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Lawdan Events

Mission Statement

Our goal is to provide our clients with exceptional attention to detail and assist them with the planning they need to make their event one to remember!

Concept

Lawdan events is an event management company striving to provide the best planning a person could ask for. Our company was born out of our passion for events both big and small. Lawrie has a special interest in weddings and corporate planning with Jordan being an expert in corporate with a love for concerts, festivals and all things entertainment. After graduating top of their class at The Art Institute of Vancouver, the pair decided to go into business together. They bring their separate loves into one cohesive power unit in the event management industry. As a company, we provide full planning options as well as day of coordination services for all events. We as a team aim to provide each client with a stress-free planning experience to make their event as memorable as can be.

Location

Lawdan Events is centrally located in the heart of Vancouver at 3919 Knight Street. After careful consideration and searching for the perfect lease space we have found our location. This new building built in 2015 is approximately 766 square feet. After back and forth communication with the realtor Lawrie and myself were able lease the retail space that fit within our budget. 3919 Knight Street is located right on the main road and gives our new business plenty of advertising possibilities due to its location. With street parking, available between 9am till 2pm and transit close by it makes it easier for customers to reach daily.

Knight street being a main street used day to day by people going about their daily lives gives the office the chance to market itself. Having large signage with contact information on it gives potential customers the information they need to call or email us. Being in between two close traffic lights that turn red every 30 seconds gives enough time for potential clients to see us and take down the information needed to contact our company. Our location is considered to be in a residential area which also gives us the opportunity to meet locals within the area and potentially keep them as “regular” clients.



Work cited:

- <http://remax-crest-vancouver-bc.com/buyers/commercial-listings-search/l/listing.c8000518-3919-knight-street-vancouver-v3n-3l8.50064633>
- <http://www.wufoo.com/gallery/templates/surveys/event-feedback-during-event/>
- <https://www.surveymonkey.com/r/Target-Market-Demographics-Template?sm=7zQY%2b%2bGG39tTmtB0FrE3ZW98aPsB2i9tRtwNOhUsL6o%3d>

Our Segment

Us at Lawdan Events took the time to carefully considered the variables within the categories of Geographic's, demographics, psychographics and behavioral traits to define our target market. With our office located in a residential area we chose to take a good look at our consumer market to gain and eventually maintain a competitive advantage within the event industry. Using the information researched we have made the executive decision as co-partners to focus our business towards wedding planning. Below we have categorized our focus into the variables needed based on the research we have found within our locations community.

Our Geographic's focus on our consumer's area of residence. Our company is located in Canada, British Columbia. Our address is 3919 Knight Street located in the city of Vancouver within the Kensington-Cedar Cottage community. Our geographic search information was found on the official Government of Canada website based on information last updated in 2011. With this being said our information is not exact but gives us a great deal of knowledge into where our target market needs to be focused.

Our demographic studies were also researched from the same Government of Canada website. Based on our Geographic's above we were able to pin point our statistics closer to our location being the Vancouver Kingsway community. Within this area we came to the conclusion that with a population of 124,938 only 56,915 people are married and or living under common-law. That leaves a total of 68,023 people within our community that are single, divorced or widowed and looking for a significant other.

With consumer psychographics we look further into the segmentation based on lifestyle, attitude and personality. Vancouverites as a whole live busy city lifestyles and with social media along with expectations riding on us city folk we have a lot to look at. It is very expensive living in Vancouver, some more than other's so work is a huge factor into one's lifestyle. Jobs can consist of working five to six days a week and even longer hours if one lives alone. With our 68,023 ratio of male and female singles within our location we expect to get a rise in wedding sales over the next one to five years. With busy city lifestyles and the number of working singles out there we can market our company better by allowing us to take the weight and stress of wedding planning off a couples hands. All that being said we then begin to look into the attitude of our target market. Equality today has come a long way and women are working just as much as men do, and on top of all of that we then have social media trying to shape the mind into the right "look" a male or female should have. This being said many people's attitudes and personalities could greatly differ from social media so we must always look into top trends to keep our clients interested and updated with top styles within the event industry.

Behavioral segmentation focuses on the behaviors that consumers exhibit in the marketplace. Vancouverites are constantly attending events, the city is full of them. But what we need to take into consideration is the comments as well as word of mouth people within the community are saying about these events. Our biggest competition along with other event

Jordan Worsnop
Lawrie Hammersley

companies is the question of whether or not hiring us will be a good investment. Going back to psychographics another huge factor with citizens of Vancouver is money and budgets because of the expensive of living. Our marketing strategy needs to take these budgets into consideration as well as convince them that it is worth the time and money to invest in Lawdan Events.

Along with behavioral we have benefit segmentation which focuses on benefits that consumers are seeking from our product. Like behavioral we need to convince our target market that we are worth the investment. With potential clients in the area living busy lifestyles we take the time off of having to organize and plan the perfect wedding for you and your significant other. Have you heard the saying “there is not enough hours in the day” well we are those hours to our clients. We know how much time and effort goes into a wedding day and the planning up to it. Our goal is to prove and market to our clients that we are those “extra hours in the day” and that the benefit they get from our company is a beautiful wedding day full of unforgettable memories.

Our goal with Lawdan Events is to aim our companies market plan around a Mass Market Strategy consisting of one product and developing one marketing plan. In reaching our target market we take into consideration the above information in performing a strong marketing segmentation.

Works Cited

<https://digitalbookshelf.artinstitutes.edu/#/books/9781118065464/cfi/6/8!/4/2/16/26/2/8/4@0:100>

<http://www.pearsoncanada.ca/media/highered-showcase/multi-product-showcase/tuckwell-think-ch06.pdf>

<http://www.cucumbermarketing.com/marketing-in-vancouver-keeping-your-target-market-in-mind/>

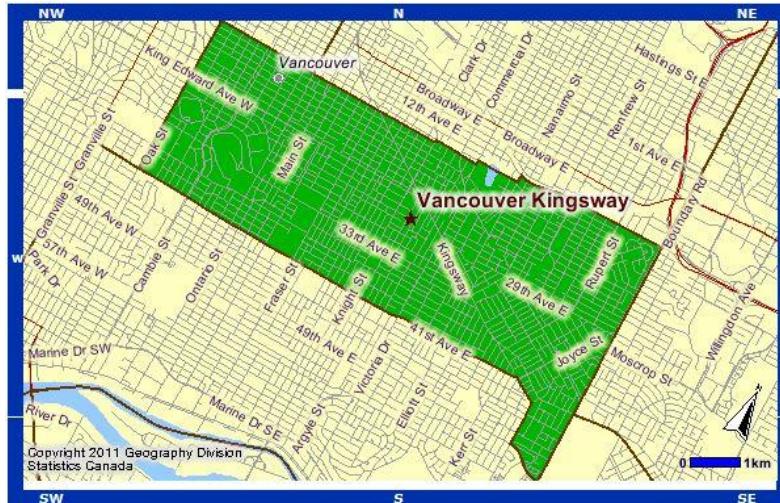
<http://geodepot.statcan.gc.ca/GeoSearch2011-GeoRecherche2011/GeoSearch2011-GeoRecherche2011.jsp?lang=E&otherLang=F>

<http://vancouverrestaurantbrokers.com/recip.html/map-50064633>

<http://vancouver.ca/>

Market Demographics

East Vancouver-Kingsway



| Population and dwelling counts | | | | |
|---|----------------|---------|------------|--|
| Population | 124,938 | 603,502 | 33,476,688 | |
| Total private dwellings | 47,561 | 286,742 | 14,569,633 | |
| Private dwellings occupied by usual residents | 44,536 | 264,573 | 13,320,614 | |
| Age and sex <small>Footnote 1</small> | | | | |
| Total - Age and sex | 124,940 | 603,500 | 33,476,685 | |
| Age | | | | |
| 0 to 14 years | 18,170 | 71,345 | 5,607,345 | |
| 15 to 64 years | 89,850 | 450,220 | 22,924,285 | |
| 65 years and over | 16,915 | 81,930 | 4,945,060 | |
| Sex | | | | |
| Male | 60,640 | 295,100 | 16,414,225 | |
| Female | 64,300 | 308,400 | 17,062,460 | |
| Census family structure | | | | |
| Total number of census families | 33,425 | 151,330 | 9,389,700 | |
| Number of married-couple families | 23,975 | 103,030 | 6,293,950 | |
| Number of common-law couple families | 3,280 | 23,580 | 1,567,905 | |
| Number of lone-parent families | 6,175 | 24,725 | 1,527,840 | |
| Number of female lone-parent families | 4,940 | 20,125 | 1,200,295 | |
| Number of male lone-parent families | 1,235 | 4,600 | 327,550 | |
| Private household type | | | | |

| | | | |
|---|----------------|---------|------------|
| Total number of private households | 44,535 | 264,575 | 13,320,615 |
| Households containing a couple (married or common-law) with children aged 24 and under at home | 11,750 | 48,990 | 3,524,915 |
| Households containing a couple (married or common-law) without children aged 24 and under at home <small>Footnote 2</small> | 11,135 | 64,710 | 3,935,540 |
| Lone-parent family households | 5,010 | 21,580 | 1,375,450 |
| One-person households | 10,580 | 101,205 | 3,673,305 |
| Other household types <small>Footnote 3</small> | 6,065 | 28,085 | 811,405 |
| Average number of persons in private households | 2.8 | 2.2 | 2.5 |
| Marital status | | | |
| Total population 15 years and over by marital status | 106,765 | 532,150 | 27,869,340 |
| Married or living with a common-law partner | 56,915 | 264,105 | 16,084,490 |
| Married (and not separated) | 50,345 | 216,815 | 12,941,960 |
| Living common-law | 6,570 | 47,285 | 3,142,525 |
| Not married and not living with a common-law partner | 49,855 | 268,050 | 11,784,855 |
| Single (never legally married) | 35,990 | 194,270 | 7,816,045 |
| Separated, but still legally married | 2,525 | 12,850 | 698,240 |
| Divorced | 5,770 | 35,825 | 1,686,035 |
| Widowed | 5,575 | 25,110 | 1,584,530 |
| Occupied private dwelling characteristics | | | |
| Total private dwellings occupied by usual residents | 44,535 | 264,575 | 13,320,615 |
| Single-detached houses | 11,805 | 47,535 | 7,329,150 |
| Semi-detached houses | 465 | 3,995 | 646,245 |
| Row houses | 1,075 | 9,045 | 791,595 |
| Apartments or flats in a duplex | 17,370 | 45,845 | 704,480 |
| Apartments in a building with fewer than five storeys | 10,380 | 87,425 | 2,397,550 |
| Apartments in a building with five or more storeys | 3,315 | 70,270 | 1,234,770 |
| Other dwellings <small>Footnote 4</small> | 130 | 460 | 216,820 |
| Language characteristics | | | |
| Total population excluding institutional residents | 124,090 | 595,725 | 33,121,175 |
| Mother tongue | | | |
| English | 48,410 | 299,285 | 18,858,975 |
| French | 1,080 | 8,905 | 7,054,970 |
| Non-official languages | 69,960 | 270,495 | 6,567,685 |
| Aboriginal languages | 40 | 410 | 200,725 |
| Non-Aboriginal languages | 69,915 | 270,085 | 6,366,960 |
| English and French | 240 | 1,505 | 144,685 |

| | | | |
|---|---------------|---------|------------|
| English and non-official language | 4,225 | 14,425 | 396,330 |
| French and non-official language | 115 | 755 | 74,430 |
| English, French and non-official language | 65 | 350 | 24,095 |
| Language spoken most often at home | | | |
| English | 66,880 | 387,300 | 21,457,075 |
| French | 430 | 3,560 | 6,827,865 |
| Non-official languages | 46,265 | 169,485 | 3,673,865 |
| Aboriginal languages | 5 | 70 | 121,810 |
| Non-Aboriginal languages | 46,260 | 169,415 | 3,552,055 |
| English and French | 150 | 890 | 131,205 |
| English and non-official language | 10,220 | 33,780 | 875,135 |
| French and non-official language | 50 | 250 | 109,705 |
| English, French and non-official language | 90 | 450 | 46,330 |

http://geodepot.statcan.gc.ca/GeoSearch2011-GeoRecherche2011/GeoSearch2011-GeoRecherche2011.jsp?searchLocalityName=4019953.25428571%3A2002039.80857143%3AVancouver+Kingsway+%5BFED%5D%2C+B.C.%3A59032%3Afed%3AFED%3AVancouver+Kingsway&searchTheme=Locality&cmdSearchEntered=Update+map+and+data+table&boundaryType=csd&searchPass=3&MinX=4017555.5863865586&MinY=2003206.06134454&MaxX=4020937.9393277317&MaxY=2005264.88487395&LastImage=http%3A%2F%2Fgeodepot.statcan.gc.ca%2FDiss%2FOutput%2FGeoSearch2011_f6geomspaz12884450816249.gif&lang=E&FormTool=&sZoomLevel=2&boundaryType=csd&boundaryType2=&boundaryDefault=N

Psychographics

Psychographics refers to segmentation based on lifestyle, attitudes and personality. There are plenty of psychographic segments in Vancouver, I have listed the ones that stand out the most:

Healthy Diet

Vancouverites are healthy at least more so than surrounding cities. in a national census for obesity in North America, BC does consistently well on keeping obesity scores low. Reflective of that we see many health trends in BC and Vancouver specifically.

Gluten Free

Most people don't actually know what gluten is but the gluten free trend is very much growing. People believe gluten free is better for you while others have sensitivity or even allergies. Most places you go will have gluten free options these days to appeal to the mass audiences.

Active Lifestyle

Yoga is a huge trend in Vancouver and that goes well with the overall trend of exercise, sports and community activities. When it comes to marketing at this market you need to be health conscious, hosting an event or maintaining a presence at local sporting events.

Feedback Questionnaire

Thank you for choosing Lawdan Events to coordinate your planning needs. We hope we have successfully and or over exceeded your expectations for your event. Below we have attached a feedback questionnaire, we would love to hear your thoughts to help better us for the future.

1. Please rate your overall satisfaction with the EVENT?

- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied

2. Please rate the following aspects of the event.

| | Very Dissatisfied | Dissatisfied | Neutral | Satisfied | Very Satisfied |
|-----------------|-------------------|--------------|---------|-----------|----------------|
| Venue | | | | | |
| Decor | | | | | |
| Entertainment | | | | | |
| Food & Beverage | | | | | |
| Visuals | | | | | |

3. Is this your first time using Lawdan Events?

- Yes
- No

4. Is there any other feedback you would like to share with us about the experience you've had with Lawdan Events?

Demographics Questionnaire

1. What age group do you fit under?

- 17 or younger
- 18-20
- 21-29
- 30-39
- 40-49
- 50-59
- 60-64
- 65 or older

2. What is your gender?

- Male
- Female

3. Which of the following categories fits your employment status?

- Employed, working 1-39 hours per week
- Employed, working 40 or more hours per week
- Not employed, looking for work
- Retired
- Disabled, not able to work

4. Which occupation best describes you?

- Food Preparation and Serving Related Occupations
- Production Occupations
- Legal Occupations
- Farming, Fishing, and Forestry Occupations
- Building and Grounds Cleaning and Maintenance Occupations
- Education, Training, and Library Occupations
- Personal Care and Service Occupations
- Sales and Retail Occupations
- Healthcare Practitioners and Technical Occupations
- Office and Administrative Support Occupations
- Computer and Mathematical Occupation
- Business and Financial Operations Occupations
- Construction or Trade Occupations
- Architecture and Engineering Occupation
- Protective Service Occupation
- Arts, Design, Entertainment, Sports and Media Occupations
- Transportation and Material Moving Occupations
- Other (please specify)

5. Yearly Household Income?

- Less than \$20,000
- \$20,000 to \$34,999
- \$35,000 to 49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 or more

6. What is your marital status?

- Divorced
- Married
- Separated
- Widowed
- Never Married

7. Do you have any children?

- Yes
- No

8. What is your nationality?

- Caucasian
- Black or African-American
- American Indian or Native
- Asian
- Native Hawaiian or other Pacific Islander
- Spanish, Hispanic or Latino
- Another Race (please specify)

9. What is your first language and or speak most often? (please specify)

Works Cited

- <https://www.formstack.com/blog/2014/include-survey-followup/>
- <http://www.wufoo.com/gallery/templates/surveys/event-feedback-post-event/>
- <http://www.amplituderesearch.com/market-research-questions.shtml>

Sales and Products

Although weddings are our companies focus due to the high rate of single clientele within our catchment area we also want to offer services toward family events.

Looking at our demographics again, we see that our singles rate is high which leads our company towards promoting weddings. We then can look at age where we see that our largest population of males and females is between the ages of 15-16. We want to incorporate social family events into our company's specialty to meet the needs for our client base.

The Lawdan Events team has an extensive background in weddings and social events, having planned and executed hundreds of unique occasions with rave reviews. Owner and Principal Planners Jordan Worsnop and Lawrie Hammersley, have managed events for a variety of high profile people with successful delivery on all budgeted goals. These include weddings, barbeques, birthdays, anniversaries, graduations and more.

Our individual blends of professionalism make for fun and approachable styles. We pride ourselves on outstanding logistic planning, comprehensive budget solutions and bringing creative ideas in making your event a memorable success.

Our wedding and social event management services are fully customizable to meet the unique needs of each client and event. The best approach to create your ideal service package is to discuss your event in detail with us face-to-face to determine the type of support you require to make it exceptional. From there, we'll provide a custom proposal and quote for your consideration. We're happy to collaborate and adjust the proposal however necessary. Our quotes are based on the size, style and scope of the project and services.

Visit us at our office located at 3919 Knight Street, Monday-Friday between the hours of 9am-5pm or call 604-803-7910 and book a private meeting at a convenient time that works with your schedule.

Our services offered goes as follows:

Full Planning

The purpose of our Full Planning service is to take the workload off your shoulders while providing industry expertise to create a flawless event start to finish. We'll manage the entire planning process with your vision as our guide, offering valuable referrals, resources and tools, giving you the opportunity to enjoy your planning experience with ease and excitement. You get all the Pinterest goodness with none of the legwork to make it happen. Starting \$5000.

Partial Planning

The Partial Planning service is ideal for clients who want to be hands-on in the planning process, but would like the added benefit of a professional by their side to provide guidance, advice and resources. This service consists of 2 hour monthly meetings to assess planning progress and

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provide customized referrals and to-do lists, plus custom budget allocations, timeline development and venue site visits. It also includes the full Day of Coordination service to ensure all your planning comes together seamlessly. Starting \$3200.

Day of Coordination

After many long hours have gone into planning every detail of your event day, our Day of Coordination service ensures you'll be able to relax and reap the benefit of your hard work. On the day, we'll orchestrate your event with seamless flow and communication per the timeline and detailed plans. Any issues or concerns will be resolved with a cool, calm and collected ease, without you even needing to know. You'll be able to relax, celebrate and be present in every moment of your event, knowing the logistics and coordination are in the hands of a professional. Starting \$1500.

We also provide a list of qualified vendor to help our clients with the planning process.

Photographers:

Jonetsu: <http://www.jonetsuphotography.com>
Luke Liable: <http://www.lukeliable.com>
Maru Photography: <http://maruphoto.ca>
Butter Studios: <http://www.butterstudios.ca>
Ophelia Photography: <http://opheliaphotography.com>
Sakura Photography: <http://www.sakuraphotography.com>
Sweet Pea Photography: <http://www.sweetpeaphotography.com> Randall Kurt Photography: <http://www.randalkurt.com>
Blue Olive Photography: <http://www.blueolivephotography.com> Union Photography: <http://www.unionphotographers.com> hyperfocus photography: <http://www.hyperfocus.ca> Love Tree Photography: <http://www.lovetreephoto.ca>
Jamie Delaine: <http://jamiedelaine.com>
Blush Photography: <http://blushweddingphotography.org>
Modern Romance: <http://www.modernromanceweddings.com> (Video too) Sim Wedding: <http://www.simwedding.ca> (Video too) So Wedding: <http://www.sowedding.ca> (Video too)
Josh Bowie: <http://bowieweddingphotography.ca>
D'Soleil: <http://www.dsoleil.com>
Bake Photography: <http://bakephotography.com>
Stu-di-O by Jeanie or Jeff: <http://stu-di-o.com>
Leanne Pedersen: <http://www.leannepedersen.com>
Lucida Photography: <http://www.lucida-photography.com>
Jennifer Williams Boudoir: <http://jenniferwilliams.com/boudoir>

Party Rentals, Tenting, Misc.

A&B Partytime Rentals: <http://abpartytime.com>
Pedersen's Rentals: <http://vancouver.pedersens.com>
Apex Tents & Salmon Rentals: <http://salmonsrentals.com> or <http://apextents.com>
Lonsdale Events: <http://lonsdaleevents.com>
Full Moon Washroom Rentals: <http://www.fullmoonrentals.com>

Flowers & Décor:

Granville Island Florist: <http://www.gifvancouver.com>
FlowerZ: <http://www.flower-z.com> or <http://www.koncepteventdesign.com>
Frans Flowers: <http://www.fransflowers.ca> (not to be confused with Fran's Flowers in Vancouver)
Flower Factory: <http://www.flowerfactory.ca> Art of the Party: <http://www.artoftheparty.ca>
Budget Blooms: <http://www.budgetblooms.ca>
Hilary Miles: <http://www.hilarymiles.com>
Sunflower Florists: <http://sunflowerflorist.ca> (amazing Sofreh designs for Persian Weddings) Upright
Décor: <http://www.uprightdecor.com>
Debut Event Design Inc.: <http://www.debuteventdesign.ca> Bespoke: <http://www.bespokedecor.ca>
Greenscape Design & Décor: <http://www.greenscapedecor.com>
Reel Silks: <http://www.reelsilks.com>

Chair Covers:

Trinklets: <http://www.trinkletscreations.com> Chair Décor: <http://www.chairdecor.com> Caterers:
Savoury Chef: <http://www.savourychef.com>
Savoury City Catering & Events: <http://www.savourycity.com>
Truffles: <http://www.trufflesfinefoods.com>
Culinary Capers: <http://www.culinarycapers.com>
No Fixed Address: <http://nofixedaddresscatering.com>
The Butler Did it Catering Company: <http://www.butlerdiditcatering.com>
Louis Gervais: <http://www.louisgervaiscatering.com>
Emelle's Catering: <http://www.emelles.com>
Potluck Catering: <http://www.potluckcatering.com>
Lazy Gourmet: <http://www.lazygourmet.ca>

Invitations:

ONLINE
InspirAsian Creations: <http://www.inspirasiancreations.com> (local home office in Burnaby)
Wedding Paper Divas: www.weddingpaperdivas.com Paperless Post: <http://www.paperlesspost.com>
RETAIL & CUSTOM
Love by Phoebe: <http://www.lovebyphoebe.com>
Vignettes Studio: <http://www.vignettesstudio.com>
Papier by Judy: <http://www.papierbyjudy.com> Zing Paperie: <http://www.zingdesign.ca>

Cakes & Desserts:

The Cake & The Giraffe: <http://www.tcandtg.com> The Uncommon Cake:
<http://www.theuncommoncake.com> aElizabeth Cakes: <http://www.annaelizabethcakes.com> Cake by
Annie: <http://www.cakebyannie.com> Pink Ribbon Bakery: <http://www.pinkribbonbakery.ca>
Butter Baked Goods: <http://www.butterbakedgoods.com>
Whisk: <http://www.whiskvancouver.com> Ganache Pattiserie: <http://www.ganacheyaletown.com> cake:
<http://www.cakebynico.com> Cadeaux Bakery: <http://www.cadeauxbakery.com>
Berlioska: <http://www.berlioska.com>
The Bake Sale: <http://www.thebakesale.ca>
Cupcakes: <http://cupcakesonline.com/products/wedding-cakes>
Sweet Thea: <https://www.sweetthea.com>

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DJ:

Girl on Wax: <http://www.girlonwax.com>
MIB Roadshow: <http://www.mibroadshow.com>
Man About Town: <http://manabouttownent.com>
Skyline's Mobile Music: <http://www.skylinemobile.com>

Band/Live Music/Entertainment:

Musical Occasions: <http://www.musicaloccasions.ca> (Morgan)
Dr. Strangelove: <http://www.drstrangeloveband.com> (Kelly or Sarah)
Side One Band: <http://www.sideone.ca>
Groove & Tonic: <http://www.grooventonic.com>

Bro Gilbert: <http://brogilbert.com> (Justin) **sleight of hand illusionist/mentalist

Photo Booths:

Photobooth: <http://www.photoboothvancouver.blogspot.com>
The Collective You: <http://thecollectiveyou.com>
Adam & Kev Weddings: <http://www.adamandkevweddings.com/#/portrait-guestbooks> Swanybooth:
<http://www.swanybooth.com>

Ice Sculpture:

Cool Creations: <http://www.cool-creations.com> (Hiro or Harry)

Audio Visual & Lighting:

PSAV: <http://www.psav.com>
Freeman: <http://freemanav-ca.com>
Showmax: <http://showmaxevents.com> (Dave)
Sunam Lighting: <http://www.sunam.ca> (Lighting & Décor) \$\$-\$\$\$

Transportation:

Pacific Harmony: <http://www.limoharmony.com> Limousines, SUVs, and Limo Bus
A Stylish Arrival: <http://www.astylisharrival.com> Vintage Cars
Reel Cars: <http://www.reelcars.net> Vintage & Classic Car Agent

Caterers:

Savoury Chef: <http://www.savourychef.com>
Savoury City Catering & Events: <http://www.savourycity.com>
Truffles: <http://www.trufflesfinefoods.com>
Culinary Capers: <http://www.culinarycapers.com>
No Fixed Address: <http://nofixedaddresscatering.com>
The Butler Did it Catering Company: <http://www.butlerdiditcatering.com>
Louis Gervais: <http://www.louisgervaiscatering.com>
Emelle's Catering: <http://www.emelles.com>
Potluck Catering: <http://www.potluckcatering.com>
Lazy Gourmet: <http://www.lazygourmet.ca>

Works Cited

www.spotlightevent.ca

Competition

For the event world, our competition is plenty. Local businesses cause the most threat to our business just because they are in close proximity but since events can basically be planned from any destination, our competition can be found almost anywhere. We have done some research into our local competitors and have compared our pricing as well. Below we have listed some who we believe fit the same criteria as a business that we do.

Filosophi

Filosophi was founded in 2010 with one simple mission: to give every bride a completely stunning, personalized and unique wedding that is anything but stereotypical. Filosophi's passion-filled and award winning team of planners have brought over 200 weddings of every shape and size to life, each with its own distinct aesthetic and atmosphere. This company offers full day planning as well as day of planning. Located in downtown Vancouver. Pricing not available.

<http://www.filosophi.com/weddings.html>

Dreamgroup

In 2004 Genève and college friend Sarah Shore ambitiously started up what is now one of Vancouver's longest running and most trusted wedding planning companies, DreamGroup Productions Inc. This company offers full day coordination, partial planning and wedding day management. Full day planning starts at \$5000, wedding day management starts at \$1495.

<http://www.dreamgroup.ca/>

Countdown Events

At CountDown Events, we pride ourselves on being the most sought after full-service event planning company; pushing the limits every day to deliver the most spectacular and extraordinary events. We combine our passions for fine cuisine, luxurious style and captivating entertainment to produce award-winning events. This company offers complete coordination and day of perfection.

<http://www.countdownevents.com/>

Imagine that events

Imagine That Events is here to take the stress of planning away, to execute your event and to make sure that you and your colleagues have the time to relax and enjoy the party. Whether it is a corporate gala, a Christmas party, a team building event, a hospitality suite, a customer appreciation event or a segment of a conference, Imagine That Events can add an innovative and creative touch to cater to your corporate vision and image.

<http://imaginethatevents.ca/vancouver-corporate-event-planners/>

Alicia Keats wedding + events

Alicia Keats Weddings and Events is an award winning, full-service event planning company based in Vancouver, British Columbia, that offers the inspiration, the experience, and the integrity necessary to make any event perfectly unique. This company offers full coordination and day of coordination. <http://www.aliciakeats.com/services/coordination/>

Marketing Strategy
Product Life Cycle



Agree to Plan the Event



Planning Process



Talk and Review



Day of the Event



Meet a Client



Evaluate

For our marketing strategy, we went with the product life cycle. This strategy focuses on the new product development, through a growth phase, to a maturity phase, and then, eventually into decline. We weighed the pros and cons and this is the strategy we feel would work best for us.

Pros ◦ Use stage to improve marketing planning and strategy development

- Encourages firms to be more proactive
- Helps firms recognize potential threats and opportunities

Cons ◦ Doesn't apply to many products and services

- May become a self-fulfilling prophecy
- Hard to determine stage/predict changes
- May place too much faith in it; ignore other factors
- May ignore external and competitive factors

We chose this plan because our target market is families and this life cycle mirrors that of an averages families cycle.

Works Cited

- [file:///C:/Users/Lawrie/Downloads/ch08-Managing%20Products%20and%20Services%20\(73%20slides\).pdf](file:///C:/Users/Lawrie/Downloads/ch08-Managing%20Products%20and%20Services%20(73%20slides).pdf)
- [file:///C:/Users/Lawrie/Downloads/ch08-Managing%20Products%20and%20Services%20\(73%20slides\).pdf](file:///C:/Users/Lawrie/Downloads/ch08-Managing%20Products%20and%20Services%20(73%20slides).pdf)

Promotion and Advertising

With advance technology today most consumers look for companies online. Based on our statistics previously recorded we thought online marketing would be best in reaching our ideal consumers. With owning an event company we realize how busy people can be, so we've made reaching us simple.

When thinking of advertisement our first marketing tool we considered was a website. Our website, available through Google, links consumers to all the information needed in contacting Lawdan Events. Our website is our main source in marketing our whole business plan providing photos and services for all event types. Photos are our main focus when marketing through online sources. Lawdan Events has incorporated links to mobile applications through our website. Applications including Instagram, Facebook and Pinterest gives consumers access to our images which will aid them in visualizing our previous events and showing our potential clients available options when planning for their own event.

Our goal is to not push the information to our potential customers but to instead pull them into the information provided. Through easy accessible mobile applications consumers are able to "follow" or "like" photos through these sights which then gives us a better understanding on the needs and wants of our clientele. We want our work to speak for itself.

Another one of our goals is to be popular by word of mouth also. We want our clients to be so happy with our services that they will be more than willing to tell all their friends and family how satisfied they were. We also plan on having plenty of business cards on hand so we can self-promote at the drop of a hat.



Marketing Budget

Our advertising budget for our start up is \$50,000

| | |
|--|----------|
| Print Advertising (Magazines) | \$10,000 |
| Internet Advertising (Facebook ads, google ads) | \$30,000 |
| Radio Advertising | \$5,000 |
| Print Advertising (Brochures, business cards, flyers) | \$5,000 |

Grand Opening

Plan: After careful consideration in opening our business to the city of Vancouver, Lawdan Events thought our best approach in reaching out to our ideal customer base is to host a bridal show. Our opening day event will consist of local vendors including florists, dress companies and entertainment from our list of quality vendors within the event world. This will be an open event with ticket sales running from \$15 to \$25. Costs will be low due to the suppliers renting space at our event to pitch their products and services to potential clients. This promotional strategy will increase positive word of mouth advertising. This event will also show our consumers the style we bring to the events we plan and will give them an idea of who we are as a company.

Publicize: To bring awareness to our grand opening, we are going to use KISS FM, our website, Facebook page, Instagram, local bridal magazines and flyers.

Prepare: Inside the venue we will have it decorated in all things “wedding”. We have tables set up for our vendors to showcase their products as well as runway for our bridal fashion show. The vendors will be supplied with a table and linen and then have free reign on their booth to showcase whatever they see fit.

Pitch: We will create a flyer to hand out wherever possible including bridal stores and rental shops. Our flyer will also translate into our bridal magazine ads and our social media pages.

Jordan Worsnop
Lawrie Hammersley

Lawdan Events brings you the

Bridal Showcase

In honor of our

Grand Opening



April 22

10am-6pm

Vancouver Convention
Centre

Brought to you by

Lawdan Events
lawdanevents.com

204-720-8334

Lawdan Events

3919 Knight Street
Vancouver, BC

Come on down to our bridal show for all
your bridal needs!

We have a vast selection of vendors
coming to showcase all the latest and
greatest products and services. We also
will have a fashion show with newest in
bridal fashion!

Tickets will be \$25.

Call us today to find out more or
visit our website!

204-720-8334

lawdanevents.com

