



Orchid
Events
Planners



Managing Enterprise in the 21st Century

Task 2- Group Presentation

Module code: BMSW4006_LON

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Company Profile

Orchid Events Planners

An Event Management and Catering Service
Business in the UK.



(Source: Author)



Founded by the 5
enthusiastic business students
in London, United Kingdom



Event management service in
different occasion and festival such
wedding planning, funerals
ceremony, corporate events,
business conference, social and
national programs, and Catering
Service.

Vision, Mission, and Objectives

- **Vision:** Ensuring the quality service to customers of the relevant business place in the Hospitality and Event Management Industry
- **Mission:** Event management organization reflects the cultural & traditional aspects of the United Kingdom
- **Objectives:** To reach the top three in the UK event management & Hospitality Industry



THE EVENT INDUSTRY IS WORTH
£42.3 BILLION
AND IS GROWING EACH YEAR

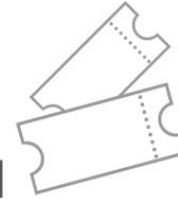


35% 
OF THE ENTIRE UK ECONOMY



IT GAVE
570,000
JOBS IN THE UK AND
CONTINUES TO RISE

£69,000
SPENT EVERY YEAR ON
REGISTRATION FEES & TICKET
SALES BY ATTENDEES



Market Analysis

Market Analysis

Target market

- The living people in London.
- Office employees, cultural and traditional people, and enthusiastic people
- Corporate Event, and
- Catering Foods lover.

Government regulations:

- Company Acts 2006
- Health and Safety Acts 2015
- Food Safety Act of 1990
- Food Standards Agency

Source: (Ghicajanu, 2021)

Customer profile

Demographic profile

- Festival and culture devoted customers
- Corporate Boss
- Social Responsible people

Geographic profile

- London City In the UK
- The people coming in London from other city but fond of celebrating British festival and culture.

Psychographic Profile

- Values, beliefs, behaviour, activities and opinions
- Customers fonding of art and creativity

Business Analysis of Orchid Events Planners PESTLE Analysis



Stable Political situation
in the UK.

Sound Economic
Condition with higher
disposal income-based
customers

Cultural and Traditional
Consideration in
positive for event
arrangement.

Technology application
in digital marketing the
automation approach of
events

Broadly implication of
the law and
enforcement in the
business application.

Restrictive in
environmental
consideration of the
business influence

- 
- **Business Analysis of Orchid Events Planners**
 - **SWOT Analysis**

Strengths:

- Culture Oriented Service
- Customer Choice Foods
- Qualified Workforce
- Attractive design for Events

Opportunities:

- Numerous Potential Customer
- Customer Attraction for catering
- Demand of flowers in market

Weakness:

- New Entrance
- Unavailability Credit Management

Threats:

- Competitive Industry
- New Penetration in Market
- Leas Experience workforce



Source: (Author)

Porter's Five Forces Model

Value	Rarity	Imitability	Organization
• Potential in Event management brand • Product value in both sector • Financial resources available	• Experience employee in organization • Dependent in raw materials • Properly detection of legal actions	• High chance of imitability of events • Low chance of copying the catering products	• Potential brand image • Long term sustainable • Market advantages of financial benefits

VRIO Analysis

Competitive Analysis

Competition

- Direct: Rocktifi Ltd., Liquid Media Live Events, Meet and Potato, The Events Company, and Park Publishing.
- Indirect: EatFirst Corporate Catering, MyDine Catering, City Catering, and Chez Antoinette restaurant

Source: (Ghicajanu, 2021)

Sales Strategy:

- Product Strategy
- Pricing Strategy
- Promotional
- Place of distribution

• Market Segmentation & Target Market:

- Demographic
- Sociocultural
- Economic

Source: (Waterways, 2013)

Marketing and Sales Strategies

Organizational Structure & Legal Entity of Orchid Events Planners

Legal Structure

Five
founding
owners

Aspect in
Private
Limited
Company

Formulat
ed based
on
Company
Act 2006

Paid Up
capital is
collected
from own
financing

Organizational Structure

Department wise
director

Finance Division

HR Division

Marketing and
Promotional
Division

Logistic Division

R&D Division

Source: (Moraitis, 2014)

Organization Structure and Management

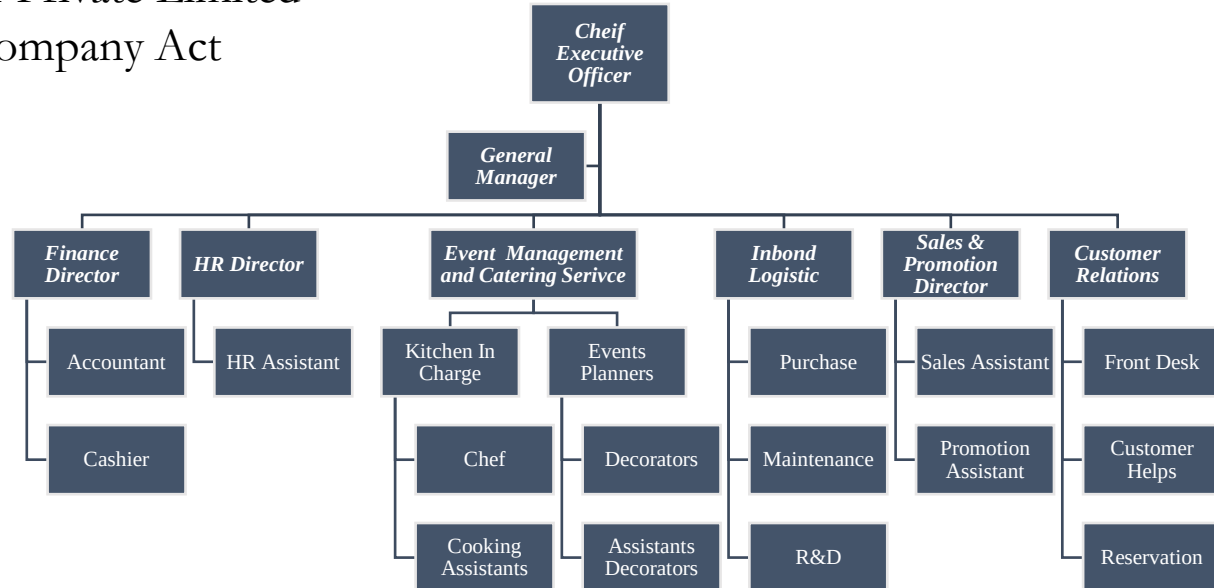
Legal Structure

- Established by 5 members.
- Registered under Private Limited Company and Company Act 2006

Organisational Structure

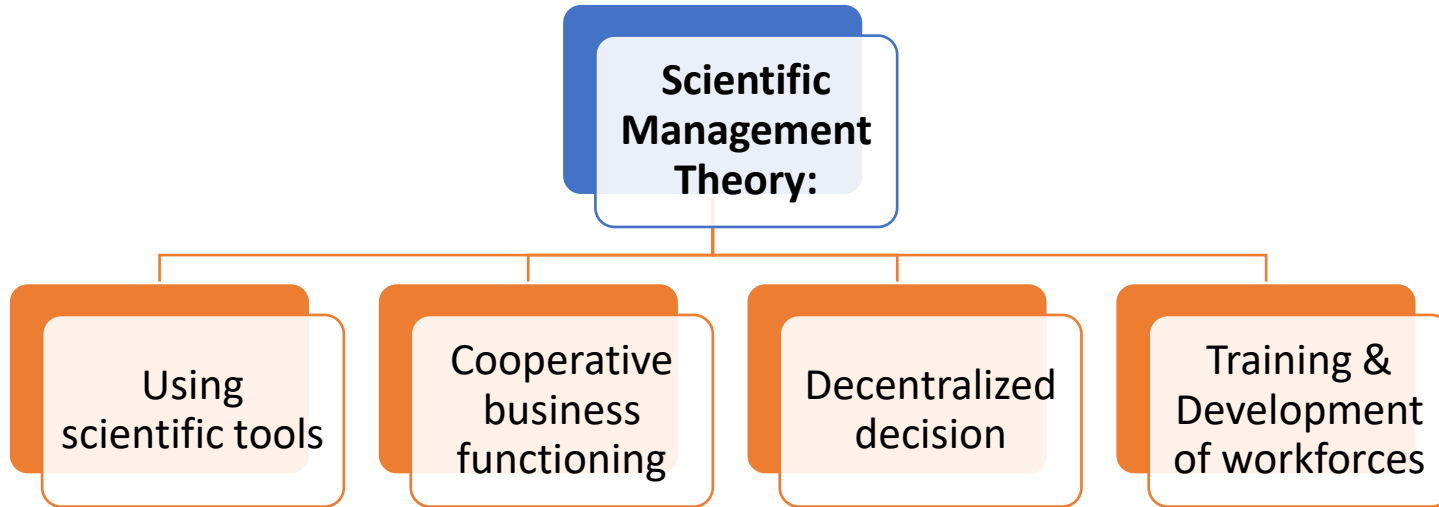
- Functional Structure will be followed

Organisational Chart



Source: Author

Management Practice of Orchid Events Planner



Organization Structure and Management

Stakeholder Analysis

Source: (Matteson, 2014)

High Power, Low Interest ➤ Potential Customer ➤ Government standard of Service Quality ➤ Monitoring authority	High Power, High Interest ➤ Founders ➤ Directors ➤ Investors
Low Power, Low Interest ➤ Logistic Stakeholders ➤ Suppliers ➤ Indirect Service Providers	Low Power, High Interest ➤ Workforces ➤ Follow Up Teams

Product and Services

Event Management Service:

- Social events
- Corporate Events
- Musical Events
- Sport program
- Commercial Arrangement

Catering Service:

- Social events catering
- Corporate Events catering
- Concessional catering
- Funeral Events Catering

Financial Plan and Funding Requirement

Sources of Fundings						
	PARTICULARS	AMOUNT (£)	PERCENTAGE	SOURCE		
	EQUITY FINANCING	75000	50%	PERSONAL FUNDING		
	DEBT FINANCING	75000	50%	BANK LOAN		
		150000				
					INTEREST RATE	9.5%

Source: Author

START-UP COST			
	Particulars	AMOUNT (£)	
	INITIAL RENT	1000	
	EVENTS INSTRUMENTS	50000	
	LIGHTENING EQUIPMENT	1150	
	CATERING EQUIPMENT	25000	
	TABLE, FURNITURE, TABLEWARE	57000	
	BUSINESS LICENSING AND PERMITS	150	
	RENOVATING THE SPACE	3000	
	INSURANCE AND SAFETY DEPOSIT	700	
	SIGNAGE AND ADVERTISING	500	
	OTHERS	1500	
	Total	140000	

Financial Plan and Funding Requirement

Source: Author

Financial Plan and Funding Requirement

REVENUE FROM EVENTS			999375	1088438	1076250
REVENUE FROM CATERING			333125	362813	358750

Net Profit Margin	50.00%	55.00%	58.50%
COGS % of Revenue	40.00%	35.00%	30.00%

Source: Author

Financial Plan and Funding Requirement

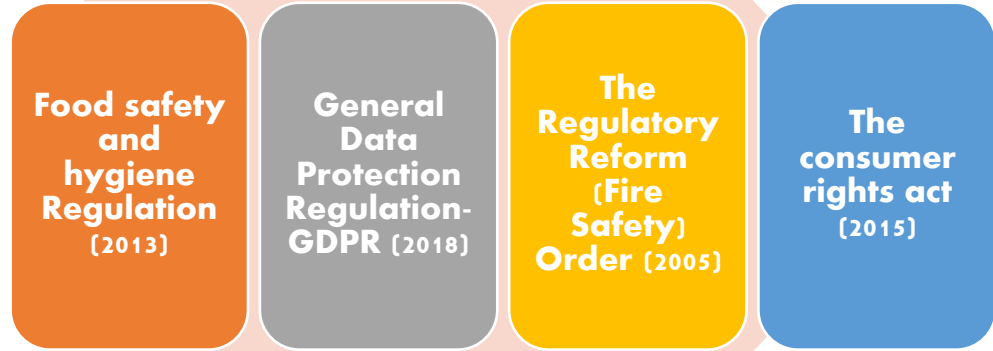
Cash Flow Statement



Particulars	Year-1	Year-2	Year-3
Operating Cash Flow	£30,000	32000	38000
Investing Cash Flows	-£76,150	-15000	-15000
Financing Cash Flows	£150,000	-£12,000	-13000
Total Cash Flow	£103,850	£5,000	£10,000
Beginning Cash	£0	£103,850	£108,850
Ending Cash In Hand	£103,850	£108,850	£118,850

Source: Author

Legal and Compliance Issues



Source: (Abbott, Pendlebury and Wardman, 2013)

Conclusion

The Business plan of Orchid Events Planner will engage potential customers by providing an exciting and extraordinary event planning & management service including the catering service in London.



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References

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