



# Event Venue

# Business Plan

[YEAR]

Sit back while we create the experience of a lifetime.

Information provided in this business plan is unique to this business and confidential; therefore, anyone reading this plan agrees not to disclose any of the information in this business plan without prior written permission of the Company

## Prepared By



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# 1.

## Executive Summary

Mission Statement

Vision Statement

Products Served

Customer Focus

Success Factors

Financial Summary



#### REMEMBER

Before you think about how to start an event venue service, you must create a detailed event venue business plan. It will not only guide you in the initial phases of your startup but will also help you later on.

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#### TIP

Divine Space, a leading event center is based in Detroit – Michigan, USA. We offer unique and personalized services to all our clients domestic and corporate. We provide event coordination and offer our clients planning expertise as well as an extraordinary wait staff service, in addition to our core service which is the provision of a conducive hall to

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## Mission Statement



#### TIP

In order to achieve our vision, we have the required coordination and planning expertise for all types of events, with professional and competent staff that would help make the events of our clients a memorable one.

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## Vision Statement



#### TIP

Our vision as an event center is to exceed the expectations of our clients by giving them a beautiful experience as well as event space for all their types of special events.

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## Products Served



**TIP**

Divine Space offers the following event spaces: Small Party venues, Ballrooms, Social Events and Banquet Hall, Conference Rooms, and Seminar Rooms. We provide spaces that can hold from 30 up to 300 people. Each room can be designed according to the clients' theme or preference. We also have event management consultants that clients can con

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## Customer Focus



**TIP**

Divine Space will primarily serve businesses, organizations, and wealthy individuals within the Detroit area that are looking for venues for their events. We will primarily target the corporate market, private market, and non-profit market.

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## Success Factors



**TIP**

Divine Space is uniquely qualified to succeed due to the following reasons:

There is currently no high-quality event venue in the community we are entering. In addition, we have surveyed the major corporations with local offices and determined that they have off-site event

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# Financial Summary



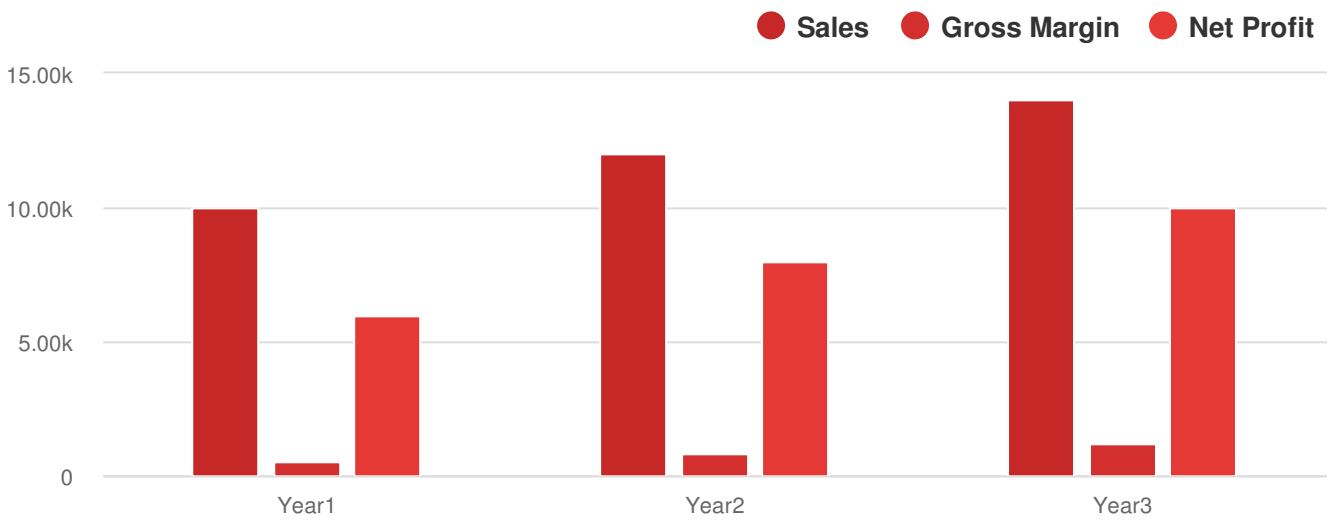
Divine Space is seeking total funding of \$3,000,000 to launch the event venue. The capital will be used for funding capital expenditures, manpower costs, marketing expenses, and working capital.

Specifically, these funds will be used as follows:

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## 3 Year profit forecast



Financial Summary	Year 1	Year 2	Year 3
Revenue	\$965,742	\$1,878,611	\$2,718,300

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# 2.

## Company Summary

History

Business Structure

Startup Summary



TIP

Finally, our Chief Executive Officer, Ms. John Moore has over 15 years of experience in event coordination as well as in catering. This experience in addition to several certifications in event planning will help take our business to the desired level it intends to attain.

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## History



TIP

Divine Space was founded in 2015 in Detroit by James Moore. With over 15 years of experience in the event management industry, he ventured into event venue rentals. After leasing a spacious building for several years, he decided to acquire a property in the middle of the city, where he opened up more event spaces for rent. Today, Divine Space's facility is 25

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## Business Structure



TIP

Having the right business structure is very important to us as a Divine Space and so we have laid the right plans that will ensure that our foundation is not only right but stays true to our core values and vision as a company. This is why we sourced for and have hired competent professionals who are diligent and true to work ethics in the various positions we h

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## Startup Summary



TIP

**Moore Lawn Care and Landscape's start-up costs include:**

- Home office equipment: file cabinet, the computer system (including printer, scanner, and fax software)

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## Startup cost



### Cost distribution

### Amount

<b>Expenses</b>	50000
<b>Assets</b>	80000
<b>Investment</b>	35000

Start-up Expenses	Amount
Legal	\$75,500
Consultants	\$0
Insurance	\$62,750
Rent	\$22,500
Research and Development	\$42,750
Expensed Equipment	\$42,750
Signs	\$1,250
<b>TOTAL START-UP EXPENSES</b>	<b>\$247,500</b>
Start-up Assets	\$0
Cash Required	\$322,500
Start-up Inventory	\$52,625
Other Current Assets	\$222,500
Long-term Assets	\$125,000

<b>Start-up Expenses</b>	<b>Amount</b>
TOTAL ASSETS	\$121,875
Total Requirements	\$245,000
START-UP FUNDING	\$0
START-UP FUNDING	\$273,125
Start-up Expenses to Fund	\$121,875
Start-up Assets to Fund	\$195,000
TOTAL FUNDING REQUIRED	\$0
Assets	\$203,125
Non-cash Assets from Start-up	\$118,750
Cash Requirements from Start-up	\$0
Additional Cash Raised	\$118,750
Cash Balance on Starting Date	\$121,875
TOTAL ASSETS	\$0
Liabilities and Capital	\$0
Liabilities	\$0
Current Borrowing	\$0
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$0
TOTAL LIABILITIES	\$0
Capital	\$0
Planned Investment	\$0
Investor 1	\$312,500
Investor 2	\$0
Other	\$0
Additional Investment Requirement	\$0
TOTAL PLANNED INVESTMENT	\$695,000
Loss at Start-up (Start-up Expenses)	\$313,125
TOTAL CAPITAL	\$221,875

<b>Start-up Expenses</b>	<b>Amount</b>
TOTAL CAPITAL AND LIABILITIES	\$221,875
Total Funding	\$265,000

# 3.

## Products and services



TIP

Below is Divine Space's initial service offerings and amenities provided:

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### **Small Party venue**

Closed space that can hold 30-50 people.



### **Ballrooms**

Rooms that have a maximum capacity of 300 people.



### **Social Events and Banquet Hall**

Event venue that is smaller than the ballrooms and can hold 200 people.



### **Conference Rooms**

Rooms that are smaller than the ballrooms but larger than the seminar/training rooms that can accommodate up to 250 people.



### **Seminar Rooms**

Smaller conference rooms that are located near an outdoor space for outdoor activities. These can hold 50-100 people.

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# 4.

## Market Analysis

Industry Analysis

Market Trends

Target Market





### REMEMBER

The most important component of an effective event venue services business plan is its accurate marketing analysis. If you are starting on a smaller scale, you can do marketing analysis yourself by taking help from this event venue business plan sample or other event venue services business plans available online.

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## Industry Analysis



### TIP

The Event industry depends on the willingness of households and businesses to spend money on social gatherings. In general, businesses seek event space for holiday dinners, fundraisers, and client appreciation events. Since companies with strong earnings over the course of the previous year have more money to allocate toward special events, dem

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## Market Trends



### TIP

Every month there is an event of some sort that is being thrown, which makes having an event center one of the best businesses for any entrepreneur to go into. It should however be noted that this industry has peak periods such as during the middle and end of the year where more events are thrown than during any other times in the year.

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## Target Market



### TIP

The target market for this industry is quite huge as there are events that are being thrown every now and then consisting of different types of the crowd, which makes for a huge customer base for event centers.

Therefore, our event center cannot be restricted to j

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# 5.

## SWOT Analysis



TIP

Like every successful business out there, we intend to ensure that our event center is of the required standard whilst also offering the best services and so to ensure that we attain this, we hired a reputable business consultant here in Detroit - Michigan, to help us critically look through our business concept and determine if we had what it takes to become a standard company.

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## Strengths

Our strength lies in the fact that we offer diverse services that will meet any requirements of our clients, which allows us to stand apart from our competitors. Also, we have professional and competent staff at hand to ensure that every event no matter the kind is conducted smoothly.

Our halls are not only well designed but also convenient as well as we also have the grounds for customers who want an outdoor ceremony. Finally, the expertise of our Chief Executive Officer, Ms. John Moore who not only has amassed several years of experience but also has several qualifications, is another of our strengths at Divine Space.

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## Weaknesses

This industry is saturated with these kinds of businesses; however, we intend to stand apart from our competitors by offering unique services that will attract the customers and offering excellent customer care that will retain most of our customers.

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## Opportunities

There are various opportunities that abound for us because the halls can be converted to any kind of event that intends to be hosted by our clients. We also can cater to religious bodies who intend to use our halls for regular meetings.

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## Threats

There are various threats that exist to every business in general, and so the probability of facing threats is not alarming to us. The threats we are likely to face in the course of starting and running the business are the off-peak periods, where there are less likely events to be thrown.

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# 6.

## Strategy & Implementations

Advertising Strategy

Pricing Strategy

Milestones



## REMEMBER

After identifying the market demand, market trends, and the potential customers of the startup, the next step is to define an effective strategy for attracting those customers. Like marketing analysis, sales strategy is also an important component of an event venue service business startup and must be properly planned before you think about starting your business.

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## Advertising Strategy



### TIP

The Company's promotions strategy to reach its target market are the following:

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### TIP

Divine Space will assign salespeople to contact area corporations to arrange for corporate rates for their upcoming company events.

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## Phone Prospecting

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### TIP

We will contact all local and regional area newspapers and television stations to tell them about the event venue opening and the unique value proposition of Divine Space.

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## Public Relations

Start writing here...



TIP

Divine Space will maintain a website and publish a monthly email newsletter to tell local corporations and past customers about promotions and events.

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## Ongoing Customer Communications

*Start writing here...*



TIP

Before opening the venue, Divine Space will organize pre-opening events designed for prospective national customers, local customers, and press contacts. These events will create buzz and awareness for Divine Space in the area.

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## Pre-Opening Events

*Start writing here...*

## Pricing Strategy



TIP

When it comes to the rates we intend to charge for our services, we have come up with a pricing strategy that will meet the budget of our clients here in Michigan. There are different packages and categories with varying rates available for all our different clients and we have ensured that each package is not only affordable but will meet and exceed the need

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## Milestones



**TIP**

Divine Space expects to achieve the following milestones in the following 24 months:

Date	Milestone
------	-----------

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# 7.

## Financial Plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios





### REMEMBER

The last component of the event venue service business plan is an in-depth financial plan. The financial plan crafts a detailed map of all the expenses needed for the startup and how these expenses will be met by the earned profits. It is recommended that you use [our financial planning tool](#) for guiding you through all financial aspects needed to be considered.

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### TIP

The company will be financed by John himself and he will control the direction of the business to make sure that it is expanding at the forecasted rate. As for the event venue service business start-up, no equity funding or outside loans will be required. With the help of financial experts, John has developed the following financial plan for his start-up business, which outlines the financial

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## Important Assumptions

The financial projections of the company are forecast on the basis of the following assumptions. These assumptions are quite conservative and are expected to show deviation but to a limited level such that the company's major financial strategy will not be affected.

	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	10,00%	11,00%	12,00%
Long-term Interest Rate	10,00%	10,00%	10,00%
Tax Rate	26,42%	27,76%	28,12%
Other	0	0	0

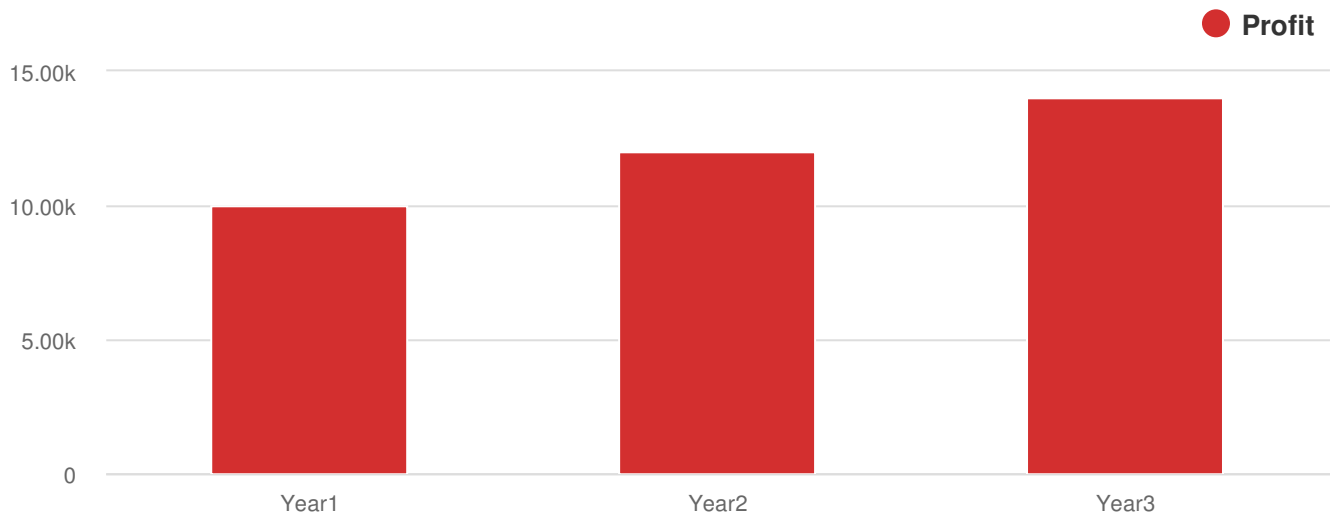
## Brake-even Analysis

Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
<b>Assumptions:</b>	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

## Projected Profit and Loss

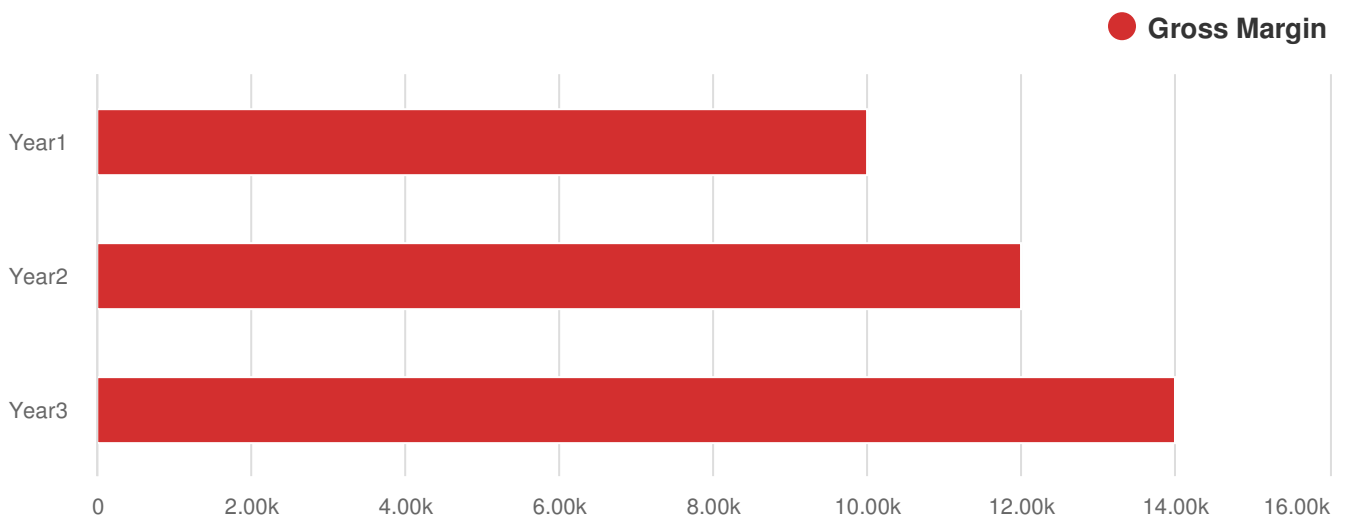
	Year 1	Year 2	Year 3
<b>Sales</b>	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0
<b>TOTAL COST OF SALES</b>	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
<b>Expenses</b>			
Payroll	\$138 036	\$162 898	\$187 760
Sales and Marketing and Other Expenses	\$1 850	\$2 000	\$2 150
Depreciation	\$2 070	\$2 070	\$2 070
Leased Equipment	\$0	\$0	\$0
Utilities	\$4 000	\$4 250	\$4 500
Insurance	\$1 800	\$1 800	\$1 800
Rent	\$6 500	\$7 000	\$7 500
Payroll Taxes	\$34 510	\$40 726	\$46 942
Other	\$0	\$0	\$0
Total Operating Expenses	\$188 766	\$220 744	\$252 722
Profit Before Interest and Taxes	\$105 205	\$146 040	\$186 875
<b>EBITDA</b>	\$107 275	\$148 110	\$188 945
Interest Expense	\$0	\$0	\$0
Taxes Incurred	\$26 838	\$37 315	\$47 792
Net Profit	\$78 367	\$108 725	\$139 083
<b>Net Profit/Sales</b>	30,00%	39,32%	48,64%

## Profit Yearly



Financial Year	Profit
Year1	10000
Year2	12000
Year3	14000

## Gross Margin Yearly



Financial Year	Gross Margin
Year1	10000
Year2	12000
Year3	14000

## Projected Cash Flow

Cash Received	Year 1	Year 2	Year 3
<b>Cash from Operations</b>			
Cash Sales	\$40 124	\$45 046	\$50 068
Cash from Receivables	\$7 023	\$8 610	\$9 297
<b>SUBTOTAL CASH FROM OPERATIONS</b>	<b>\$47 143</b>	<b>\$53 651</b>	<b>\$59 359</b>
<b>Additional Cash Received</b>			
Sales Tax, VAT, HST/GST Received	\$0	\$0	\$0
New Current Borrowing	\$0	\$0	\$0
New Other Liabilities (interest-free)	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0
Sales of Long-term Assets	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$0
<b>SUBTOTAL CASH RECEIVED</b>	<b>\$47 143</b>	<b>\$53 651</b>	<b>\$55 359</b>
<b>Expenditures from Operations</b>			
Cash Spending	\$21 647	\$24 204	\$26 951
Bill Payments	\$13 539	\$15 385	\$170 631
<b>SUBTOTAL SPENT ON OPERATIONS</b>	<b>\$35 296</b>	<b>\$39 549</b>	<b>\$43 582</b>
<b>Additional Cash Spent</b>			
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$0	\$0	\$0
Other Liabilities Principal Repayment	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0
Dividends	\$0	\$0	\$0
<b>SUBTOTAL CASH SPENT</b>	<b>\$35 296</b>	<b>\$35 489</b>	<b>\$43 882</b>
<b>Net Cash Flow</b>	<b>\$11 551</b>	<b>\$13 167</b>	<b>\$15 683</b>

<b>Cash Received</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
<b>Cash Balance</b>	\$21 823	\$22 381	\$28 239

## Projected Balance Sheet

Assets	Year 1	Year 2	Year 3
<b>Current Assets</b>			
Cash	\$184 666	\$218 525	\$252 384
Accounts Receivable	\$12 613	\$14 493	\$16 373
Inventory	\$2 980	\$3 450	\$3 920
Other Current Assets	\$1 000	\$1 000	\$1 000
<b>TOTAL CURRENT ASSETS</b>	<b>\$201 259</b>	<b>\$237 468</b>	<b>\$273 677</b>
Long-term Assets			
Long-term Assets	\$10 000	\$10 000	\$10 000
Accumulated Depreciation	\$12 420	\$14 490	\$16 560
<b>TOTAL LONG-TERM ASSETS</b>	<b>\$980</b>	<b>\$610</b>	<b>\$240</b>
<b>TOTAL ASSETS</b>	<b>\$198 839</b>	<b>\$232 978</b>	<b>\$267 117</b>
<b>Current Liabilities</b>			
Accounts Payable	\$9 482	\$10 792	\$12 102
Current Borrowing	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0
<b>SUBTOTAL CURRENT LIABILITIES</b>	<b>\$9 482</b>	<b>\$10 792</b>	<b>\$12 102</b>
Long-term Liabilities	\$0	\$0	\$0
<b>TOTAL LIABILITIES</b>	<b>\$9 482</b>	<b>\$10 792</b>	<b>\$12 102</b>
Paid-in Capital	\$30 000	\$30 000	\$30 000
Retained Earnings	\$48 651	\$72 636	\$96 621
Earnings	\$100 709	\$119 555	\$138 401
<b>TOTAL CAPITAL</b>	<b>\$189 360</b>	<b>\$222 190</b>	<b>\$255 020</b>
<b>TOTAL LIABILITIES AND CAPITAL</b>	<b>\$198 839</b>	<b>\$232 978</b>	<b>\$267 117</b>
<b>Net Worth</b>	<b>\$182 060</b>	<b>\$226 240</b>	<b>\$270 420</b>

## Business Ratios

	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
<b>Percent of Total Assets</b>				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%	-21,01%	-32,55%	58,40%
TOTAL ASSETS	100,00%	100,00%	100,00%	100,00%
Current Liabilities	4,68%	3,04%	2,76%	27,30%
Long-term Liabilities	0,00%	0,00%	0,00%	25,80%
Total Liabilities	4,68%	3,04%	2,76%	54,10%
NET WORTH	99,32%	101,04%	102,76%	44,90%
<b>Percent of Sales</b>				
Sales	100,00%	100,00%	100,00%	100,00%
Gross Margin	94,18%	93,85%	93,52%	0,00%
Selling, General & Administrative Expenses	74,29%	71,83%	69,37%	65,20%
Advertising Expenses	2,06%	1,11%	0,28%	1,40%
Profit Before Interest and Taxes	26,47%	29,30%	32,13%	2,86%
<b>Main Ratios</b>				
Current	25,86	29,39	32,92	1,63
Quick	25,4	28,88	32,36	0,84
Total Debt to Total Assets	2,68%	1,04%	0,76%	67,10%
Pre-tax Return on Net Worth	66,83%	71,26%	75,69%	4,40%
Pre-tax Return on Assets	64,88%	69,75%	74,62%	9,00%
<b>Additional Ratios</b>				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.

	Year 1	Year 2	Year 3	Industry Profile
<b>Activity Ratios</b>				
Accounts Receivable Turnover	4,56	4,56	4,56	N.A.
Collection Days	92	99	106	N.A.
Inventory Turnover	19,7	22,55	25,4	N.A.
Accounts Payable Turnover	14,17	14,67	15,17	N.A.
Payment Days	27	27	27	N.A.
Total Asset Turnover	1,84	1,55	1,26	N.A.
<b>Debt Ratios</b>				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
<b>Liquidity Ratios</b>				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.
Interest Coverage	0	0	0	N.A.
<b>Additional Ratios</b>				
Assets to Sales	0,45	0,48	0,51	N.A.
Current Debt/Total Assets	4%	3%	2%	N.A.
Acid Test	23,66	27,01	30,36	N.A.
Sales/Net Worth	1,68	1,29	0,9	N.A.
Dividend Payout	0	0	0	N.A.



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