



NAME

STUDENT No.

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Lecturer: Dr. XXXXXXXXXXXX

Event | Seminar | Hospitality

Corporate event management



EXECUTIVE SUMMARY

- **Oversee** is a specialist Corporate Events Company. We aim to tailor to the highest quality and standard in Corporate Event expectations and designs. We have analyzed our competition noticing that our biggest disadvantage is that we have not been established for as long as the other competitors. Oversee Corporate Events caters at an hourly rate, giving our customers/clients the specialized option of how long they want to use each service if at all, for example, if a client requires a two-hour Team Building Event, they are most likely to choose minimum services, lighting & Audio setting's, customized signs and seating set up so, therefore, therefore giving a more flexible option to our customers/clients, opens the opportunity for them to work within a budgets; This all types of companies the opportunity to use our services.
- Oversee is a lucrative business, in our first year we are forecasting a net profit of £900,000. We are certain to achieve this number via our marketing strategy and experience credentials which will be presented in the following slides.

1. BUSINESS/COMPANY OVERVIEW

- **Company:** Oversee events management
- **Tag:** From concept to reality
- **Legal structure:** General Partnership
- **Service:** Corporate events service provider
- **Location:** Birmingham City Centre
- **Commencing:** January 2021
- **Mission:** To be recognised as a first-class service provider
- **Vision:** Create beyond expectations on event management business



2. PRODUCTS AND SERVICES



- **Product:**

Events planning, Creation, design, set up and oversee, bringing a specialist corporate event idea to life at a high quality customised and professional level.

- **Services:**

- High quality Décor with a customised design
- High Quality Table design
- Fantastic Live Band that plays all genres of music also on request or customised
- Well-Known local DJ's of playing music customised or General
- High Quality, Customised Signs
- Fantastic Catering services that provide food from all over the world or a customised cuisine
- High Quality fully Trained Serving Staff
- Customised Lighting and Audio with customised set up if required

Each Service also comes with a catalogue of design ready to choose at a customer/client's leisure, on Website - (www.overseecorpevents.co.uk) where range is easy to find with over 70 design options.

3.1 MARKET AUDIT-COMPETITOR'S ANALYSIS

Market auditing is a valuable strategic and tactical planning tool for a new business (Denisa & Jaroslav, 2013), it is a tool that measures the value, risk and effectiveness of marketing. By assessing current situation and the potential of a company it is seen as one of the most significant stages of a planning process (Radulescu, 2012).

All businesses have competition, so as a new business it is very important to research the market leaders closest to you in your field for your business to compete.

- Top 3 firms in Birmingham, based on 5* Google review given by clients:
 1. *Asa events management and consultancy specialist ltd. (Birmingham) est. 2017. 2 partners, 40+ employees.*
 2. *Dream moments and event design (Birmingham) est.2012, 4 partners.*
 3. *All-out events UK Ltd (Birmingham) 2 partners, 5 years est.*

These are the Three of the best event management companies in Birmingham that my partners and I will be analysing in order to prep our company Oversee events management, for competition.



To aid us we will be using two analytical tools to buttress our marketing audit namely SWOT and PESTLE analysis.

3.2 MARKET AUDIT-SWOT ANALYSIS



Swot analysing is a very useful technique that organisations use for making informed decisions (Ajmera, 2017).

STRENGTHS		WEAKNESS	
Internal	•Niche market advantage •Specialized Services •Superior Team talent •Strong relationship with vendors and suppliers •Good location •Excellent resources	• Relying on third parties • New company • Narrow product lines	
	OPPORTUNITIES	THREAT	
External	• Expand on networking • Huge growing demand for services offered • Apply R & D • Enlarge corporate portfolio • Widen new product lines • Widen new market segments • Merge with bigger company	• Established Competition • Downturn in Economy • COVID-19 • Change in consumer trends • Newer competitor with lower prices	

3.3 MARKET AUDIT-PESTEL ANALYSIS

Political	•Political stability & importance of travel and leisure due to COVID-19 •Taxation – Increase to Tax rates •Wage legislation –Increase in minimum wage & overtime •Mandatory Employee benefits •Potentially banned platforms
Economic	•Inflation 0.2% drop •4.8% up unemployment rate from 2019 •Competitor pricing •Economic growth rate •COVID-19
Social	•Leisure interests •Internet using habits •Access to internet
Technological	•Recent technological developments •Rate of technological diffusion
Environmental	•Weather •Recycling •Sourcing – Ethics •The need of promoting environment friendly products
Legal	•Employment law •Health and safety law •Data protection •Product placement and promotional content

This analytical model is highly used for situational and external evaluation of a business that is highly dynamic (Nerynaut and Perera 2017).



4.1 TARGET MARKET



During COVID-19 era corporate events adopted new perspectives. The prime minister announced that corporate events are allowed but, social distancing and contactless registration are some new rules that individuals must follow (gov.uk, 2020). However, gathering people even though following the rules can be risky.

- Warehouse Market Industry

For example, Amazon is a giant retailing company with estimated annual turnover of £2.8 billion (2019), with an estimated 840.000 employees. However, today Amazon is not only a website where you can buy products. This corporation has innovative ramifications and many of them are unknown for many people. This Corporation promotes its name through smart events.

- Professional Services Industry

For example, KPMG company operates in more than 159 countries giving Overseer the possibility of an internationalisation. This company has an estimated revenue of \$29 billion and 220.000 employees. In the latest years have been focusing on environment such as energy transition, new types of mobility and many more (KPMG, 2020).

4.2 TARGET MARKET

- **Bank Industry**

An example beyond the massive corporation Santander Bank itself, it hosts a foundation that promotes culture with an annual profit of €8.3 Mn with 20.000 UK employees. “Fundación Banco Santander” has a reasonable social, humanistic, and logical duty. This project may bring Overseer more opportunities to explore since art is about gathering people.

- **Local community charity**

Oversee cares about the society. Government not always can support people so; the society must help each other. Raising funds is essential for non-governmental entities to carry on. One example is Acacia Family Support. They offer many non-cost services and one of them is the assistance for families experiencing pre- and post-natal depression/anxiety.

- **Healthcare (NHS)**

Oversee has the keys to tap into this market. The NHS organisation has more than 1.4 million employees all over UK with an annual spend of £4 million on staff entertainment. We can use this to unlock new activities outside the everyday clinical environment. Moreover, open spaces in COVID-19 era is a solution and promotes easily the social distancing.



5. MARKETING AND SALES PLAN

A marketing plan is an operational document that will outline an advertising strategy that an organization can implement to generate leads and reach its target market. Overseer is a corporate events company the way in which we would market are company would be by advertising on social media sites like Facebook , Instagram , twitter , Then we would also advertise on billboards , back of buses which will allow for more diverse people to see.



Facebook: Would be used to advertise that we are a new corporate events company to other Facebook users / businesses within the local area and national.



Instagram: Would be used to promote the new corporate events company to other Instagram users.



Twitter: Would be used to promote and advertise the new corporate events company.



6. MANAGEMENT TEAM

Any organisation requires a good management team to run the business as each member of a management team is important and plays a very important role like a piece of a puzzle, completing the company equally and evenly.

The CEO of the company, Ms. XXXX, will be leading **Oversee** with the help of her business partners which are assigned to a job role that fits their experience.



Name	Job Position	Job task	Necessary Skills
Mr. XXXXXXXX	Technical equipment manager	Maintain, upgrade and set up any audio and visual equipment.	Technical, practical, organisational, creative, time management.
Ms. XXXXXXXX	CEO	Plan, implement and evaluate employee relations and human resources policies, programs, and practices.	Communication, knowledge in HR, teamwork, leadership, work under pressure.
Mr. XXXXXXXX	Catering manager	Manage and distribute all catering services within the company.	Experience in catering industry, leadership, teamwork, fast paced environment.
Ms. XXXXXXXX	Promoter and photographer	Advertise, capture and promote past, current and future events.	Advertising experience, camera and editing skills, creative.
Ms. XXXXXXXXXX	Venue décor and facilities manager	Manage design, layout and available facilities for events.	Design ideas, creativity, DIY skills, time management, practical.

7.1 CAPITAL INVESTMENT

NAME	Amount of investment
➤ Rhea-Tara Burke_____	£50.000
➤ Rashid Ali _____	£50.000
➤ Luigi-Stefan Butoi _____	£50.000
➤ Luciana Di Napoli _____	£50.000
➤ Samantha Hughes _____	£50.000

START UP COSTS

■ Marketing & Advertisements

■ Decorations

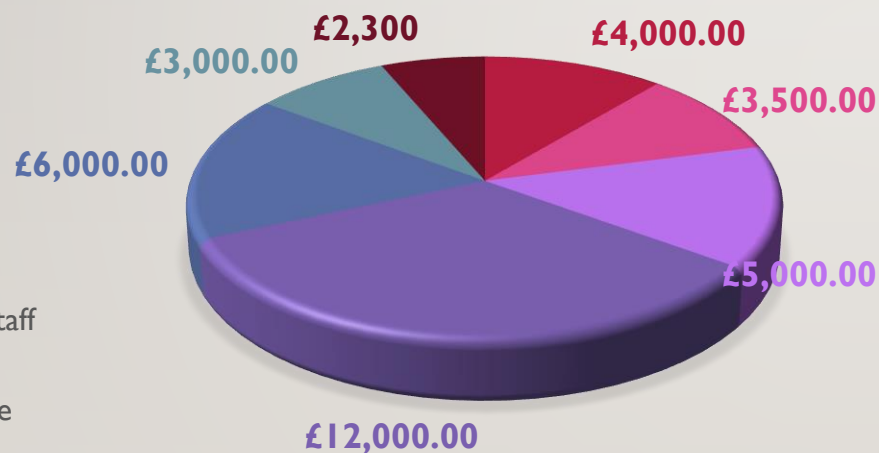
■ Customised Signs & Equipment

■ Lighting and Audio Equipment

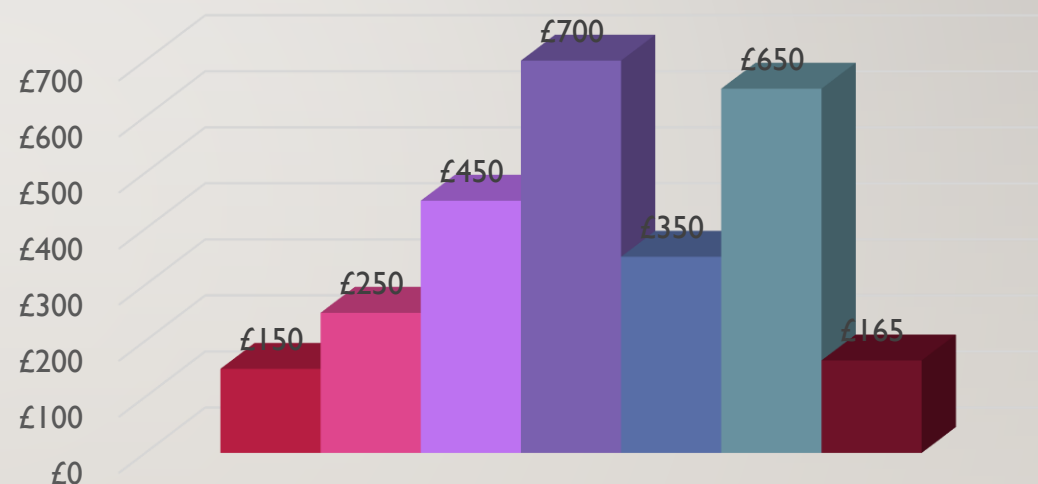
■ Catering and Serving Staff

■ Customised Table Attire

■ Premises Deposit = first month Rent



HOURLY COSTS



■ Decorations

■ Lighting and audio

■ DJ and set

■ Customised table attire

■ Custom signs

■ Catering and Waiting staff

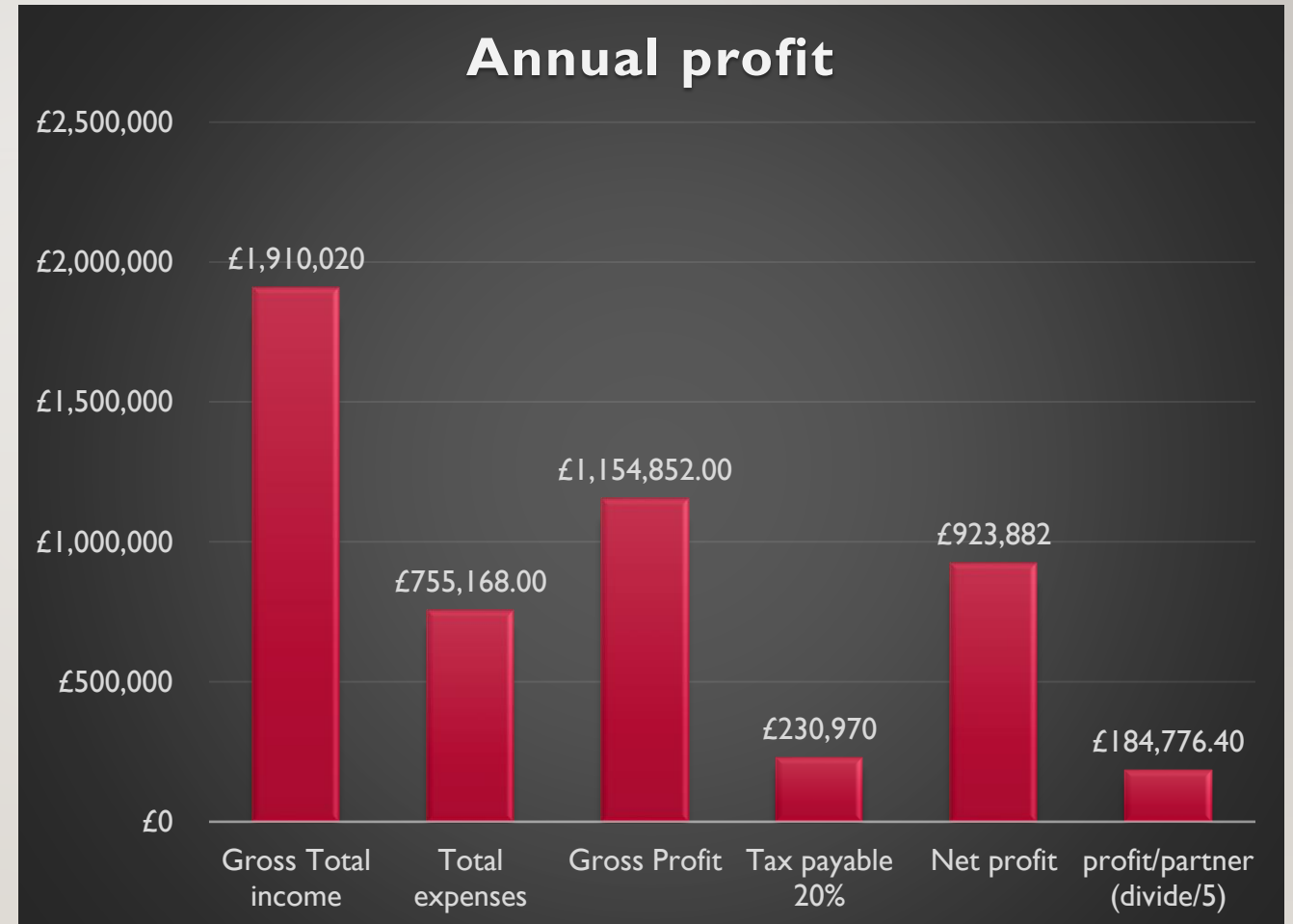
■ Live band

7.2 MONTHLY CASHFLOW

	Jan	Feb	Mar	April	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals
Sales Income		£130,320.00	£244,350.00	£81,450.00	£97,740.00	£130,320.00	£81,450.00	£146,610.00	£130,320.00	£276,930.00	£260,680.00	£276,930.00	£1,857,100
Grants													£0
Bank Loan													£0
Investment by Owner	£250,000.00												£250,000
Any Other Income													£0
Total Incoming	£250,000	£130,320	£244,350	£81,450	£97,740	£130,320	£81,450	£146,610	£130,320	£276,930	£260,680	£276,930	£2,107,100
premises & maintenance	£2,100.00	£2,100.00	£2,100.00	£2,100.00	£2,100.00	£2,100.00	£2,100.00	£2,100.00	£2,100.00	£2,100.00	£2,100.00	£2,100.00	£25,200
Rent & Rates	£1,500.00	£1,500.00	£1,500.00	£1,500.00	£1,500.00	£1,500.00	£1,500.00	£1,500.00	£1,500.00	£1,500.00	£1,500.00	£1,500.00	£18,000
Wages	£0.00	£32,659.20	£61,236.00	£20,412.00	£24,494.20	£32,659.40	£20,412.00	£36,741.60	£32,659.40	£69,400.80	£65,318.40	£69,400.20	£465,393
Drawings and N.I.C	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0
Utilities	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£2,000.00	£2,000.00	£2,000.00	£2,000.00	£2,000.00	£2,000.00	£18,000
Insurances	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£600
Repairs and Renewals	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0
Customised signs	£0.00	£0.00	£0.00	£0.00	£100.00	£1,500.00	£0.00	£0.00	£0.00	£1,000.00	£100.00	£1,000.00	£3,700
Phone/Internet	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£600
Advertising	£500.00	£0.00	£0.00	£0.00	£0.00	£1,000.00	£0.00	£600.00	£0.00	£0.00	£0.00	£1,000.00	£3,100
Print/Stationery	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£600
Decorations	£0.00	£0.00	£100.00	£0.00	£0.00	£600.00	£0.00	£300.00	£0.00	£400.00	£400.00	£500.00	£2,300
Customised table attire	£0.00	£500.00	£700.00	£300.00	£300.00	£300.00	£300.00	£500.00	£500.00	£700.00	£700.00	£700.00	£5,500
Catering	£0.00	£11,110.00	£21,960.00	£7,550.00	£7,550.00	£7,550.00	£7,550.00	£11,110.00	£11,110.00	£21,960.00	£21,960.00	£21,960.00	£151,370
Lighting & audio	£0.00	£0.00	£0.00	£0.00	£0.00	£1,000.00	£0.00	£0.00	£0.00	£500.00	£0.00	£600.00	£2,100
Total Outgoing	£5,250	£49,019	£88,746	£33,012	£37,194	£49,359	£34,012	£55,002	£50,019	£99,711	£94,228	£100,910	£696,463
Incoming less outgoing	£244,750	£81,301	£155,604	£48,438	£60,546	£80,961	£47,438	£91,608	£80,301	£177,219	£166,452	£176,020	£1,410,637
Opening Bank Balance	£0	£244,750	£326,051	£481,655	£530,093	£590,639	£671,599	£719,037	£810,646	£890,946	£1,068,165	£1,234,617	

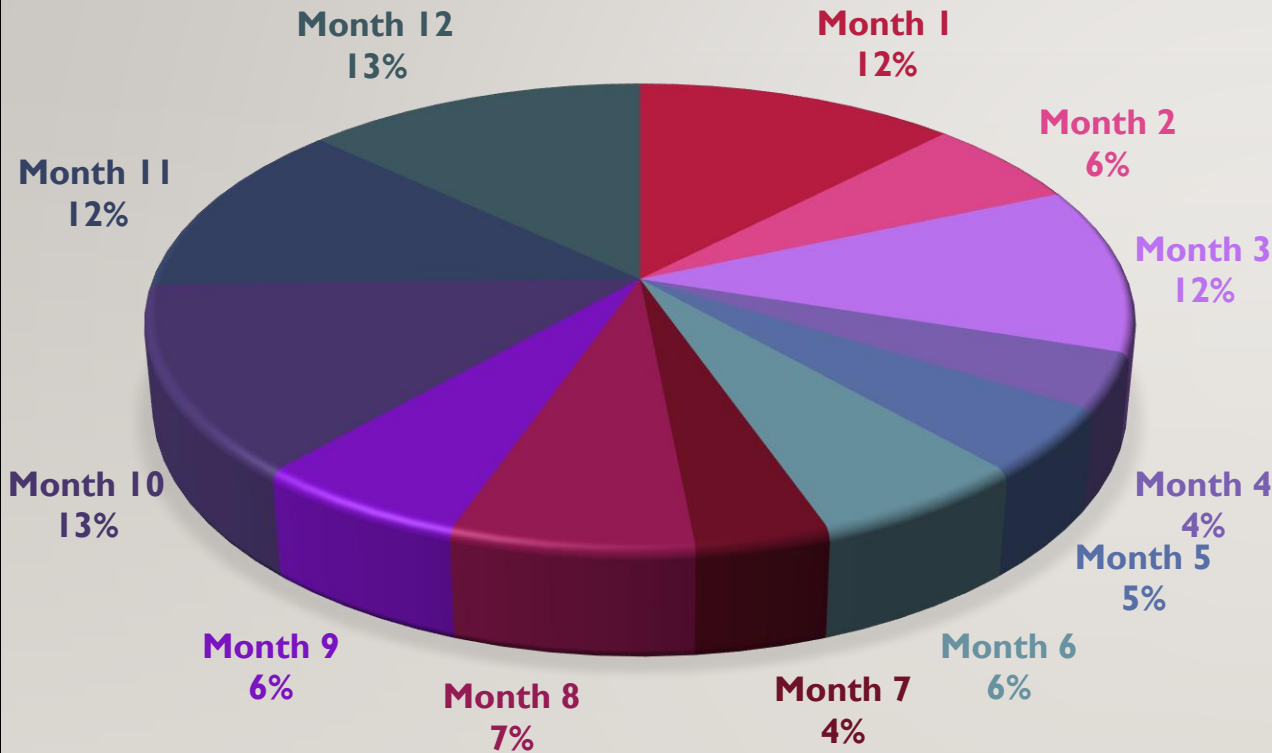
7.4 PROFIT AND LOSS

Gross total income	£1,857,100.00
Total expenses	£696,463
Gross profit	£1,410,637
Tax payable 20%	£282,127
Net profit	£1,128,510
Profit / partner (divide/5)	£225,702

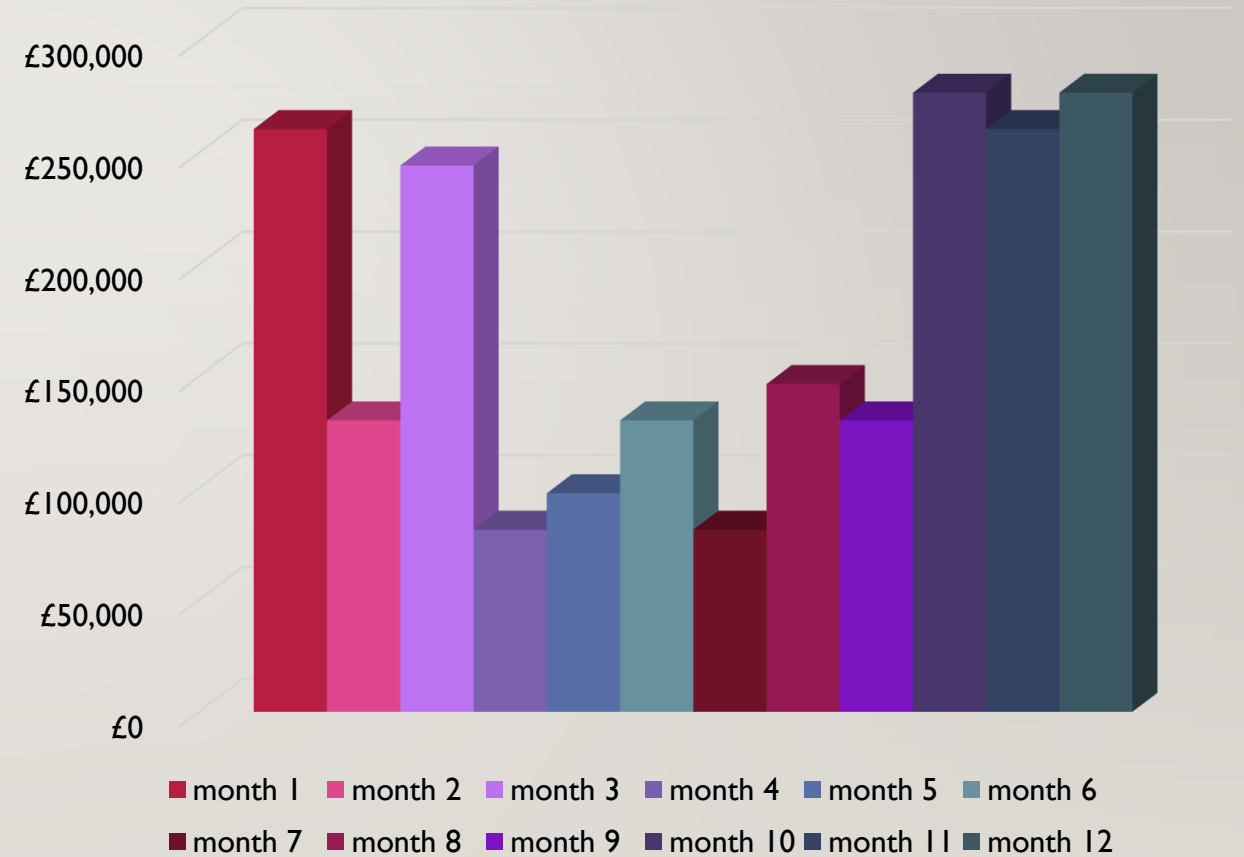


7.5 MONTHLY FLOW CHARTS

MONTHLY AMOUNT OF BOOKINGS



MONTHLY CASHFLOW



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