

# 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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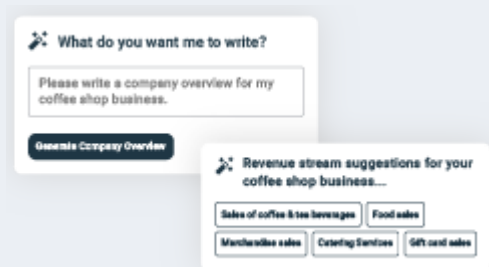
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# 1.

## 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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### Divine Space

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 wa

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## Mission Statement

### Divine Space

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

### Divine Space

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

### Divine Space

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 client's needs.

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## Customer Focus

### Divine Space

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

### Divine Space

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

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# Financial Summary

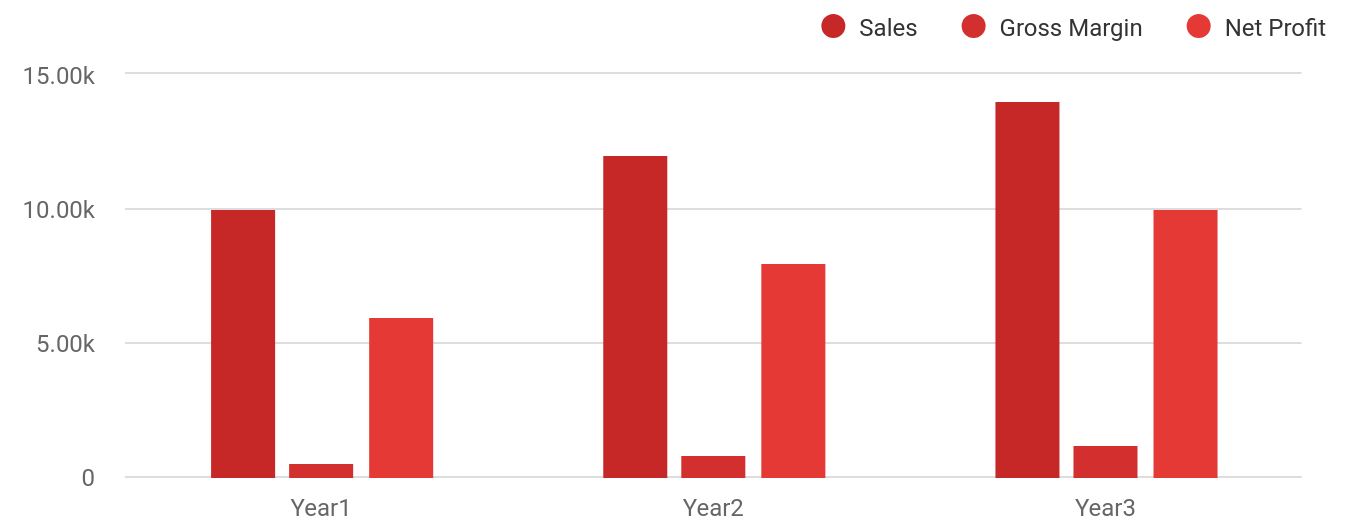
Divine Space

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.

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## 3 Year profit forecast



Divine Space

Financial Summary

Year 1

Year 2

Year 3

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# 2.

## Company Summary

History

Business Structure

Startup Summary

## Divine Space

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 achieve.


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## History

## Divine Space

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 Detroit.


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## Business Structure

## Divine Space

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

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## Startup Summary

## Divine Space

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

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

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Startup cost



Cost distribution	Amount
Expenses	50,000
Assets	80,000
Investment	35,000

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
TOTAL START-UP EXPENSES	\$247,500
Start-up Assets	\$0
Cash Required	\$322,500
Start-up Inventory	\$52,625
Other Current Assets	\$222,500

Start-up Expenses	Amount
Long-term Assets	\$125,000
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

Start-up Expenses	Amount
Loss at Start-up (Start-up Expenses)	\$313,125
TOTAL CAPITAL	\$221,875
TOTAL CAPITAL AND LIABILITIES	\$221,875
Total Funding	\$265,000

# 3.

## Products and services

## Divine Space

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.

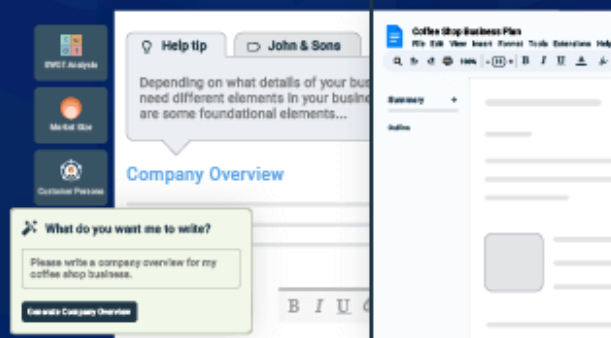


### Seminar Rooms

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.

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## Industry Analysis

### Divine Space

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

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## Market Trends

### Divine Space

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

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## Target Market

### Divine Space

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.

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# 5.

## SWOT Analysis

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 with our business plan.

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## Strength

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.

## Weakness

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.

## Opportunity

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.

## Threat

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.

# 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

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## Advertising Strategy

### Divine Space

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

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### Divine Space

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

*Start writing here..*

### Divine Space

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

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#### Divine Space

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

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#### Divine Space

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

#### Divine Space

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

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# Milestones

Divine Space

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

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

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# 7.

## Financial Plan

- Important Assumptions
- Brake-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 completed.

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## Divine Space

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 development of the month.

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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
Assumptions:	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

# Projected Profit and Loss

	2024	2025	2026
Revenue	\$1,000,977.88	\$1,314,814.50	\$1,738,864
Event Hosting	\$844,140	\$1,129,400	\$1,493,300
Unit Sales	422	565	747
Unit Price	\$2,000	\$2,000	\$2,000
Catering Services	\$129,400	\$153,990	\$208,595
Unit Sales	259	308	417
Unit Price	\$500	\$500	\$500

	2024	2025	2026
Equipment Rentals	\$27,437.88	\$31,424.50	\$36,969
<b>Cost Of Sales</b>	<b>\$363,542.26</b>	<b>\$473,721.09</b>	<b>\$622,524.90</b>
General Costs	\$363,542.26	\$473,721.09	\$622,524.90
Bike Inventory	\$306,293.37	\$400,564.35	\$527,943.20
Mountain Bikes	\$300,293.37	\$394,444.35	\$521,659.20
Road Bikes	\$6,000	\$6,120	\$6,284
Bike Accessories	\$57,248.89	\$73,156.74	\$94,581.70
Helmets	\$50,048.89	\$65,740.74	\$86,943.22
Locks	\$7,200	\$7,416	\$7,638.48
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
<b>Gross Margin</b>	<b>\$637,435.62</b>	<b>\$841,093.41</b>	<b>\$1,116,339.10</b>
<b>Gross Margin (%)</b>	<b>63.68%</b>	<b>63.97%</b>	<b>64.20%</b>

	2024	2025	2026
<b>Operating Expense</b>	<b>\$665,716.41</b>	<b>\$710,474.72</b>	<b>\$764,959.84</b>
Payroll Expense (Indirect Labor)	\$564,552	\$583,264.56	\$602,655.24
Event Management Team	\$270,600	\$280,098	\$289,950
Event Manager	\$69,000	\$72,450	\$76,072.56
Event Coordinators	\$201,600	\$207,648	\$213,877.44
Technical Staff	\$176,880	\$181,262.40	\$185,757.84
Sound Engineers	\$92,400	\$94,248	\$96,132.96
Lighting Technicians	\$84,480	\$87,014.40	\$89,624.88
Administrative Staff	\$117,072	\$121,904.16	\$126,947.40
Office Manager	\$51,072	\$52,604.16	\$54,182.28
Receptionists	\$66,000	\$69,300	\$72,765.12
General Expense	\$101,164.41	\$127,210.16	\$162,304.60
Venue Maintenance	\$27,115.52	\$36,413.42	\$49,201.86
Cleaning Services	\$7,095.96	\$10,117.14	\$14,424.58
Repair and Maintenance	\$20,019.56	\$26,296.28	\$34,777.28
Utilities	\$12,000	\$12,456	\$12,929.52

	2024	2025	2026
Electricity	\$9,600	\$9,984	\$10,383.36
Water	\$2,400	\$2,472	\$2,546.16
Marketing and Advertising	\$62,048.89	\$78,340.74	\$100,173.22
Online Advertising	\$50,048.89	\$65,740.74	\$86,943.22
Promotional Events	\$12,000	\$12,600	\$13,230
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
<b>EBITDA</b>	<b>(\$28,280.79)</b>	<b>\$130,618.69</b>	<b>\$351,379.26</b>
<b>Additional Expense</b>	<b>\$17,782.93</b>	<b>\$15,848.77</b>	<b>\$13,795.31</b>
Long Term Depreciation	\$12,636	\$12,636	\$12,636
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	<b>(\$40,916.79)</b>	\$117,982.69	\$338,743.26
Interest Expense	\$5,146.94	\$3,212.76	\$1,159.29

	2024	2025	2026
EBT	(\$46,063.72)	\$114,769.92	\$337,583.95
Income Tax Expense / Benefit	\$0	\$0	\$0
<b>Total Expense</b>	<b>\$1,047,041.60</b>	<b>\$1,200,044.58</b>	<b>\$1,401,280.05</b>
<b>Net Income</b>	<b>(\$46,063.72)</b>	<b>\$114,769.92</b>	<b>\$337,583.95</b>
<b>Net Income (%)</b>	<b>(4.60%)</b>	<b>8.73%</b>	<b>19.41%</b>
Retained Earning Opening	\$0	(\$86,063.72)	\$8,706.20
Owner's Distribution	\$40,000	\$20,000	\$20,000
<b>Retained Earning Closing</b>	<b>(\$86,063.72)</b>	<b>\$8,706.20</b>	<b>\$326,290.15</b>

## Projected Cash Flow

	2024	2025	2026
<b>Cash Received</b>	<b>\$1,000,977.88</b>	<b>\$1,314,814.50</b>	<b>\$1,738,864</b>
<b>Cash Paid</b>	<b>\$1,034,405.60</b>	<b>\$1,187,408.58</b>	<b>\$1,388,644.05</b>

	2024	2025	2026
COS & General Expenses	\$464,706.67	\$600,931.25	\$784,829.50
Salary & Wages	\$564,552	\$583,264.56	\$602,655.24
Interest	\$5,146.94	\$3,212.76	\$1,159.29
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
<b>Net Cash From Operations</b>	<b>(\$33,427.72)</b>	<b>\$127,405.92</b>	<b>\$350,219.95</b>
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$80,000	\$0	\$0
<b>Net Cash From Investments</b>	<b>(\$80,000)</b>	<b>\$0</b>	<b>\$0</b>
<b>Amount Received</b>	<b>\$250,000</b>	<b>\$0</b>	<b>\$0</b>
Loan Received	\$100,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0



	2024	2025	2026
Owner's Contribution	\$150,000	\$0	\$0
<b>Amount Paid</b>	<b>\$71,359.35</b>	<b>\$53,293.51</b>	<b>\$55,347.12</b>
Loan Capital	\$31,359.34	\$33,293.52	\$35,347.14
Dividends & Distributions	\$40,000	\$20,000	\$20,000
<b>Net Cash From Financing</b>	<b>\$178,640.65</b>	<b>(\$53,293.51)</b>	<b>(\$55,347.12)</b>
<b>Summary</b>			
Starting Cash	\$0	\$65,212.93	\$139,325.34
Cash In	\$1,250,977.88	\$1,314,814.50	\$1,738,864
Cash Out	\$1,185,764.95	\$1,240,702.09	\$1,443,991.17
Change in Cash	\$65,212.93	\$74,112.41	\$294,872.83
<b>Ending Cash</b>	<b>\$65,212.93</b>	<b>\$139,325.34</b>	<b>\$434,198.17</b>

# Projected Balance Sheet

	2024	2025	2026
<b>Assets</b>	<b>\$132,576.93</b>	<b>\$194,053.34</b>	<b>\$476,290.17</b>
<b>Current Assets</b>	<b>\$65,212.93</b>	<b>\$139,325.34</b>	<b>\$434,198.17</b>
Cash	\$65,212.93	\$139,325.34	\$434,198.17
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
<b>Long Term Assets</b>	<b>\$67,364</b>	<b>\$54,728</b>	<b>\$42,092</b>
Gross Long Term Assets	\$80,000	\$80,000	\$80,000
Accumulated Depreciation	(\$12,636)	(\$25,272)	(\$37,908)
<b>Liabilities &amp; Equity</b>	<b>\$132,576.94</b>	<b>\$194,053.34</b>	<b>\$476,290.15</b>
<b>Liabilities</b>	<b>\$68,640.66</b>	<b>\$35,347.14</b>	<b>\$0</b>
<b>Current Liabilities</b>	<b>\$33,293.52</b>	<b>\$35,347.14</b>	<b>\$0</b>
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0

	2024	2025	2026
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$33,293.52	\$35,347.14	\$0
<b>Long Term Liabilities</b>	<b>\$35,347.14</b>	<b>\$0</b>	<b>\$0</b>
Long Term Debt	\$35,347.14	\$0	\$0
<b>Equity</b>	<b>\$63,936.28</b>	<b>\$158,706.20</b>	<b>\$476,290.15</b>
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$150,000	\$150,000	\$150,000
Retained Earnings	(\$86,063.72)	\$8,706.20	\$326,290.15
<b>Check</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

## Business Ratios

	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	4,35%	30,82%	63,29%	4,00%

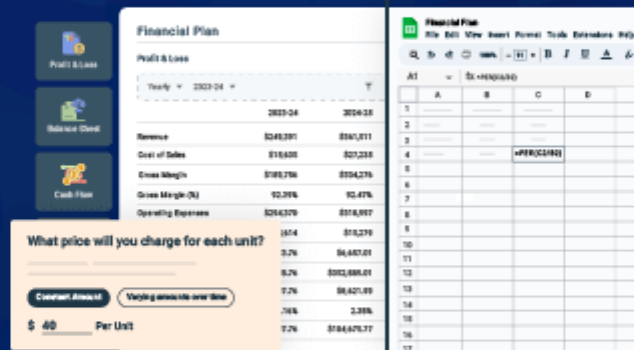
	Year 1	Year 2	Year 3	Industry Profile
<b>Percent of Total Assets</b>				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%	-21,01%	-32,55%	58,40%
TOTAL 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>				

	Year 1	Year 2	Year 3	Industry Profile
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.
<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.

	Year 1	Year 2	Year 3	Industry Profile
<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.

# Upmetrics vs Financial Spreadsheets

Spreadsheets can be a powerful tool for preparing complex financial reports and forecasts. However, using them can be quite time-consuming, intimidating, and frustrating.

The image shows the Upmetrics Financial Plan interface. On the left, there are three buttons: 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The 'Profit & Loss' button is selected. Below these buttons is a form titled 'What price will you charge for each unit?' with a 'Calculate Amount' button and a 'Variable amounts over time' button. The main table shows financial data for two periods: 2023-04 and 2024-03. The table has columns for Revenue, Cost of Sales, Gross Margin, and Operating Expenses. The data is as follows:

	2023-04	2024-03
Revenue	\$245,391	\$161,011
Cost of Sales	\$18,608	\$27,238
Gross Margin	\$196,786	\$104,276
Gross Margin (%)	80.2%	64.8%
Operating Expenses	\$24,329	\$18,957
	1814	\$15,279
	0.7%	\$6,657.01
	0.7%	\$912,695.01
	7.2%	\$6,621.00
	.16%	3.35%
	7.2%	\$184,675.77



Upmetrics could be your way out of boring & clumsy spreadsheets. Simply enter the numbers, and get accurate and easy-to-understand financial reports made in minutes - no more remembering complex formulas or fussing in the spreadsheet.

[Start your planning today](#)

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Creating a stunning and investment-ready plan requires no writing, graphic designing, or financial planning expertise.

Upmetrics has all the features required to help you create a comprehensive business plan—from start to finish. Make no mistakes, it's the modern way of planning to structure ideas, make plans, and create stunning pitch decks to awe investors.

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**Mariia Yevlash**



Student, Sumy State University – Ukraine

The most helpful feature was to make a business plan out of a simple idea. Thankful for all the tools provided, **especially AI which did a great impact on my work.**

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