EVENT PLANNING BUSINESS PLAN TEMPLATE

Use this template to create the business plan for your new event management

business.

# The Basic Business Information

* + Business Name
  + Business Owner
  + Business Address
  + Email
  + Phone Number
  + Mobile Number
  + Website Address
  + Social Media Details

# The Executive Summary

*This is a concise summary (generally a page) and quick reference guide illustrating the*

*key points from the business and financial plan.*

# Business Vision

* Business Mission Statement/Vision
* Business Strapline
* Elevator Pitch

# Business Overview

* + Type of company
  + Directors and other key stakeholders
  + Business activity
  + Location/markets

# Director(s) Background Information

* Relevant career history
* Reasons for wanting to start the business
* Qualifications
* Other relevant information

# Operations and Logistics Plan

* Offer an explanation describing how the business will function.
* Key staff and responsibilities for specific tasks.
* Premises.
* Transport.
* Business equipment.

# Your Target Market

* Are you serving individuals, businesses or both?
* What is your target market?
* How will you cater to this target market?
* Do you have a specialism or niche?
* Outline your ideal client personas.
* Where are you clients based?
* How will clients find and contact you?
* Why will clients want to purchase your products/services?
* What influences the buying decisions of your customers?
* Do you have clients waiting to use your services/buy your products?
* Have you already made sales?

# Market Analysis

*Include an overview of the market as a whole, with specific valuations and data. Define*

*the scope of your specific target market.*

# Market Research

*Include details of any market research you have undertaken. This may include surveys,*

*focus groups and conversations.*

# Competitor Analysis

* + List the names, locations, websites and turnover information of your main

direct and indirect competitors.

* + What type of events do they plan?
  + What is their target market?
  + Do they have a niche or specialism?
  + Do you have any information about their pricing strategy?
  + Who are their clients?
  + What are their strengths and weaknesses?
  + How will you gain a competitive edge over your competitors?

# Marketing Strategy

*Describe what you are going to do to market your business, the target audience, why you*

*think it will be effective, what you want the outcomes to be and how much it will cost.*

# SWOT Analysis

*Identify your Strengths, Weaknesses, Opportunities and Threats.*

# Unique Selling Points.

*Identify the ways you are unique and offer something different to your competitors.*

# Sales and Marketing

* + Describe the main product/service(s) you are offering.
  + Give pricing and sales information or details for how you will calculate your

fees.

* + What is your profit margin?

# Legalities

* Insurance requirements
* Legal requirements
* Business bank accounts
* Tax registration
* Shares
* Date of Incorporation
* Key business deadlines

# Personal Budget

*Calculate your outgoings and what you need to live on, detailing any income you have*

*coming in.*

# Business Financial and Cash Flow Forecast

* + On a monthly basis estimate the sales and expenditure of the business.
  + List any assumptions and predictions - e.g. the Christmas period is a bad

time for conferences so we expect sales to be lower.

* + Include all financial information, from startup costs to balance sheets.
  + The income necessary to start or maintain the business.
  + The sales/income needed over the next two, three, and five years.
  + Any additional funding and investment anticipated.
  + Ongoing business expenses, including salaries, insurance costs, promotional

expenses, etc.

# Financial Projections.

*Provide projected income statements and balance sheets for at least two or three years.*

# Additional Supporting Information

Attach any supporting documents

* market research
* customer feedback
* articles on the company
* résumés of key personnel