (Accessed: 17 July 2023).

Illustration of gold rings: Freepik (2023) Available at:

<https://www.freepik.com/xhr/detail/4768737?type=vector&query=gold%20wedding%20rings> (Accessed: 17 July 2023).

Picture of platinum ring: Amazon (2023) Available at: <https://www.amazon.co.uk/QUALITY-Platinum-Traditional-Comfort-Wedding/dp/B00F8DJO6K> (Accessed: 17 July 2023).

Slide 18 – Photo: Ullathorne, S. (2021) [Photograph]

All other images used are stock images available on Microsoft PowerPoint

Appendix 1



Average Total Wedding Cost	£20,000	£20,000	£20,000	£20,000	£20,000
Revenue Model 2 (Consultancy)					
Year	1	2	3	4	5
Total Weddings Booked Using General Creative Packages	3	10	25	28	32
Year on Year					
Package 1 (Bronze - Little Details)					
Total cost of package	£1,000	£1,000	£1,000	£1,100	£1,100
Number of Weddings Booked Bronze	3	9	22	21	19
% Revenue Share of total cost of wedding	1%	1%	1%	1%	1%
Revenue after creatives fees per wedding	£150	£150	£150	£250	£250
% revenue commission of package	15%	15%	15%	22%	22%
<u>Pack1 Revenue</u>	£450	£1,350	£3,300	£5,250	£4,750
Package 2 (Silver - Fierce Details)					
Total cost of package	£3,000	£3,000	£3,000	£3,700	£3,700
Number of Weddings Booked Silver	0	1	2	4	8
% Revenue Share of total cost of wedding	2%	2%	2%	2%	2%
Revenue after creatives fees per wedding	£450	£450	£450	£740	£740
% revenue commission of package	15%	15%	15%	20%	20%
<u>Pack2 Revenue</u>	£0	£450	£900	£2,960	£5,920

Package 3 (Gold - Little and Fierce)					
Total cost of package	£6,000	£6,000	£6,000	£7,000	£7,000
Number of Weddings Booked Gold	0	1	2	4	10
% Revenue Share of total cost of wedding	4%	4%	4%	4%	4%
Revenue after creatives fees per wedding	£900	£900	£900	£1,400	£1,400
% revenue commission of package	15%	15%	15%	20%	20%
<u>Pack3 Revenue</u>	£0	£900	£1,800	£5,600	£14,000
Package 3 (Platinum - Full Fierce)					
Total cost of package	£8,000	£8,000	£8,000	£8,000	£8,000
Number of Weddings Booked Platinum	0	0	1	2	4
% Revenue Share of total cost of wedding	4%	4%	4%	4%	4%
Revenue after creatives fees per wedding	£1,200	£1,200	£1,200	£1,600	£1,600
% revenue commission of package	15%	15%	15%	20%	20%
<u>Pack4 Revenue</u>	£0	£0	£1,200	£3,200	£6,400
Total Revenue Stream 1 - Package Revenues	£450	£2,700	£7,200	£17,010	£31,070

Screenshots on this and the following pages depict the Excel spreadsheets used to work out the revenue predictions as show in graphs on slides 21 and 22.

Appendix 1



Year	1	2	3	4	5
Total Weddings Booked Using Music Consultancy Packages	10	17	27	31	48
Year on Year					
Package 1 (Bronze)					
Total cost of package	£1,500	£1,500	£1,500	£1,700	£1,700
Number of Weddings Booked Bronze	7	11	18	20	30
% Revenue Share of total cost of wedding	1%	1%	1%	1%	1%
Revenue after creatives fees per wedding	£225	£225	£225	£374	£374
% revenue commission of package	15%	15%	15%	22%	22%
Pack1 Revenue	£1,575	£2,475	£4,050	£7,480	£11,220
Package 2 (Silver)					
Total cost of package	£3,000	£3,000	£3,000	£3,700	£3,700
Number of Weddings Booked Silver	3	5	6	8	10
% Revenue Share of total cost of wedding	2%	2%	2%	2%	2%
Revenue after creatives fees per wedding	£450	£450	£450	£740	£740
% revenue commission of package	15%	15%	15%	20%	20%
Pack2 Revenue	£1,350	£2,250	£2,700	£5,920	£7,400

Package 3 (Gold)					
Total cost of package	£6,000	£6,000	£6,000	£7,000	£7,000
Number of Weddings Booked Gold	0	1	2	2	5
% Revenue Share of total cost of wedding	4%	4%	4%	4%	4%
Revenue after creatives fees per wedding	£900	£900	£900	£1,400	£1,400
% revenue commission of package	15%	15%	15%	20%	20%
Pack3 Revenue	£0	£900	£1,800	£2,800	£7,000
Package 3 (Platinum)					
Total cost of package	£8,000	£8,000	£8,000	£8,000	£8,000
Number of Weddings Booked Platinum	0	0	1	1	3
% Revenue Share of total cost of wedding	4%	4%	4%	4%	4%
Revenue after creatives fees per wedding	£1,200	£1,200	£1,200	£1,600	£1,600
% revenue commission of package	15%	15%	15%	20%	20%
Pack4 Revenue	£0	£0	£1,200	£1,600	£4,800
Total Revenue Stream 2 - Music Package Revenues	£2,925	£5,625	£9,750	£17,800	£30,420

Appendix 1



Revenue Model 1 (Transactional)					
Illustrators					
Bookings	15	20	25	35	45
Revs per booking (based on 20% commission of average price of £200 per illustration commission)	£40	£40	£40	£60	£60
Illustrator Revenues	£600	£800	£1,000	£2,100	£2,700
Bands					
Bookings	5	7	15	25	45
Revs per booking (based on 20% commission of average price of £1000 per band, increasing to 25% com in year 3)	£200	£200	£200	£300	£300
Band Revenues	£1,000	£1,400	£3,000	£7,500	£13,500
Jewellery					
Bookings	1	3	5	5	10
Revs per booking (based on 20% commission of average price of £200 per jewellery commission) NB: This commission will range more variably depending on type of jewellery maker	£50	£50	£50	£50	£50
Jewellery Revenues	£50	£150	£250	£250	£500

Decorations					
Bookings	1	5	10	15	20
Revs per booking (based on 20% commission of average price of £200 per decoration commission) NB: This commission will range more variably depending on type of decorations	£50	£50	£50	£50	£50
Decorations	£50	£250	£500	£750	£1,000
Photographers					
Bookings	10	20	40	60	90
Revs per booking (based on 20% commission of average price of £1000 per photographer bookng, increasing to 25% com in year 3)	£200	£200	£200	£300	£300
Photographers Revenues	£2,000	£4,000	£8,000	£18,000	£27,000
Transactional Revenues	£3,700	£6,600	£12,750	£28,600	£44,700
Total Revenues	£7,075	£14,925	£29,700	£63,410	£106,190