

Applied Leadership and Management in the Workplace

Module Assignment Submission

Enterprise and Intrapreneurship

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Module No:	BMSK4012
Module Title:	Enterprise and Intrapreneurship

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OWNER JOHANNA DICKS

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1. Executive Summary

Cariad & Co is a friendly wedding planning and event coordination business based in Swansea, serving the beautiful South and West Wales. We love helping couples create their dream weddings with personalized full-service packages that cover everything from planning and coordinating with suppliers, to décor setup, custom invitations, and themed wedding favours—always delivered with creativity, attention to detail, and heartfelt care. Our goal is to make the planning process stress-free, enjoyable, and truly tailored to each couple's unique story and style.

I have taken a drawdown of my NHS pension of £25,000 to use as start-up funding to launch the business successfully. This will be applied for initial stock, marketing tools, and essential equipment to deliver a high-quality service from day one. We are seeking a small business grant or angel investment, offering a strong opportunity for investors to support a customer-focused brand in a growing, experience-driven market. With a clear demand in our area and early revenue potential, we project to break even within six months by booking just two full-service weddings per month; £1,200 is the blended average revenue per wedding. By the end of our first year, we aim to earn at least £41,500 from core wedding packages and additional services like bespoke printing and décor rentals estimated at £21,000.

Cariad & Co is proudly owned and operated by Johanna Dicks, who has extensive experience in customer service, creative design, and event management. Her personalised, hands-on approach and dedication to quality distinguish the business. By the ninth month, we plan to engage trained freelance support to accommodate increasing demand while maintaining the bespoke, boutique atmosphere that makes our brand unique.

With over 3,000 weddings held annually in South and West Wales, more couples are seeking affordable, all-inclusive planning with a personal touch—a service not widely available in this region. Our competitive advantage lies in our all-in-one, highly personalized packages, creative design flair, and strong relationship building with local suppliers to offer both value and flexibility. Our long-term vision is to become one of the top three most recommended wedding planners in our region within three years, building trust through happy clients, standout service, and consistent branding.

2. Introduction

Cariad & Co is a dynamic new wedding planning and event-coordinating business based in Swansea, committed to making your special occasion seamless and uniquely personalized. From initial concept to final celebration, we aim to bring your vision to life through creativity, professionalism, and attention to detail.

After reviewing options on the HMRC website, I have decided to establish the business as a sole trader registered with HMRC. We will formally register the name “Cariad & Co” prior to launch to develop a strong brand identity. From the outset, we will adhere to GDPR guidelines to ensure your personal information is managed securely and confidentially.

As the business develops and we are invited to assist more clients with their significant events, we plan to transition into a limited company. This will facilitate team expansion and the enhancement of our service offerings.

I am Johanna Dicks, the founder of Cariad & Co, with experience in customer service, design, and event planning. I am passionate about weddings and bring a combination of practical expertise and a client-focused approach. In the future, I intend to collaborate with part-time assistants and experienced freelancers, including decorators and graphic designers.

Our services include comprehensive and partial wedding planning, venue styling, vendor coordination, budget management, and bespoke décor. This plan outlines our funding requirements and growth strategy, with the goal of establishing ourselves as Wales’ preferred wedding planners—delivering elegant, efficient, and memorable celebrations.

3. Operations Plan

3.1. Income Stream and Operation Revenue Breakdown

Cariad & Co will generate income from several streams, with operational processes tailored to individual client need:

Income Stream	Projected Revenue (Year 1)
Full-Service Planning	£25,000
Partial Planning & Coordination	£10,000
Décor & Styling Services	£6,500
Custom Products	£21,000
Total	£62,500

This revenue model balances detailed planning services with flexible, low-cost products, ensuring steady income. As demand grows, bulk purchasing and streamlined processes will increase profits—particularly for custom decorations and venue styling—while encouraging ongoing customer engagement with our brand.

3.2. Operational Efficiency Focus

To promote sustainable growth, Cariad & Co emphasises streamlined operations with minimised fixed costs, adaptable staffing models, and ascendable service offerings. This approach ensures profitability from the outset and establishes a solid foundation for future expansion and reliable service delivery.

3.3. Location, Premises and Equipment

- Base of Operations: Home office in Swansea (38 Grampian Way, Fforestfach, SA5 5BA) to minimize overhead costs in Year 1.
- Event Locations: Mobile service—serving clients at their venues across South and West Wales.
- Key Equipment Requirements:
 - Laptop with design software (e.g., Adobe Express)
 - Mobile phone, printer, and laminator & internet
 - Storage shelving, packing materials, folding tables, and décor inventory (e.g., chair covers, sashes, and signage)
 - Personal vehicle with appropriate business insurance

3.4. Production and Distribution Processes

- **Custom Favours & Invitations:**
 - Designed and printed in-house
 - Assembled and packed manually, then delivered to the client or event location
- **Décor Items:**
 - Purchased in bulk and maintained in inventory
 - Transported and installed at the venue on event day, then collected afterward

- **Planning Services:**

- Coordinated via consultations, virtual meetings, timelines, and communication through email and phone

3.5. People, Staff and Suppliers

- **Owner-Operator:**

Johanna Dicks – Responsible for comprehensive service delivery, including planning, client communication, creative design, coordination, and supplier management.

- **Staff:**

At first, Johanna will handle everything for Cariad&Co. However, as the business expands, there might be opportunities to bring in additional staff on a casual basis to assist with setting up and taking down wedding decorations.

3.6. Supplier Network & Partnerships:

- Cariad & Co will collaborate with a curated list of trusted local vendors such as decorators, florists, photographers, venues, and caterers to ensure high quality and reliable service.
- A referral and commission system will be put into effect to incentivize partnerships, offering mutual referrals or modest commissions (typically 5–10%) to key partners.
- Existing contacts within the local wedding industry will be used to build a supportive network and to generate early client opportunities.

3.7. System and Processes

Bookings and Payments: Coordinated through a standard CRM platform (such as Setmore), along with Google Workspace and Stripe or Square for secure payment processing.

Client Management: Maintained via online forms, project timelines, event day schedules, and email correspondence.

Inventory Tracking: Managed using spreadsheet-based systems for décor items and supplies.

Marketing Tools: Scheduled and managed social media content utilising tools like Buffer or Meta Business Suite.

3.8. Health & Safety, Legal Compliance

Legal & Compliance Overview

Cariad & Co will begin as a sole trader for simplicity, transitioning to a limited company once revenue exceeds £50,000 and staff are hired. This shift offers limited liability, tax efficiency, and greater credibility.

Insurance

- Public Liability Insurance (£1M minimum)
- Professional Indemnity Insurance
- Employer's Liability Insurance (upon hiring staff)

Risk Management

Regular risk assessments will cover manual handling, electrical safety, trip hazards, and flammable décor.

Licences & Data Protection

No licence is needed for planning services, but PRS/PPL licences may be acquired if music services are added. GDPR compliance ensures secure handling of client data.

Health & Safety

Documented procedures will guide décor transport, venue setup, and client interactions. First aid kits will be available during event setup and takedown.

Focusing on these operational aspects will help ensure smooth service delivery and uphold high standards of care and consideration for your wedding day.

4. Marketing

4.1 Strategies

Cariad & Co will use a combination of online and in-person marketing methods to connect with engaged couples and event clients throughout South and West Wales. Their approach includes eye-catching visual stories, clear and consistent messaging about their brand, and building relationships through both social media and direct contact (Varadarajan, 2015).

They will focus heavily on:

- Using Instagram and TikTok to highlight stunning visuals
- Attending local wedding fairs to meet people face-to-face
- Creating partnerships with venues and other suppliers
- Maintaining an easy-to-navigate website that shows up well in search results

4.2. Unique Selling Proposition (USP)

Cariad & Co provides fully customizable, all-in-one wedding planning packages that include décor, invitations, and themed favours—helping clients save time, reduce stress, and manage costs. Unlike many planners who only coordinate services, we handle design, supply, and event management from concept through execution, delivering a seamless and creative experience (Ristiawan, 2020).

4.3. PESTLE Analysis

A PESTLE analysis (Zalengera et al.2014) evaluates the external factors that may affect a business, including Political, Economic, Social, Technological, Legal, and Environmental influences. This approach enables Cariad & Co to identify potential opportunities and challenges within the UK wedding planning sector.

Political

- The UK wedding and event industry is supported by well-established regulations.
- Cariad & Co must adhere to requirements such as public liability insurance, vendor contractual agreements, and health and safety legislation.
- Additionally, certain venues may be subject to local licensing and noise control restrictions.

Economic

- The ongoing cost-of-living challenges may influence couples' wedding budgets.
- Cariad & Co offers affordable, comprehensive packages designed to minimize stress and avoid hidden charges.
- Despite economic fluctuations, demand for weddings remains steady due to their emotional importance and the necessity of early planning.

Social

- There is a rising preference for unique, themed, and visually captivating weddings, particularly among couples aged 25 to 40.
- Many clients seek “Instagram-worthy” experiences and memorable, shareable moments.
- Cariad & Co addresses this trend through customised décor, cohesive colour schemes, and innovative event design.

Technological

- Couples frequently turn to digital platforms such as TikTok and Instagram for wedding inspiration and to facilitate bookings.
- Cariad & Co will leverage social media marketing, search engine optimization (SEO), and Google Ads to connect with tech-savvy audiences.
- The use of digital invitations and planning applications can further enhance the client experience.

Legal

- The business must comply with UK employment laws and data protection regulations, including GDPR.
- All contractual arrangements with clients and vendors should be clearly outlined and legally robust.

Environmental

- There is a growing interest among clients in sustainable and eco-friendly wedding options.
- Cariad & Co can differentiate itself by offering reusable décor, digital invitations, and collaborating with environmentally conscious suppliers.

4.4. SWOT Analysis

Using the SWOT analysis (Namugenyi et al. 2017) below gives a clear overview of Cariad & Co, highlighting each of its main internal strengths and weaknesses, along with the external opportunities and challenges that could affect the company's growth and long-term success.

Strengths (Internal)

- Offers a complete event planning service, covering all aspects of wedding coordination.
- Strong design and customer support skills, enhancing client satisfaction.
- Flexible pricing structure that appeals to a wide range of budgets.
- Focused on South and West Wales allowing for local expertise and community connections.

Weaknesses (Internal)

- Limited brand awareness as a new entrant in the market.
- Small initial team, which may limit capacity for larger or multiple events.
- Reliance on freelance staff, potentially affecting service consistency and quality control.

Opportunities (External))

- Competitions from established event planners with strong reputations and client bases.

- Growing demand for personalised and custom wedding experiences.
- Potential to expand local presence through partnerships, marketing, and community engagement.
- Opportunity to leverage social media and online platforms to build brand visibility and attract clients.

Threats (External)

- Competition from established event planners with strong reputations and client bases.
- Chance of the market becoming crowded, especially in popular wedding spots or busy times of the year.
- Economic fluctuations that could affect consumer spending on weddings.

By making the most of its strengths and working to overcome internal challenges, Cariad & Co is in a good position to take advantage of market opportunities and effectively handle potential external risks.

4.5. 7 P's

By using, the 7 P's of Marketing (Paul and Mas, 2020) offers a structured framework to assist organizations in effectively marketing their products or services. These principles include Product, Price, Place, Promotion, People, Process, and Physical Evidence.

Product

- Comprehensive wedding planning services, including décor, invitation design, favours, and coordination.
- Customised packages tailored to various budgets and style preferences.

Price

- Competitive and transparent pricing structure with tiered packages.
- Flexible payment plans designed to accommodate diverse client needs.

Place

- Services offered throughout South and West Wales, available at a variety of local venues.
- Online platform for easy inquiries and booking management.

Promotion

- Active social media presence on Instagram, TikTok, and Pinterest.
- Search engine optimization, Google Ads, and collaborations with local vendors to enhance visibility.

People

- Professional and approachable event planners dedicated to delivering exceptional customer service.
- Ongoing training in event management and client relations.

Process

- Efficient planning process from initial consultation to event execution.
- Utilization of digital tools for scheduling, communication, and client updates.

Physical Evidence

- Professional branding and a well-designed website.
- Client testimonials, event portfolios, and visual showcases of previous work.

4.6. Revenue and Pricing Strategy

Cariad & Co's prices are set by comparing what competitors charge and what customer's value. They focus on offering professional services for middle-range customers who want quality without paying luxury prices.

- Full wedding packages: £2,500
- Decorations and styling only: £300–£1,000
- Products like invitations, favours, and signs: £3.50 each
- Additional services such as coordination, setup, or extra styling

Goals for the first year:

- Book average 25 weddings
- Achieve a turnover (revenue) of over £41,500 from services (not including extra services or product sales)
 - Cariad & Co will generate revenue through four primary service offerings:
 - - Full-Service Planning Packages
 - - Partial Planning and Coordination Services
 - - Decorating and Styling Services
 - - Customised Product Sales (e.g., invitations, favours, signage)
 - How much will you get from each income stream?
 - Assuming a modest first-year of 30 weddings, the projected revenue from each stream is:

4.7. Competitor's Analysis

The local wedding planning market has a variety of competitors with different levels of service and pricing. DIY Brides offers only basic support at a very low cost, attracting clients on a tight budget but without professional planning help (Bloodgood & Bauerschmidt, 2002). Weddings by Design provides full planning and decoration services, backed by a strong brand and experienced team, but their higher prices and less flexible packages might discourage those with mid-range budgets. Pretty Seats Events specializes in themed decorations and coordinating on the day of the wedding, with a nice online presence and eye-catching visuals, but their services are limited to that focus, without full planning or help with client management. Cariad & Co could stand out by offering flexible, full-service planning options that strike a good balance between affordability and complete support.

Competitor	Typical Pricing (£)	Services Offered	Strengths	Weaknesses
DIY Brides	0 – 500	No staff or planning support; ideal for budget-conscious couples	Extremely affordable; appeals to cost-sensitive clients	No professional support; clients manage all aspects themselves
Weddings by Design	1,000 – 3,000	Full-service planning, themed décor, and coordination	Comprehensive service range; experienced team; strong brand presence	Higher pricing; limited flexibility may deter mid-budget clients
Pretty Seats Events	500 – 1,500	Themed décor and day-of coordination only	Strong visual branding; popular on social media platforms like Instagram	Limited service scope; lacks full planning and client management capabilities

4.8. Marketing Objectives

- Establish Cariad & Co as a reputable, affordable, and stylish wedding planning service in South and West Wales.
- Secure at least 1% of the regional wedding market (approximately 25 weddings annually).
- Generate over £62,500 in annual revenue from wedding planning services alone, excluding add-ons.
- Build strong brand recognition through consistent visual identity and community presence.
- Develop a reliable referral network and achieve repeat business.

4.9. Target Market

- **Demographics:** Engaged couples aged 25–40.
- **Geographic Focus:** South and West Wales, especially Swansea, Llanelli, Carmarthen, Bridgend, Gower, and Brecon.
- **Behavioural Traits:** Desire personalised, stress-free planning; value for money; interest in aesthetics and customisation.
- **Customer Profile:**
 - Middle-income couples.
 - Planning weddings within 12–18 months.
 - Looking for either full-service or partial planning support.

4.10. Sales Forecast

- Regional market: £3,000 weddings per year.
- Target share: 1% of market (30 weddings/year).
- Estimated revenue from planning services: £36,000+ annually.
- Additional revenue streams: Décor, favours, invitations, which enhance profit margins and smooth seasonal fluctuations.
- Goal to increase market share, diversify income year-on-year through referrals, and repeat clients.

4.11. Budget and Timeline

- **Year 1 Budget Priorities:**
 - Website development and SEO: £2,000–£3,000.
 - Social media content creation and ads: £1,500–£2,000.
 - Wedding fair participation fees: £500–£1,000.
 - Branding and print materials: £500.
 - Google Ads and online directories: £1,000.
- **Timeline (First 12 Months):**
 - **Month 1–2:** Branding, website launch, initial content creation.
 - **Month 3–6:** Social media and Google Ads campaigns; start of networking and partnerships.
 - **Month 6–9:** Attend first wedding fairs and local events.
 - **Month 10–12:** Evaluate marketing performance, refine campaigns, boost referrals

5. Financial Information

Financial Projection Overview (12-month Forecast) Cariad + Co

Category	Pre-start up	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Year
Income														
Cash in the bank	25000	5932.01	6977.01	15572.01	17707.01	22602.01	26972.01	32342.01	36612.01	45732.01	48602.01	49607.01	51152.01	
cash sales		2475	10025	3565	6325	5800	6800	5700	10550	4300	2435	2975	1550	62500
Total Available	25000	8407.01	17002.01	19137.01	24032.01	28402.01	33772.01	38042.01	47162.01	50032.01	51037.01	52582.01	52702.01	
Expenses														
Van	1000													1000
Printer	418													418
Circuit Printer	399.99													399.99
Decor	250													250
Candle making startup	500													500
Marketing budget	7500													7500
Toner and Ink		75	75	75	75	75	75	75	75	75	75	75	75	900
wedding fare stall fee		50	50	50	50	50	50	50	50	50	50	50	50	600
Candle replenish		150	150	150	150	150	150	150	150	150	150	150	150	1800
Decor replenish		50	50	50	50	50	50	50	50	50	50	50	50	600
stationary		100	100	100	100	100	100	100	100	100	100	100	100	1200
Diesel		100	100	100	100	100	100	100	100	100	100	100	100	1200
IPAD + plan		25	25	25	25	25	25	25	25	25	25	25	25	300
Mobile Phone and plan		30	30	30	30	30	30	30	30	30	30	30	30	360
Insurance		100	100	100	100	100	100	100	100	100	100	100	100	1200
Owner's withdrawl		750	750	750	750	750	750	750	750	750	750	750	750	9000
Total expenses		1430	1430	1430	1430	1430	1430	1430	1430	1430	1430	1430	1430	27227.99

Revenue and Pricing Strategy

Cariad & Co's pricing approach is based on comparing prices with competitors, analysing costs, and considering how customers perceive the value of our services (Nagle et al., 2023). Market research shows that full wedding planning in South and West Wales usually costs between £3,000 and £5,000, while partial planning or just decorating services tend to be priced from £300 to £1,500. To attract customers looking for decent quality options, while still covering our costs and making a profit, Cariad & Co sets its prices a little below the more premium competitors but higher than doing everything yourself. This pricing reflects the quality, convenience, and personalized service we offer.

How many income streams will you have?

Cariad & Co will generate revenue through four primary service offerings:

- Full-Service Planning Packages
- Partial Planning and Coordination Services
- Decorating and Styling Services
- Customised Product Sales (e.g., invitations, favours, signage)

How much will you get from each income stream?

Assuming a modest first-year of 25 weddings, the projected revenue from each stream is:

The listed start-up costs represent one-time expenses necessary for launching the business and establishing an initial market presence. These costs encompass essential items such as branding, equipment, legal setup, and promotional materials. They are non-recurring expenses, with future

operational costs—such as marketing and inventory replenishment—scheduled to be funded through ongoing business revenue.

Break-Even Analysis

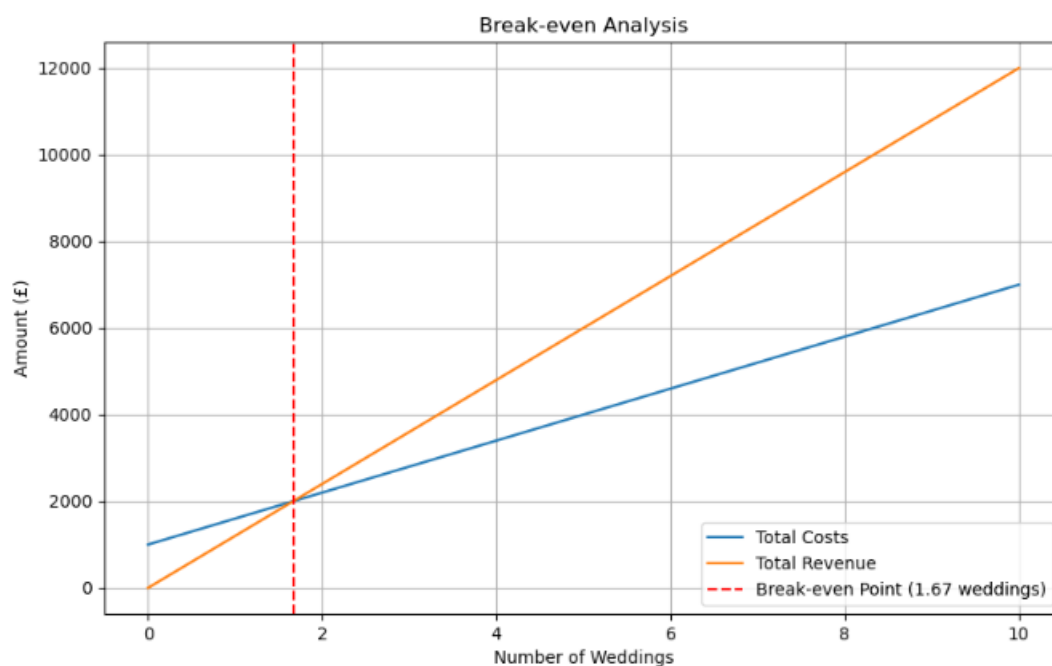
The breakeven analysis (de Kok et al., 2008) shows how the business will have earned enough to cover its expenses and begin making a profit, helping with pricing and planning choices.

- **Average Revenue per Wedding:** £1,200
- **Average Variable Cost per Wedding:** £600
- **Fixed Monthly Costs:** Approx. £1,000

Break-Even Formula:

Break-even weddings per month = Fixed Costs ÷ (Revenue - Variable Costs)
= £1,000 ÷ (£1,200 - £600) = **1.67 weddings/month**

The business needs to secure a minimum of two weddings per month to achieve breakeven.

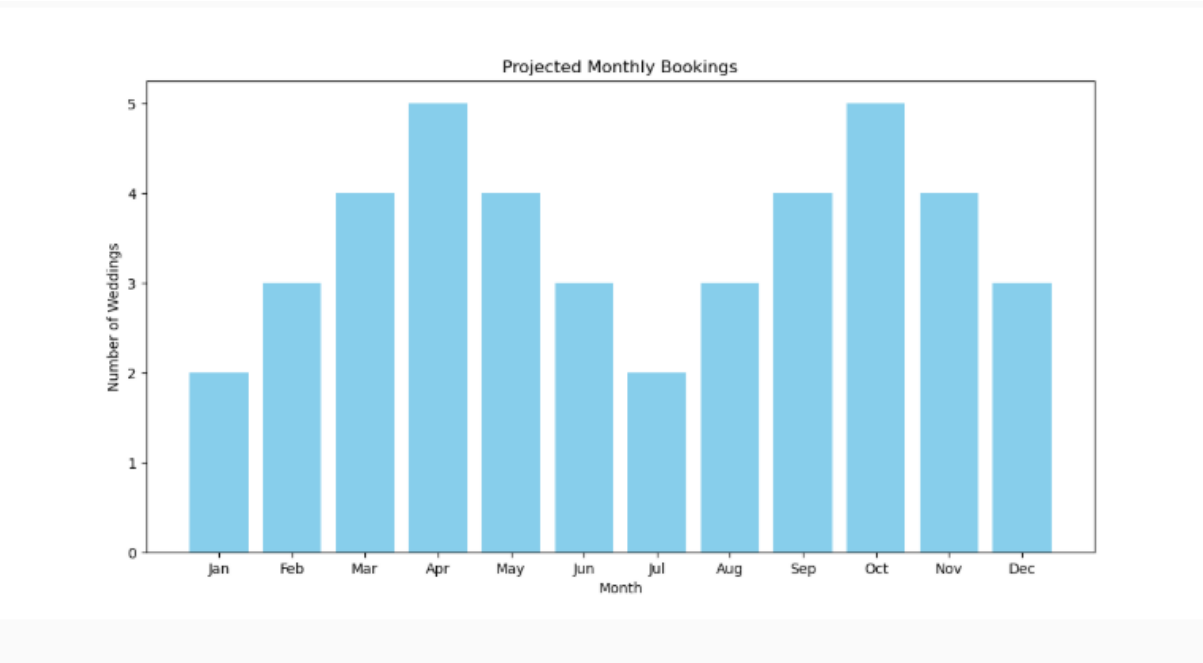


Break-even is reached slightly below two weddings per month, any booking beyond this generate increasing profit margins.

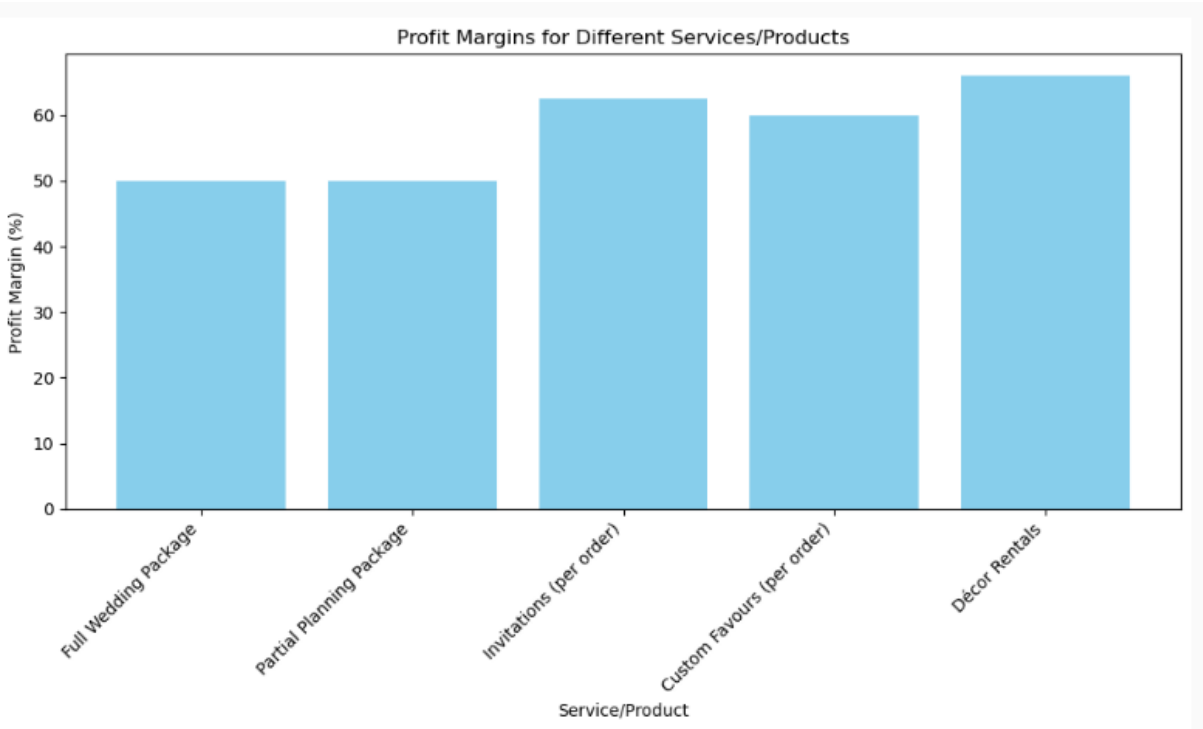
Projected Booking Outlook:

In Year 1, the business anticipates an average of three to five weddings per month, with higher volumes during the peak wedding season from May through September—potentially exceeding five bookings per month. This forecast is grounded in preliminary market research, promotional launch efforts, and initial vendor collaborations within South and West Wales, positioning the business to comfortably surpass its breakeven point.

In Year 2, the business aims to expand by hiring part-time planners to cover East Wales and neighbouring areas. By Year 3, we intend to explore additional revenue through franchising or expanding into the corporate event market.



Product Profit Margins (Estimate)



These robust profit margins are central to the company's overall financial performance. Core services, such as comprehensive and partial wedding planning, consistently generate steady revenue. Additionally, offering optional upsell products—including customised favours, décor rentals, and invitations—substantially enhances profit margins per client. These cost-effective additions are highly scalable and require minimal additional labour, enabling increased revenue without significantly raising operational expenses. This diversified income strategy also provides a buffer against seasonal variations in business activity.

Contingency Planning & Inflation Considerations

Risk Analysis and Strategic Alternatives

While Cariad & Co is well positioned to capitalise on the increasing demand for personalized wedding planning in South and West Wales, several potential risks could affect early-stage success (Emblemsvåg & Endre Kjølstad, 2002). A primary concern is the seasonal nature of the business, with peak bookings typically occurring between May and September, which may lead to cash flow fluctuations during quieter months. Additionally, as a sole proprietor initially relying on freelance support, there is a possibility of inconsistent service levels or limited capacity during busy periods. Broader economic factors, such as inflation or changes in consumer spending patterns, could also influence clients’ willingness to invest in premium services.

To address these challenges, Cariad & Co may consider diversifying its offerings to include off-season events such as corporate functions or styled shoots, helping to generate revenue throughout the year. Another strategic approach involves developing digital products, such as downloadable planning templates or virtual consultations, which require minimal overhead and can provide passive income streams. Furthermore, transitioning to a limited company structure sooner than planned could strengthen credibility and facilitate partnerships or funding opportunities, supporting long-term growth and scalability.

Contingency Planning Measures	
Strategy	Description
Inflation Buffer	10% of start-up capital is reserved to cover unexpected increases in supply, equipment, or marketing costs.
Flexible Pricing Strategy	Package prices <u>will be reviewed and adjusted seasonally or annually</u> to maintain profit margins.
Supplier Agreements	Fixed-price contracts <u>will be pursued</u> with key suppliers to reduce exposure to cost fluctuations.
Lean Operating Model	Use of freelancers and minimal fixed overheads ensures adaptability and cost control.
Quarterly Cost Reviews	Major expenses <u>will be reviewed</u> quarterly to identify trends and adjust pricing or operations accordingly.

Seasonal Fluctuation Management

Weddings typically experience a decrease during the winter months (November–February). To effectively manage this period, the business will implement the following strategies (Daniels & Wosicki, 2020):

Offer Seasonal Incentives: Introduce winter wedding discounts and themed packages (e.g., Christmas or Valentine’s Day weddings) to attract clients during the off-season.

Promote Suitable Options: Highlight indoor venues, micro-weddings, and holiday event coordination as cosy and budget-friendly alternatives.

Diversify Revenue Streams: Focus on selling invitations, custom favours, venue styling, and conducting styled photo shoots during quieter months.

Utilise Downtime Effectively: Allocate slower periods to brand development activities such as marketing campaigns, content creation, networking, and professional development.

Adaptive Marketing Strategy: Adjust promotional efforts throughout the year, employing targeted advertising and seasonal content—such as winter wedding inspiration and early-bird packages for upcoming seasons—to attract off-peak clients.

Year-Round Marketing Tactics

Month(s)	Season	Marketing Focus	Key Actions
Jan – Feb	Winter / Off-Peak	Boost winter bookings & build brand visibility	• Promote winter wedding packages with discounts • Share cosy, romantic wedding content • Launch Valentine’s-themed ads • Focus on invitations/favours
Mar – Apr	Early Spring	Engage spring clients & drive early summer bookings	• Launch “Book Early” promotions for summer dates • Attend bridal expos • Share behind-the-scenes of upcoming events
May – Aug	Peak Season	Maximise bookings, showcase success, and cross-sell	• Post real wedding features and testimonials • Upsell favours, décor rentals • Increase paid ads to capture high demand
Sep – Oct	Late Season	Extend booking season, promote fall themes, gather reviews	• Market autumn-themed weddings • Encourage bookings for next year • Request client reviews for marketing use
Nov – Dec	Winter / Off-Peak	Maintain visibility, secure off-season work, prep for next year	• Push holiday/winter micro-wedding packages • Promote gift vouchers (e.g., favours, planning consultations) • Plan January campaign launch

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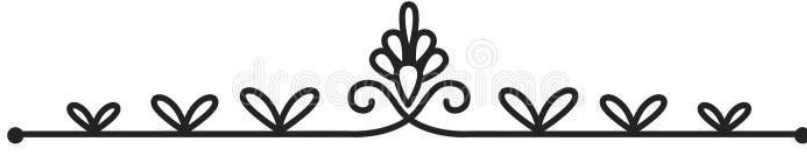
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Appendices

CV



CV

Johanna Dicks

Owner of

Cariad & Co

Contact Information

Phone: 07779089643

Email: Johannahannahanna.dicks@Cariad&Co.com

Website: www.Cariad&Co.com

Location: Swansea

Professional Summary

Experienced and passionate wedding planner with over 10 years of experience in creating unforgettable weddings. Dedicated to making each couple's special day perfect, with a keen eye for detail and a commitment to excellence. Proven ability to manage all aspects of wedding planning, from venue selection to vendor coordination, ensuring a seamless and stress-free experience for clients.

Skills

- Event Planning and Coordination
 - Budget Management
 - Vendor Negotiation
- Creative Design and Styling
 - Timeline Management
- Excellent Communication Skills
 - Problem Solving
 - Attention to Detail

Experience

Wedding Planner Cariad & Co 2025

- Planned and executed over 200 weddings, ranging from intimate gatherings to large-scale events.
- Collaborated with clients to understand their vision and preferences, providing personalised recommendations and solutions.

- Managed budgets, negotiated contracts with vendors, and ensured all services were delivered on time and within budget.
- Coordinated all aspects of the wedding day, including ceremony and reception setup, timeline management, and troubleshooting any issues that arose.
- Assistant Wedding Planner Velvet Vows 2015-2025
- Assisted lead planners in organizing and executing weddings and events.
 - Conducted venue visits, vendor meetings, and client consultations.
- Managed event timelines, coordinated logistics, and provided on-site support during events.

Services Offered

- Full-Service Wedding Planning
- Partial Wedding Planning
 - Day-of Coordination
 - Venue Selection
- Vendor Management
 - Design and Styling
- Budget Management
 - Timeline Creation
- Rehearsal Coordination

Price List

Service/Product	Price Range	Notes
Full Wedding Planning Package	£2,500	Comprehensive planning, design, coordination
Partial Planning & On-the-Day Coordination	£750 - £1,200	Flexible support for specific wedding needs
Venue Décor & Styling	£300 - £1,000	Includes chair covers, table settings, signage
Custom Invitations	£3.50 per unit	Minimum order quantity may apply
Themed Wedding Favours	£3.50 - £7.50 each	Depending on size and materials
Printed Signage and Table Plans	£15 - £50 per sign	Aesthetic design included
Setup and Pack-down Services (Standalone)	£100 - £250	Based on venue size and décor complexity

Area of Coverage for Cariad & Co

