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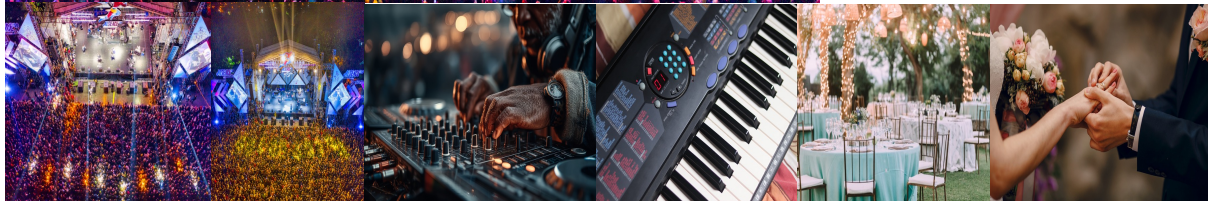
Assignment: Individual written business plan

Professional Event Security and Life Music



PROFESSIONAL
EVENT SECURITY
AND MUSIC LIFE

PROTECTION AND
SATISFACTION ARE
GUARANTEED ONLY
WITH



1 title page
program of study ba hons business management
module name and code entrepreneurship and innovation bus305
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3 overview of the business idea

the business idea is called Securesounds it is a new company that offers event security together with live saxophone music the aim is to make events safe and enjoyable at the same time the founder Laurentiu Lascarache is sia dor security sai cctv certified and also a professional driver and saxophonist this mix of skills makes the business different because it combines discipline and creativity the management structure will be simple the founder will act as managing director and will be supported by trained security staff freelance musicians and one part time administrator the legal format will be a private limited company registered in the united kingdom this format is chosen because it provides limited liability and credibility with investors and clients the vision is to become a trusted provider of secure and memorable events in London and later expand to other Uk cities the mission is to deliver events where guests feel safe and inspired by live music the values are professionalism inclusivity and creativity the services will be offered in packages secure and sound which combines security and music Jazz,M'TV Hits of the world movies music etc...only which focuses on entertainment and security only

which provides surveillance and protection the packages will be flexible and tailored to client needs the company will operate in greater London with mobile teams dispatched to venues and an online booking system with multilingual support in English Romanian and French

4 environmental analysis Pestel

political factors include uk regulations requiring sia licensing for security staff and cctv operators local councils impose rules on public performances and noise levels brexit has influenced recruitment of european performers and created new compliance requirements for businesses operating in london these rules mean that Securesounds must always ensure staff are properly licensed and trained and that performances respect local council guidelines economic factors highlight the recovery of the events industry after the pandemic inflation pressures may affect budgets but demand for safe and engaging events remains strong flexible staffing models support cost efficiency and the gig economy provides access to freelance musicians and security staff London is a city with high disposable income and many organisations willing to invest in quality events this creates opportunities for Securesounds to grow even in challenging economic conditions social factors show increasing demand for multicultural inclusive experiences london is diverse and clients value both safety and authentic live music events that combine professionalism with creativity are highly attractive to communities and organisations people want to feel safe but also want to enjoy cultural experiences Securesounds can meet both needs by combining security and entertainment in one package

technological factors include advances in mobile surveillance systems and digital booking platforms social media provides powerful tools for promotion and customer engagement online reviews and digital word of mouth are critical for building reputation technology also allows better coordination of staff and faster communication with clients

environmental factors require sustainable practices such as eco friendly transport and energy efficient equipment compliance with noise regulations is essential and clients increasingly expect businesses to demonstrate environmental responsibility Securesounds will use low energy lighting and promote green transport options for staff to show commitment to sustainability

legal factors include gdpr compliance licensing for live music and alcohol and insurance for liability and equipment failure to comply with these regulations can damage reputation and limit opportunities Securesounds will ensure all contracts are clear and all staff are covered by insurance the company will also implement strict data protection policies to safeguard client information

I will allow myself to write a conclusion to what I wrote in the environmental analysis about...

environmental factors also include the growing expectation that event companies demonstrate corporate social responsibility clients increasingly prefer to work with enterprises that show awareness of climate change and sustainability issues this means that securesounds must not only comply with regulations but also actively promote environmentally friendly practices for example the company can adopt paperless booking systems reduce single use plastics at events and encourage recycling among staff and guests another important aspect is the impact of climate change on event planning unpredictable weather patterns can affect outdoor events and create additional risks for both safety and logistics securesounds will prepare contingency plans such as providing covered areas and ensuring equipment is weather resistant this proactive approach will reassure clients that the company is ready to handle environmental challenges there is also a reputational dimension to environmental responsibility companies that ignore sustainability may face criticism from the public and lose opportunities with corporate clients who have strict environmental policies by contrast businesses that integrate green practices into their operations can use this as a marketing advantage securesounds will highlight its commitment to sustainability in promotional materials to attract environmentally conscious clients finally environmental factors include the long term shift towards energy efficiency and carbon reduction targets in the uk government initiatives encourage businesses to lower their carbon footprint and this trend will continue in the future securesounds will align with these initiatives by investing in energy efficient lighting sound equipment and transport solutions this alignment

will not only reduce costs but also strengthen the company's image as a responsible and forward looking enterprise...

5 marketing strategies

the enterprise will adopt a multichannel marketing approach the target market includes corporate event planners community organisations cultural festivals and private clients promotion will be achieved through a professional website active social media campaigns and bilingual communication in english romanian and french referral programmes will encourage repeat business and partnerships with venues councils and event agencies will strengthen credibility

product strategy will focus on bundled packages such as secure and sound which combines security and music jazz only and security only services will be offered pricing strategy will use tiered packages bronze silver and gold with transparent quotes and discounts for loyal clients place strategy will cover greater london with mobile teams and an online booking system people strategy will ensure staff are trained in customer service cultural sensitivity and multilingual communication performers will be selected for professionalism and versatility

the marketing plan will also include participation in trade shows and networking events to build visibility collaboration with cultural organisations to reach diverse communities and targeted advertising campaigns using google ads and facebook ads the enterprise will produce promotional videos showcasing both security operations and live performances to highlight the unique combination of services customer testimonials will be used to build trust and credibility the brand identity will emphasise safety creativity and inclusivity

6 funding and startup expenses

the enterprise requires fifty thousand pounds initial funding this will be sourced from personal investment bank loan and angel investor support personal investment demonstrates commitment bank loan provides structured repayment and angel investor offers both capital and mentorship the funding is necessary to cover startup expenses during the first month of operations these expenses include venue rental for launch event purchase of cctv equipment licensing and insurance fees marketing and advertising campaigns website development recruitment and training of staff and acquisition of musical instruments and sound equipment

the allocation of funds will be as follows ten thousand pounds for equipment including cctv systems and musical instruments five thousand pounds for licensing and insurance ten thousand pounds for marketing and advertising including website development and promotional campaigns fifteen thousand pounds for staff recruitment and training and ten thousand pounds for venue rental and operational costs this distribution ensures strong infrastructure professional compliance and effective promotion from the beginning the funding strategy balances risk and opportunity by combining personal commitment structured finance and external expertise.

Conclusion

in conclusion Securesounds is a business idea that combines professionalism with creativity by offering both event security and live saxophone music the company is built on clear values of safety inclusivity and quality and it aims to deliver events that are secure and memorable the Pestel analysis shows that there are challenges such as regulations inflation and environmental responsibility but also many opportunities in London where diverse communities demand safe and enjoyable experiences the marketing strategies focus on building trust through clear communication bilingual outreach and strong partnerships while the funding plan demonstrates responsibility and commitment by combining personal investment bank loan and angel support overall securesounds presents itself as a realistic and human enterprise that cares about clients protects their information and creates events that people will remember with confidence and joy

7 reference list

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