# CREATIVE BUSINESS PROJECT PRESENTATION

BMTY7006

Anna Cohen: 2207430

**Image credits**: Austen 2023, Cohen 2020a, Parkin 2023

# Making the little details of your event fierce

**Image credits**: Austen 2023, Cohen 2020a, Parkin 2023

# “Though she be but little, she is fierce”

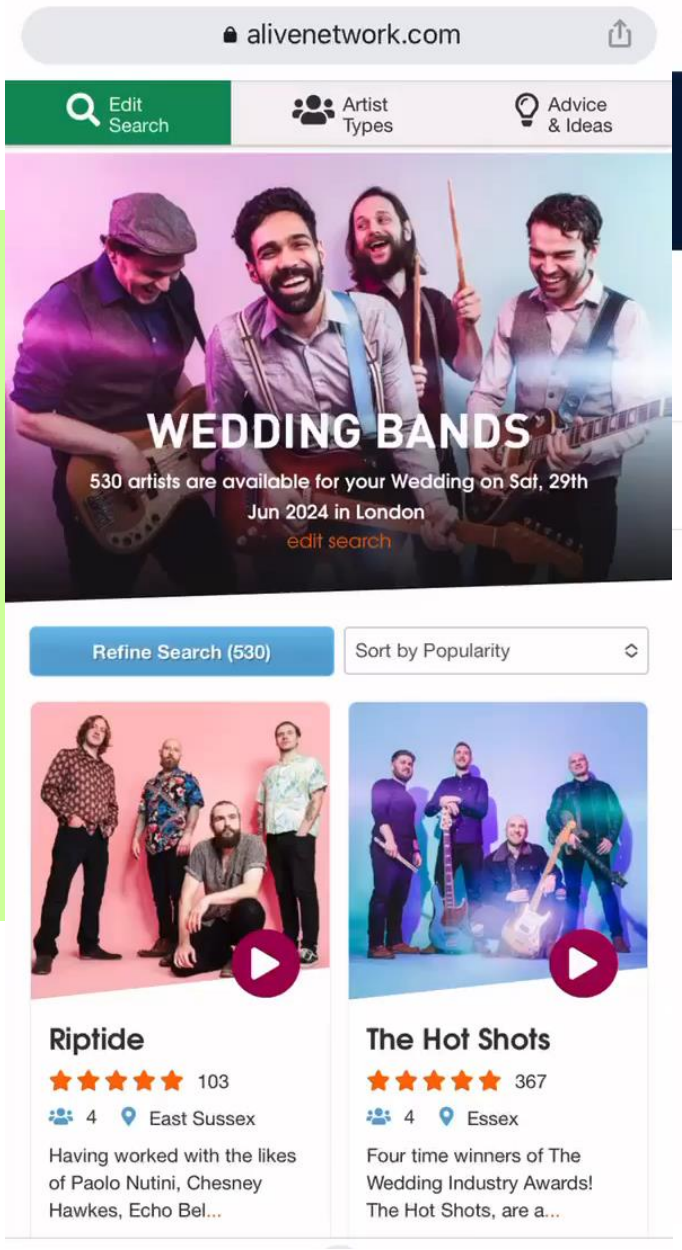
*A Midsummer Night’s Dream, Act 3, Scene 2*

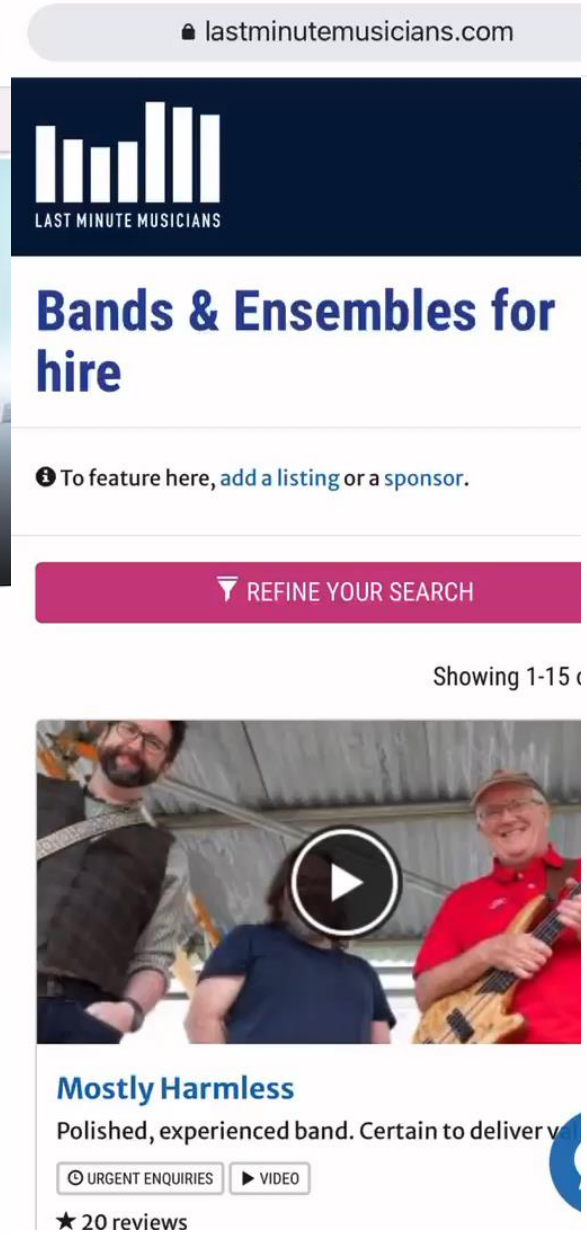
Shakespeare

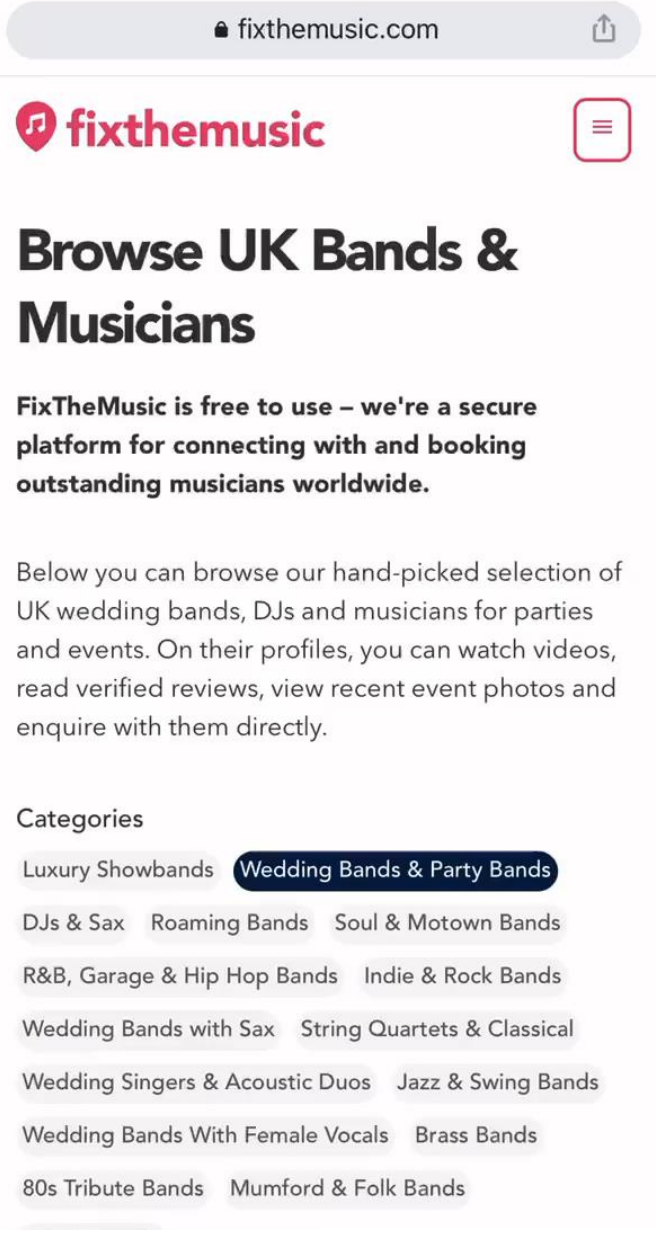
# little but FIERCE

**Image credits:** Anastasiou 2017, Ng 2019, Anastasiou 2019

# little but FIERCE



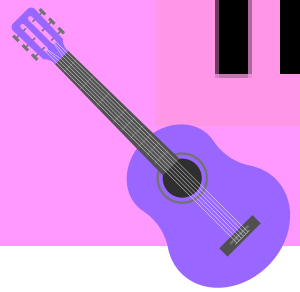




**Screen recordings**: Alive Network (2023), Last Minute Musicians (2023), Fix the Music (2023)

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

*Bridebook UK (2023), p5*

little but FIERCE



Making

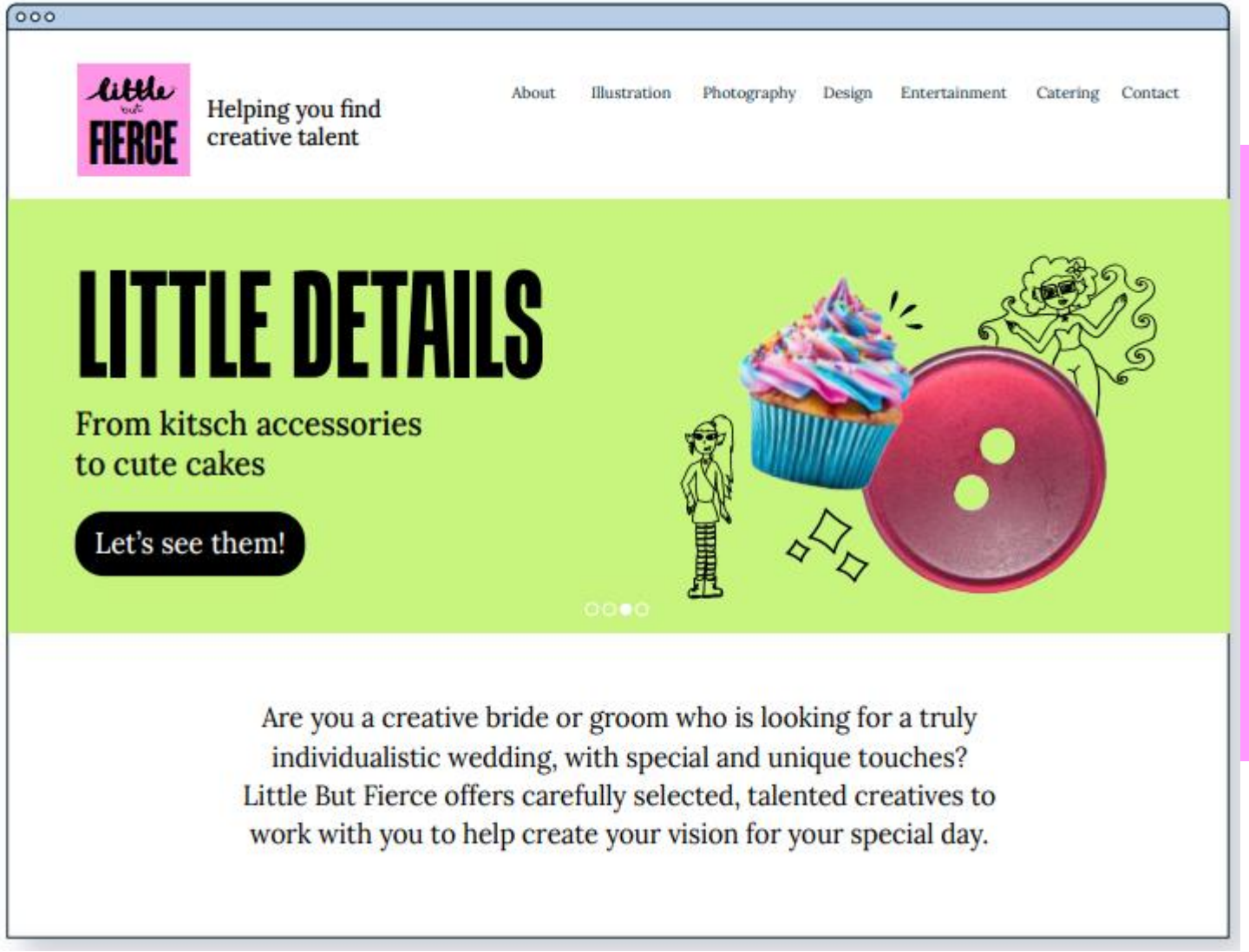



**Image credits** :Austen 2023a, Cohen 2020, Parkin 2023, Austen 2023b

little but FIERCE

LAST MINUTE MUSICIANS

TAILORED ENTERTAINMENT

Alive Network
The UK's largest live entertainment booking agency

fixthemusic

Warble

**Image credits**: Alive Network (2023), Last Minute Musicians (2023), Fix the Music (2023), Warble Entertainment (2023), Tailored Entertainment (2023)

little but FIERCE

THE NATIONAL WEDDING SHOW

**Image credits:** The National Wedding Show (2023), Flat Icon (2023)

little but FIERCE

# ££20/kn

Bridebook 2023

UK Weddings Taskforce 2023

little but FIERCE

# Market Research

## Valuable participants

## = Valuable data

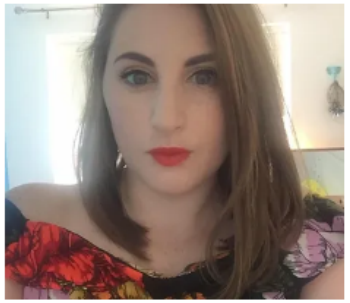
# little but FIERCE

**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

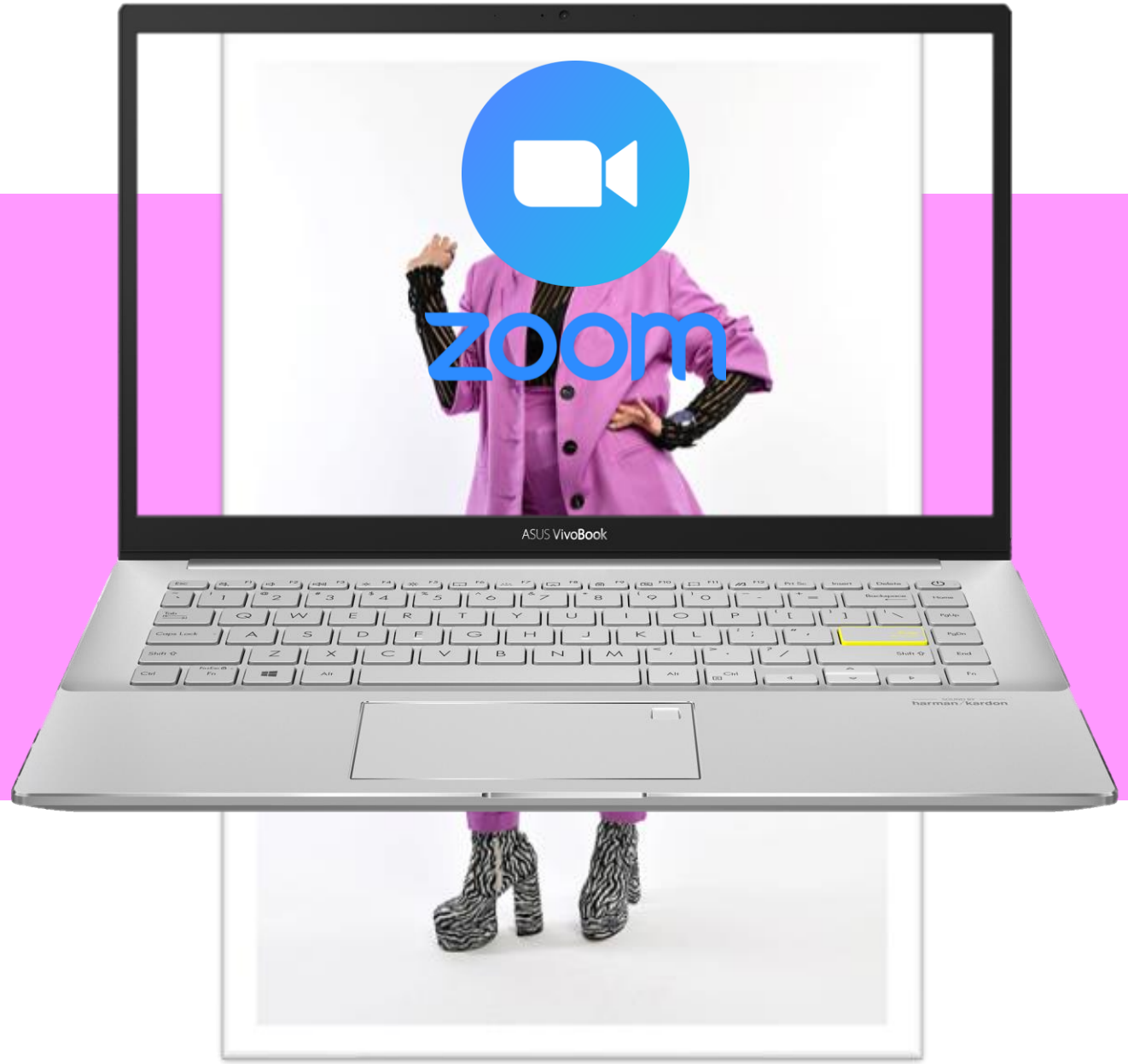
## Biography

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.

## Gallery

**Makin**

**Image credits**: Austen 2023a, Cohen 2020, Parkin 2023, Cohen 2020b




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

**Image credits**: Ullathorne (2021), ASUS (2023), Flat Icon (2023)

little but FIERCE

# Booking a Band

**Image credit**: Hills 2019

little but FIERCE

# 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

**Image credits**: Freepik (2023)

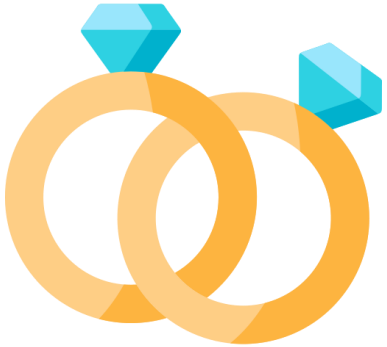
little but FIERCE

# Packages

## Bronze

£1000

Free Consultation
Provide recommendations
Book up to 3 creatives



## Gold

£5000-7000

As Silver +
Three more consultations
Book up to 5 creatives

## Silver

£2000-3500

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

## Platinum

£7000-10,000

All suppliers
Management on day of wedding

**Image credits**: Flat Icon (2023), Shein (2023), Amazon (2023), Sony (2023)

# little but FIERCE

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

**Image credit**: Ullathorne (2021)

little but FIERCE

CEO

FINANCE MANAGER

MARKETING MANAGER

DIGITAL MARKETING CO-ORDINATOR

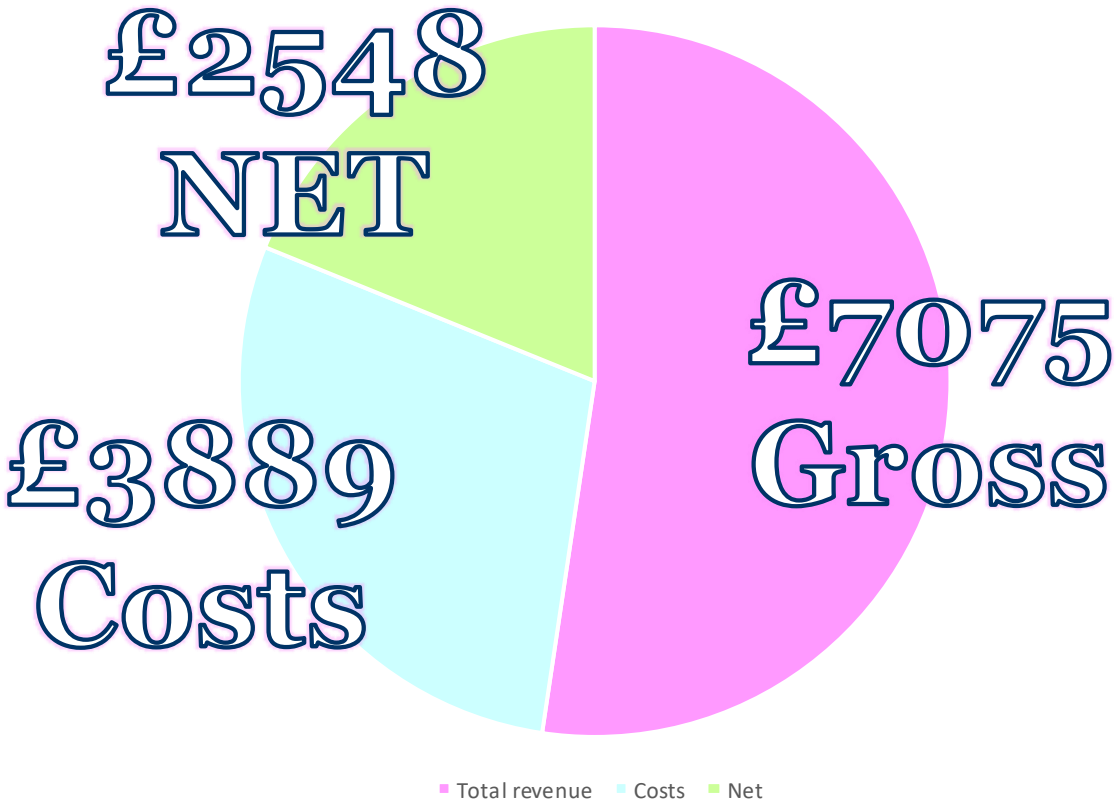
BOOKINGS MANAGER

ARTIST LIAISON MANAGER

BOOKINGS AND ARTIST LIAISON ASSISTANTS

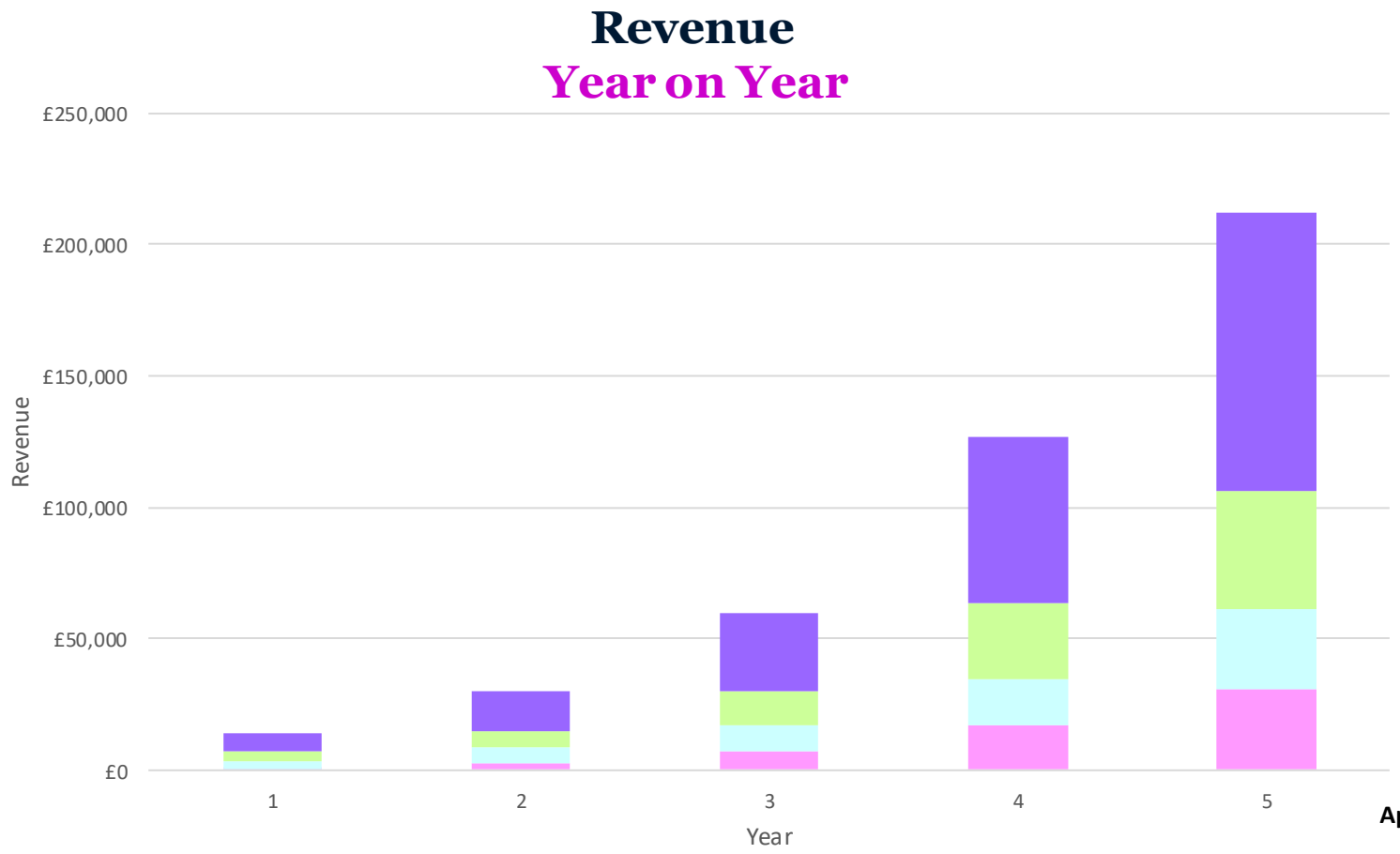
**Image credit**: Ullathorne (2021)

# Revenue – Year One




36%
Profit
Margin

# Revenue – Year on Year




Appendix 1

Revenue via Creative Packages

Revenue via Music Packages

Revenue via Transactional

Total Revenue

# THANK YOU

**Image credits**: Austen 2023a, Cohen 2020a, Parkin 2023

# Questions?

# Bibliography


Adefolalu, A (2022) 'Finance Management'. Unpublished, December 2022 (Accessed: 30 June 2023).

Base Templates (2023) *Pitch Deck Market Slide | How-to Instructions*. Available at: https://www.basetemplates.com/pitch-deck-slides/market-slide (Accessed: 17 July 2023).

Bridebook (2023) *Bridebook UK Wedding Report 2023*. Available at: https://partners.bridebook.com/uk/uk-wedding-report-2023#download-form (Accessed: 8 June 2023).

Cremades, A. (2023) *What Is The Best Order Of Slides In A Pitch Deck*, *Alejandro Cremades*. Available at: https://alejandrocremades.com/what-is-the-best-order-of-slides-in-a-pitch-deck/ (Accessed: 17 July 2023).

Heelan, Benjamin (2023) 'Research and Advice on Financial Forecasting'. [Interview] Unpublished, 8th July 2023.

Shakespeare, William. *A Midsummer Night's Dream,* Act 3, Scene 2.

UK Weddings Taskforce (2023) *Key Facts*, *The UK Weddings Taskforce*. Available at: https://ukweddings.org/key-facts (Accessed: 3 July 2023).

# 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).
Zoom logo: Flat Icon (2023) www.flaticon.com [accessed 12/7/23]

**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% |
| Pack1 Revenue | **£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% |
| Pack2 Revenue | **£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% |
| Pack3 Revenue | **£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% |
| Pack4 Revenue | **£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** |

little but FIERCE

# 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 comission) **NB: This comission will range more varidly 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 comission) **NB: This comission will range more varidly 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** |