

EVENTING & CO

PROPOSAL BY:
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EVENTING & CO

Pristine events your way



A modern and elegant palette with a combination of neutrals as well as a cool blue shade. Logo is on brand with the business and has an artistic appeal. Eventing & Co is an event planning business with a modernized concept to bring executive level parties and event set-up to anywhere our clients need, with an assortment of decor and vendor selection.

Fonts: Canva Sans and The Seasons



Market Research



The events industry has almost become redefined with the modern trends and methods. Ever since the pandemic people have become more accustomed to staying in and/ or doing things themselves instead of going out. Not only that, we are at a point in time where it has become popular to throw lavish parties and events with eye-grabbing decor and exclusive set-ups. From gender reveals to weddings, the market for our business is here.

MARKET RESEARCH: BENEFITS OF THE BUSINESS



- The event industry is a \$3.6 billion dollar industry in Canada
- 42% of the population spend money in the event industry
- More affordable way to get the experience you are wanting
- Reusing supplies instead of wasting
- Niche market, not many people are offering this service yet
- Many different price point opportunities from small set ups, to large events.
- Event and party collections is amongst the top 5 collections people browse on Pinterest
- DIY event decor is amongst the top 15 tutorials people search for on Youtube



TARGET MARKET

- Ages 18-40
- Skewed female
- People in double income homes with more disposable income
- Parents (gender reveals, baby showers, birthday parties)
- Ontario, more specifically GTA and surrounding areas

The age group 18-40 is suitable because it is in this time frame where a significant number of life events tend to occur; Milestone birthdays, marriage, starting families, and within all those points in life there are several occasions that people want to celebrate.

Research shows that in 74% of relationships, it is a female who takes responsibility for the majority of any event planning however there are still a fair share of men who would benefit from Eventing & Co and for that reason skewed female is most suitable.

Competitive Analysis

MAD BASH GROUP

EVENT AND WEDDING PLANNING

Mad Bash Group was one of the top rated event planning companies in Toronto and the GTA. A large focus of their business is wedding planning, they have 7 planners working together and MBG offers different price packages for different combinations of services.

FUSION EVENTS

EVENT MANAGEMENT

Fusion Events is second when searching on Google. They also help put together extravagant events however they mainly focus on large events and do not service smaller celebrations.

GEETHAMS

EVENT PLANNING AND DECOR

Based out of Scarborough, Geethams is an event planning and decor business. They have a variety of decor available to choose from and they plan and assemble a wide scale of different events from birthdays to weddings.

Market Strategy

STRONG WEBSITE

We need to have a strategically assembled website so that when people do click to our site, they see all the proof of concept they need (testimonials, photos, what services we do) and all the information they initially require (price points) to make the decision to proceed.

INSTAGRAM & TIKTOK

This business is already a service that many people would want to use, so we will be building ad campaigns on TikTok and Instagram that include demonstrations, price info, etc. to showcase to our target market that this is a very feasible service that they could easily attain. We will use paid ads on these platforms as well as campaigns that include user generated content.

INFLUENCERS

Having local influencers showcase our business and what we do onto their platforms would help our bookings because people will see it being used by someone they trust and they will be able to see how it works in general.



MARKET STRATEGY CONTENT CREATION

Creating good content is just as important and crucial as knowing what to do with it. As a strategy to ensure that our content is up to standards we will have professional level photography and videography captured of several event set-ups (the process and the final product). We will promote user-generated content as well for extra content. With a variety of quality material to edit and work with we will be fully equipped to assemble only the best media to use for advertising the business.



BUDGET

Service	Budget
Content creation	\$1,000
Social media paid ads	\$4,000
Influencers	\$5,000
Other marketing costs	\$3,000

Metrics



SWOT Analysis

STRENGTHS

- Trending business
- Large target market potential
- Great referral business
- Not much competition

WEAKNESSES

- Some people would prefer to DIY
- Some people don't want to spend money on this service

OPPORTUNITIES

- Social media holds the majority of the target market
- Paid ads on social media have high success potential

THREATS

- The less disposable income people have the less revenue there is to make
- Other companies can add our services to their business



Marketing Mix: The 4 P's

Product

- On trend
- Innovative
- Convenient
- Mobile
- Customizable

Price

- Flexible
- Free quote
- Price ranges depending on package
- Starting from \$800

Promotion

- Instagram; paid and organic
- Facebook paid and organic
- Tiktok; paid and organic
- Google campaign
- Youtube

Place

- Toronto-Niagara and surrounding areas

Marketing Mix: The 4 C's

Consumer

- Our target market are people who are looking to make the most of their life milestones by taking their events to the next level

Cost

- We have unlimited price plans, catered to each individual client and we can do small or large scale events

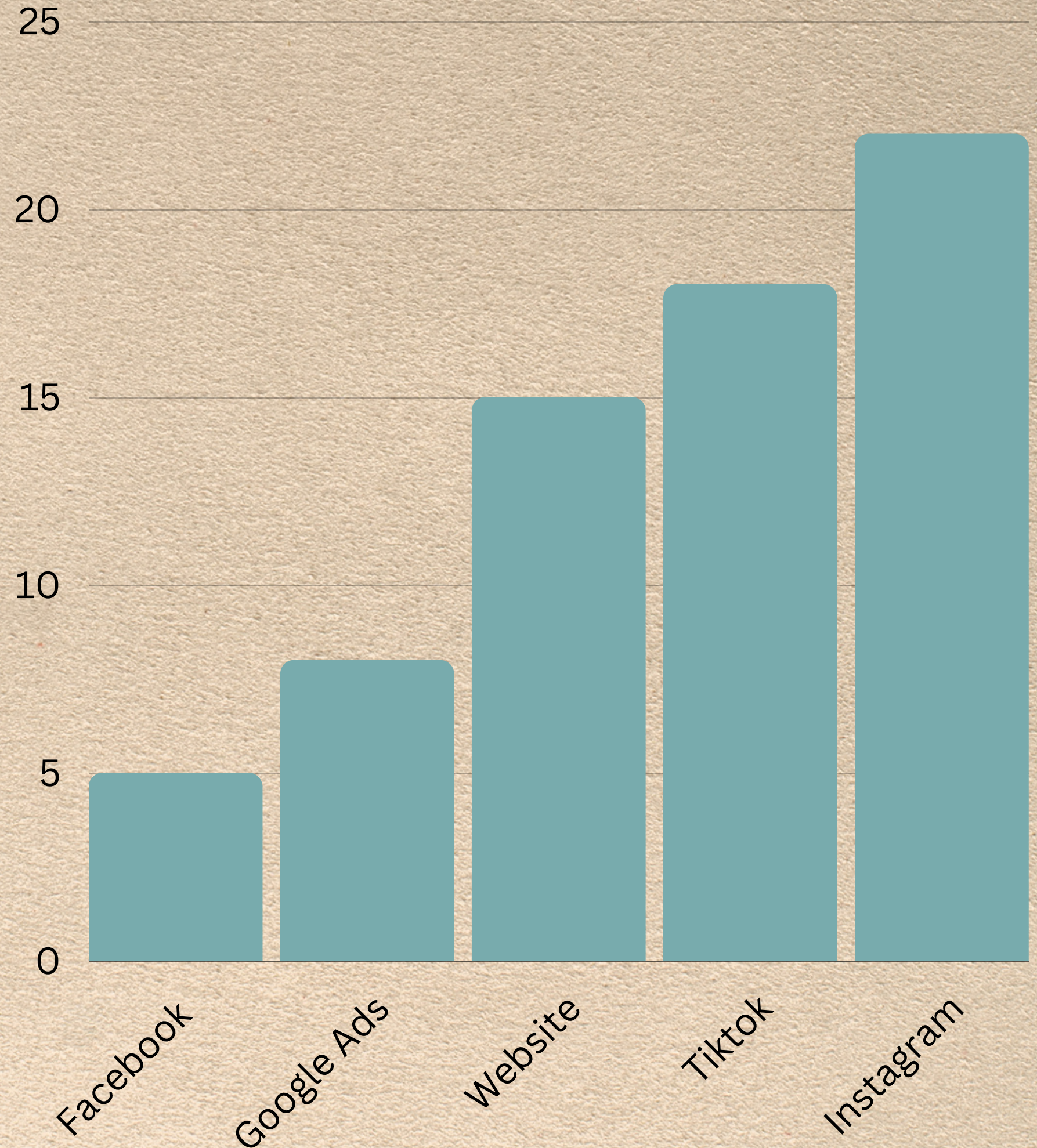
Convenience

- Our service is all about convenience, whether it is a small scale quick setup that the client wants or a completely extravagant event with everything taken care of by us (catering, decor, seating, invitations, etc)

Communication

- Facebook
- Instagram
- Tiktok
- Email
- Info/ quote request through our website

Return On Investment: Paid Ads



Sample Artwork



Event Organizer and Decorator

We are professional event organizers that will help you make the most of your life milestones and turn any event into a luxurious experience

We Service :

- ✓ Parties (birthday, baby shower, etc)
- ✓ Wedding
- ✓ Corporate

Visit our website :
www.eventingandco.com





Thank you for your time.

Contact us:

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