

Executive Summary

Occasions! is a wedding planning company, which provides complete services and consultation, as regards to arranging a wedding ceremony or reception; conventionally planning for holy unions and weddings anniversaries, as well. The consultants affiliated with *Occasions!* are fully experienced and exhibit proficient skills in the field of event and wedding planning. Our clients attain an undivided attention from the company as it listens to their needs carefully and work upon their requirements to make their dream come true. Eventually, what our client dreams of, *Occasions!* consider it as an obligation to be performed necessarily. We can execute Tropical, Western or a Traditional wedding as per the requirements of our clients. The services that are basically offered by *occasions!* include consultations, answers to etiquette questions, budget planning, weddings, receptions, honeymoons and anniversaries. We also arrange for or refer to our clients the hair stylers, florists, musicians and entertainers, etc. as per the requirements. The business is a sole proprietorship, owned by a single owner Mr. Vansh, the business is however, categorized as a simple proprietorship. The start-up cost estimated is approximately \$3,000, which includes the logo design, legal costs, direct mail, advertising and other miscellaneous expenses. For the initial two months of the business execution, \$5,000 will additionally be required as a capital to operate in the initial phase. From the personal funds of the owner the start-up cost is solely invested by Mr. Vansh, that is, \$8,000. At the initial phase, they intend to manage and operate the business as a home-based venture in Scotland. An amount of approximately \$35 billion is spent on the events of receptions and weddings each year, for this reason, professional wedding planners are a good product or service to avail, though it is worth to spend on the wedding planning companies. *Occasions!* intends to manage its break-even at approximately \$5,000 per month.

Business Plan: Wedding Planning Company in Scotland

Introduction

Occasions! is a wedding planning company, which provides complete services and consultation, as regards to arranging a wedding ceremony or reception; conventionally planning for holy unions and wedding anniversaries, as well. The following elaborative study is a business plan prepared to establish and commence a wedding planning company in Scotland.

Mission

Occasions! aims to provide an undivided attention to its clients. Needs of the customers are carefully considered and the company strives hard to fulfil their desired requirements.

Objectives

Occasions! intends to plan memorable and pleasurable events for its clients and let them experience a gratifying event, whether the event is being planned for the first wedding, their anniversaries or for the renewal of the vows in the form of anniversaries. A combination of services and different packages are offered as per the needs of the customers or the couples who are about to get married. *Occasions!* persuades the following milestones to success;

1. To provide prompt and efficient services to its valued clients or customers.
2. To retain relationships with the merchants and the retailers, for instance, hair salons, bridal shops and florists, etc.
3. To sustain and uphold a corporate vision and a proficient impression, most of the times.

Company Summary

Occasions! is a wedding planning and consultants company, which provides consulting services for holy unions, weddings and anniversaries to the grooms, the brides and other members of their families. It is a consulting group that offers complete bridal service and consultation, in all means. The core objective and goal of this company is to deposit fun and enjoyment, whilst, planning a wedding, a holy event or an anniversary party. In the process to plan such events, majority of the people get over stressed or frustrated, though we have sufficient experience and proficient skills, they have the potential to create gratifying and heart-warming event for the clients. They intend to make memories of their clients and provide them with a one-stop shop experience.

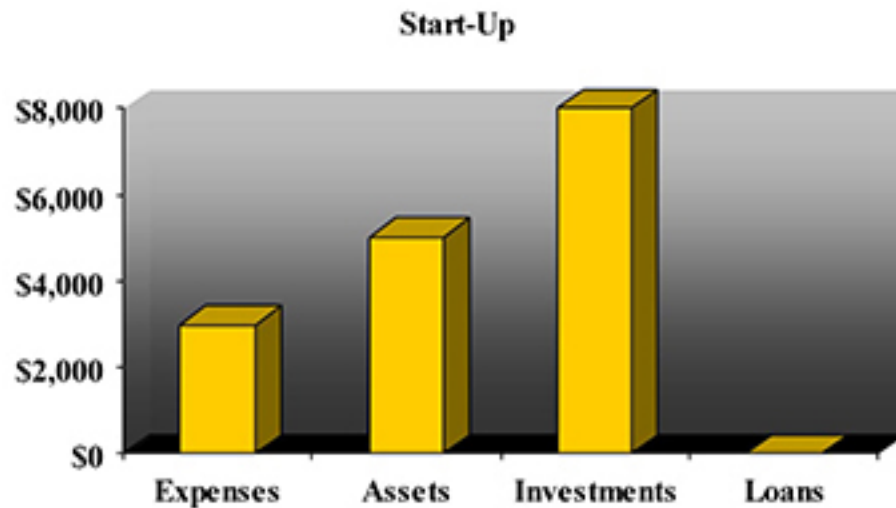
Company Ownership

The business is owned by Mr. Vansh, the business is however, categorized as a simple proprietorship. As the business will grow, the owner will manage to register as a corporation or as a restricted-liability company, depending on the particular business needs.

Start-Up Summary

The business is owned by Mr. Vansh, he is the core founder of *Occasions!* a wedding planning and consultant company. He deals with the operations of the plan on a daily basis and works to assure that this business is carried out successfully. The start-up cost estimated is approximately \$3,000, which includes the logo design, legal costs, direct mail, advertising and other miscellaneous expenses. For the initial two months of the business execution, \$5,000 will be additionally required to keep in the bank account as a capital to operate in the initial phase.

Graphical Representation of the Start-Up Expenditure



Company Locations and Facilities

Mr. Vansh intends to manage and operate the business as a home-based venture in Scotland. The company presumes that, by the start of year five, *Occasions!* will expand its facilities into a well-operational and well equipped office.

Services

Occasions! is a complete wedding planning and consultant group, it primarily provides the following services: products, event scheduling, discounted invitations and etiquette suggestions and advice. It also provides confirmation of the vendor, supervision and management of both the ceremonies, the reception and planning of the budget, it also supervises attendance of the rehearsal. The market of wedding planning companies is split with the irresistible mainstream of the in-office prospect to offer a limited line of service. *Occasions!* have hired Paul Mitchell as a hair stylist for the bride and groom. For the decoration of the exotic