

**Index**

|  |  |
| --- | --- |
| Executive Summary | [PAGE NUMBER] |
| Company Overview | [PAGE NUMBER] |
| Products and Services | [PAGE NUMBER] |
| Marketing Analysis | [PAGE NUMBER] |
| Strategy and Implementation | [PAGE NUMBER] |
| Management and Personnel | [PAGE NUMBER] |
| Financial Plan | [PAGE NUMBER] |

**EXECUTIVE SUMMARY**

[Raise Your Glass (RYG)] is an event management company that focuses on social events (e.g. organized parties and weddings) and corporate events (e.g. leadership training seminars and team building activities). For most of the company’s projects, it will be working with a sister company that specializes in event planning. This ensures that everything is well-coordinated and smooth sailing, relieving the clients from the pressures of executing important events.

[RYG] aims to generate repeat business with the clients and to achieve sufficient market visibility because accomplishing these goals will establish [RYG] as the premier event management company in the [United States of America].

**COMPANY OVERVIEW**

**Mission Statement:** To provide clients with the highest level of event management.

**Philosophy:** [RYG] believes that event management requires excellent communication and attention to detail. Embodying these traits ensure the clients are well-informed and are able to make timely decisions.

**Vision:** To make an excellently managed event unique and memorable.

**Outlook:** Social event managers have always been in demand, but what is surprising is the significant increase in demand for corporate event managers. This is a result of the increasing number of business owners who have realized the importance of staging meaningful and successful events but want to relieve their human resource departments of the pressure and hardships of organizing such events. [RYG] will be entering the market to meet the increasing demand for corporate event managers.

**Type of Industry:** Event Management Industry

**Business Structure:** Sole Proprietorship

**Ownership:** Sole Proprietorship, [Carole J. Miller]

**Start-Up Summary**

The start-up cost is $[53,203.42], which will be fully provided by the owner. The start-up funding will be used for operating expenses, travel expenses, advertising campaigns, and insurance.

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| **Start-Up Funding** |
| Start-Up Expenses | $ 5,691.10 |
| Start-Up Assets | $ 47,512.32 |
| **Total Funding Required** | **$ 53,203.42** |
|  |
| **Assets** |
| Non-Cash Assets from Start-Up | $ 5,231.13 |
| Cash Requirements from Start-up | $ 42,281.19 |
| Additional Cash Raised | $ - |
| Cash Balance on Starting Date | $ 42,281.19 |
| **Total Assets** | **$ 47,512.32** |
|  |
| **Capital** |
| Planned Investment |
| Owner | $ 53,203.42 |
| Other | $ - |
| Additional Investment Requirement | $ - |
| **Total Planned Investment** | **$ 53,203.42** |
| Loss at Start-Up (Start-Up Expenses) | $ 5,691.10 |
| **Total Capital** | **$ 47,512.32** |
| **Total Capital and Liabilities** | **$ 47,512.32** |
|  |
| **Start-Up** |
| **Requirements** |
| Start-Up Expenses |
| Rent - 5 Months | $ 1,167.73 |
| Advertising | $ 3,028.61 |
| Legal Fees | $ 1,054.84 |
| Staff Training | $ 102.38 |
| Insurance | $ 337.54 |
| Other | $ - |
| **Total Start-Up Expenses** | **$ 5,691.10** |
|  |
| **Start-Up Assets** |
| Cash Required | $ 42,281.19 |
| Start-Up Inventory | $ 214.85 |
| Other Current Assets | $ - |
| Long-Term Assets | $ 5,016.28 |
| **Total Assets** | **$ 47,512.32** |
| **Total Requirements (Total Start-Up Expenses + Total Assets)** | **$ 53,203.42** |

**PRODUCTS AND SERVICES**

**Product/Service Description**

[RYG] organizes and manages events. It reserves locations for the events, coordinates with outside vendors, manages events staff, and resolves issues that may arise while doing its duties.

**Value Proposition**

[RYG] values communication and the clients’ best interests at all times. It provides clients with customized timelines, budget worksheets, and client worksheets to ensure transparency and that they are not out of the loop throughout the whole process.

**Pricing Strategy**

[RYG] will charge its clients with either fixed hourly rates or flat fees, depending on the event’s difficulty of execution. The company will also be asking for a percentage-based commission from the outside vendors.

**MARKETING ANALYSIS**

Whether it is a high school prom or a corporate retreat, many institutions regularly hold events as integral parts of their business operations. These institutions usually set a budget for their events, but they do not have capable individuals who can plan and execute such. That said, [RYG] can offer its services to a wide range of clients, from individuals to large companies.

**Market Segmentation**

[RYG] will focus on reaching out to companies first because they will more likely have the need for an event manager. Furthermore, corporate clients often have well-off individuals who would want to host their own social events. Therefore, targeting companies first will boost the company’s sales for the management of both social and corporate events.

The pie chart below shows each type of client’s demand rate for event managers.



**Target Market Segmentation Strategy**

Individuals and Families

* Post striking photos of social events, like birthday parties and weddings, in the company’s website and social media accounts.

Nonprofit Organizations

* Encourage word-of-mouth marketing during social events.

Small Companies

* Network with aspiring entrepreneurs and coax them to host leadership training seminars for their companies.

Large Companies

* Network with prominent businessmen who are keen on investing in their human resources.

**STRATEGY AND IMPLEMENTATION**

**Target Market Strategy**

[RYG] aims to increase its sales in the first year by at least [13]%. This will be accomplished through effective networking and exhibiting consistent excellent client service.

**Competitive Edge**

As of now, [RYG] has multiple business relationships that can aid in the effective management of events. The company has an event planning sister company and has connections to many reliable service companies that offer catering, sound systems, etc. This massive web of networks relieves the clients from having to contact other service companies.

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| --- | --- | --- | --- | --- |
| **SWOT Analysis** | **Strengths** | **Weaknesses** | **Opportunities** | **Threats** |
| [Raise Your Glass] | * Has a massive web of networks
* Transparency (no hidden charges)
* Has an event planning sister company
 | * Might become too dependent on its sister company
 | * There is an increasing number of corporate events
 | * Emerging competitors with the same business model
 |
| [ParT Inc.] | * International brand
* Has been handling the majority of the music industry for ten years
 | * Focuses on social events only
 | * - There is an increasing demand for live concerts
 | * Unfavorable government policies
 |
| [Silver Spoon Event Management] | * The most popular event manager in the US
 | * Expensive fees
 | * Large companies and political events
 | * Highly publicized events gives immense pressure to make everything perfect
 |

**Sales Strategy and Forecast**

As the public becomes more aware of the services provided by [RYG], the company targets the following monthly revenues:



**Marketing Strategy**

[RYG] will be primarily working with its event planning sister company, giving [RYG] a head start in the event management industry. The company will be aggressively networking with prominent businessmen and political figures during the events to further the company’s brand. This increases the chances of getting called by these people to manage the events that they themselves will be hosting.

[RYG] will still handle smaller projects such as simple birthday parties and small-scale retreats. The company will utilize its website and its social media accounts to showcase these management services.

The sales and marketing teams have kicked-off various activities to move the marketing strategies forward. Here are some of the updates:

**Milestones**

|  |  |  |  |
| --- | --- | --- | --- |
| **Marketing Strategy** | **Activities** | **Timeline** | **Success Criteria** |
| Networking | Establish business relationships with corporate and political figures. | January to December 2019 | The company handles one large event every month. |
| Online Promotions | Post ads on the company’s website and social media accounts. | January to December 2019 | Online ads garner a total of 1,000 views every week. |

**MANAGEMENT AND PERSONNEL**

The CEO heads [RYG] while the event director reports directly to the CEO.

These are some of the important roles and functions of the company:

* Venue coordinator who handles all venue reservations.
* Equipment coordinator who handles equipment acquisition and assigns maintenance tasks.
* Food coordinator who manages the catering services.
* Business development department that handles all sales and marketing planning.
* Program coordinator ho handles onsite management.

Below is the organizational structure of the company



**FINANCIAL PLAN**

The financial plan includes the projected break-even analysis, profit and loss, balance sheet, and cash flow.

**Break-Even Analysis**

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| --- | --- | --- | --- | --- |
| **Fixed Costs** | **Average Price** | **Variable Costs** | **Contribution Margin** | **Break-Even Units** |
| $ 1,505.27 | $ 115.20 | $ 97.84 | $ 17.36 | 86.72 |
|  |
| **Fixed Costs** | **Amount** | **Variable Costs** | **Per Unit Amount** |
| Rent | $ 1,167.73 | Advertising | $ 2.92 |
| Insurance | $ 337.54 | Legal Fees | $ 8.40 |
|  |  | Staff Training | $ 86.52 |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| **Total** | **$ 1,505.27** | **Total** | **$ 97.84** |

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| --- | --- |
| **Fixed Costs** | **Variable Costs** |
| Rent | $ 1,167.73 |
| Insurance | $ 337.54 |
| **Total Fixed Costs** | **$ 1,505.27** |
|  |  |
| **Total Units Sold in 1 Month** | **8,858** |
|  |
| **Variable Costs (Unit Sold/Cost per Unit)** | **Average Price** | **Variable Costs** |
| Advertising | $ 3,028.61 | $ 2.92 |
| Legal Fees | $ 1,054.84 | $ 8.40 |
| Staff Training | $ 102.38 | $ 86.52 |
| **Total Variable Cost (Per Unit)** | **$97.84** |
|  |
| **Break-Even** |  |
| **Selling Price Per Unit** | **$ 115.20** |
| Break-Even Point Per Unit [Fixed Costs/(Sales Price Per Unit - Variable Cost Per Unit)] | 6,784 |
| 17.36 |
|  |  |
| **Break-Even Point in Units** | **391** |
|  |  |
| **Contribution Margin (Selling Price - Total Variable Cost)** | **$ 17.36** |

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| **Profit and Loss Projection** |
|  | **FY2019** | **FY2020** | **FY2021** |
| Sales | $ 95,451.97 | $ 149,983.86 | $ 215,331.89 |
| Direct Cost of Sale | $ 22,648.07 | $ 33,118.48 | $ 39,341.07 |
| Other Cost of Sale | $ - | $ - | $ - |
| **Total Cost of Goods Sold or COGS (Sales - Direct Cost of Sale - Other Cost of Sale)** | $ 22,648.07 | $ 33,118.48 | $ 39,341.07 |
| **Gross Profit (Sales-Total Cost of Goods Sold)** | $ 72,803.90 | $ 116,865.38 | $ 175,990.82 |
| **Gross Margin % (Gross Profit/Sales)** | **76.27%** | **77.92%** | **81.73%** |
|  |
| **Operating Expenses** |
| Rent | $ 13,087.83 | $ 13,106.85 | $ 14,344.05 |
| Insurance | $ 2,218.59 | $ 2,275.11 | $ 2,277.05 |
| Utilities | $ 1,110.78 | $ 1,133.86 | $ 1,202.50 |
| Salary (Including Tax) | $ 51,558.79 | $ 51,885.70 | $ 51,933.93 |
| Maintenance & Supplies | $ 1,107.01 | $ 1,169.59 | $ 1,247.88 |
| **Total Operating Expenses** | **$ 69,083.00** | **$ 69,571.11** | **$ 71,005.41** |
|  |
| EBITDA (Total Cost of Sale-Total Operating Expenses) | $ 3,720.90 | $ 47,294.27 | $ 104,985.41 |
| Depreciation | $ 1,725.50 | $ 1,801.19 | $ 1,818.45 |
| Interest Expense | $ - | $ - | $ - |
| Taxes Paid | $ 2,329.72 | $ 7,713.12 | $ 17,423.09 |
| **Net Profit (Gross Profit - Operating Expenses - Taxes - Interest)** | **$ 1,391.18** | **$ 39,581.15** | **$ 87,562.32** |

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| **Balance Sheet Projection** |
|  | **FY2019** | **FY2020** | **FY2021** |
| Cash | $ 15,136.13 | $ 28,078.78 | $ 68,590.76 |
| Accounts Receivable | $ 21,905.40 | $ 40,374.95 | $ 68,792.98 |
| Inventory | $ 4,180.55 | $ 5,898.19 | $ 6,889.17 |
| Other Current Assets | $ - | $ - | $ - |
| **Total Current Assets** | **$ 41,222.08** | **$ 74,351.92** | **$ 144,272.91** |
|  |
| Long-Term Assets | $ 5,397.32 | $ 5,397.32 | $ 5,397.32 |
| Accumulated Depreciation | $ 1,760.16 | $ 3,182.24 | $ 5,080.53 |
| **Total Long-Term Assets (Long-Term Assets-Accumulated Depreciation)** | $ 3,637.16 | $ 2,215.08 | $ 316.79 |
| **Total Assets (Total Current Assets + Total Long-Term Assets)** | **$ 44,859.24** | **$ 76,567.00** | **$ 144,589.70** |
|  |
| Accounts Payable | $ 6,424.88 | $ 6,523.01 | $ 7,341.42 |
| Notes Payable | $ - | $ - | $ - |
| Other | $ - | $ - | $ - |
| **Total Liabilities** | **$ 6,424.88** | **$ 6,523.01** | **$ 7,341.42** |
|  |
| Paid-in Capital | $ 53,203.42 | $ 60,724.74 | $ 67,920.66 |
| Retained Earnings | $ 63,410.50 | $ 212,276.98 | $ 493,987.20 |
| **Total Owner's Equity (Total Assets - Total Liabilities)** | **$ 38,434.36** | **$ 70,043.99** | **$ 137,248.28** |
| **Total Liabilities & Equity (Total Liabilities/Total Owner's Equity)** | **16.72%** | **9.31%** | **5.35%** |

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| **Cash Flow Projection** |
|  | **FY2019** | **FY2020** | **FY2021** |
| Operating Cash Beginning | $ 15,136.13 | $ 28,078.78 | $ 68,590.76 |
|  |
| **Sources of Cash** | $ - | $ - | $ - |
| Receivables | $ 21,905.40 | $ 40,374.95 | $ 68,792.98 |
| Sales | $ 95,451.97 | $ 149,983.86 | $ 215,331.89 |
| Others | $ - | $ - | $ - |
| **Total Cash** | $ 132,493.50 | $ 218,437.59 | $ 352,715.63 |
|  |
| **Expenditures** |
| Rent | $ 13,087.83 | $ 13,106.85 | $ 14,344.05 |
| Insurance | $ 2,218.59 | $ 2,275.11 | $ 2,277.05 |
| Utilities | $ 1,110.78 | $ 1,133.86 | $ 1,202.50 |
| Salary (Including Tax) | $ 51,558.79 | $ 51,885.70 | $ 51,933.93 |
| Maintenance & Supplies | $ 1,107.01 | $ 1,169.59 | $ 1,247.88 |
| **Total Expenditures** | $ 69,083.00 | $ 69,571.11 | $ 71,005.41 |
| **Net Income/Loss (Total Cash - Total Expenditures)** | **$ 63,410.50** | **$ 148,866.48** | **$ 281,710.22** |