

B.A.P EVENT PLANNER



UNIVERSITI TEKNOLOGI MARA
CAMPUS SAMARAHAN 2
DIPLOMA IN CIVIL ENGINEERING
(EC110)

YOUR FASTEST AND BEST OF SERVICE

B.A.P EVENT PLANNER

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EXECUTIVE SUMMARY

After carrying some research and prospect on what business we should establish, our company has decided to open up an event planner service. We came up with a business plan of partnership and our company will be known as B.A.P Event Planner where 'B' stands for 'Best', 'A' stands for 'Absolute' and 'P' stands for 'Perfect'. Our main business is to carry a service of where we are the one who handle our customer needs.

In our business plan, there are five(5) major business establishments that need to be taking into the **consideration** which are the operation, administration, finance, management and **marketing**.

The General Manager **will be the** head of the management department while receiving assistance from the other manager. The General Manager is responsible in controlling, **organizing**, leading, manage and planning the business.

The Administration Manager is responsible to update the organizational chart, organize company's payment **scheme** and document every data obtain through company's monthly meeting.

Marketing and the Operation plan cautiously monitor and record the monthly sales of the company, **strategize the company's tactic** to gain profit and compete with other competitors. Marketing is responsible in promoting the business to the public.

As for the Operation Plan, **they need to identify and assign** business supplier, systemize the whole operation of the business.

The Financial is one of most important business establishments. The Financial department will **prepare the financial statement and balance sheet** for the company. The finance **executive** is responsible for every cash flow and financial transactions.

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INTRODUCTION

Name given to our company is B.A.P Event Planner where 'B' stands for 'Best', 'A' stands for 'Absolute' and 'P' stands for 'Perfect'. We choose this name because this suitable name is easy to remember. Plus, by saying the name, it has a very high spirited and strong chant that would be so easy to make our customer to remember us well. There will be six(6) colors that we choose to describe our theme. There are pink, red, green, yellow, white and blue. Each color stands for good quality of our service provided to our customers. These colors also represent our event planning's characteristics. Pink shows passions and love, red shows competitive attitude, green is for environmental purposes as our service does not give bad impact on the nature. Yellow is for our creativity on our ideas when handling each event and white is for our honesty and pureness of our service towards the community and customers. Lastly blue is for loyalty where we will guarantee for the best service for our loyal customer.

NATURE OF BUSINESS

Our company is established for event planner services and satisfies the customers demand. Each customer has different types of demand based on their preference. Truthfully, it is hard to settle an event by yourself and it is hard to deal or to give full hopes to non-professionals in handling an event for the customer. So that is why we are the most needed here. Our fundamentals as an event planner considered a professionalism and we are prettily presented and fully prepared on what kind of demand we receive from our customer. What are special about our event planner is we organize and manage various types of events which have we categorized as in most popular and strategic in our domestic market. They are cultural event(festivals ceremony etc), personal event(birthdays etc), organizational event(launching products etc) and leisure event(sports day etc).

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INTRODUCTION TO MARKETING

Market can be defined as the set of actual and potential buyers of product. Potential buyer can be refer to those who are interested to purchasing product and services, have ability to purchase and permitted by law and other regulations to acquire the product or service. In order to reach target market, companies have to perform marketing process.

Marketing also can be defined as the activities that carried out systematically to encourage and increase sales of products or service. This means, the company create product or service that may build customers interest towards it. A systematic marketing effort is essential to ensure that customers are attracted to purchase the product and services offered. This is particularly important especially in encouraging customers to try product and services by first-time. Systematic marketing help to increase sales by influence the customer to repeat purchase.

According to The American Marketing Association, marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

With this definition, it is important to realize that the customer can be an individual user, a company, or several people who contribute to the purchasing decision. The product can be a hard good, a service, or even an idea. Anything that would provide some value to the person who provides an exchange. An exchange is most often thought of as money, but could also be a donation of time or effort, or even a specific action. A producer is often a company, but could be an individual or non-profit organization.

In accordance to marketing plan and strategies, our business, B.A.P Event Planner has develop some plans and strategies to inform our customers about that our business offer and provides to them.