

Happily Ever After

Business Plan

1.0 Executive Summary

Happily Ever After is a “one stop shop” for the bride to be. Our services are catered specifically for weddings, holy unions, and anniversaries. Our consultants are experienced and dedicated professionals with many years of event planning experience. Happily Ever After is unique in that we give our clients our undivided attention down to the smallest detail. We listen to their needs and work with them to create the perfect event. Our clients’ wishes are our commands. Whether our client wants a Medieval, Tropical, Hollywood or a traditional wedding, Happily Ever After can make it happen. Our services include consultation for weddings, honeymoons, receptions, anniversary parties, budget planning and answers to etiquette questions, as well as an exclusive list of referrals to the finest florists, hair stylists, entertainers, and caterers.

1.1 Objectives

The staff at Happily Ever After knows that weddings involve far more than a bride and groom. There are families and friends to consider. Our experts can make the most unusual occasion a success, right down to the tulle party favors delicately wrapped and placed on each table. Therefore, we offer a wide variety of packages and services specifically tailored to the needs of each couple. Due to extensive market research, we are confident that this business venture will be a success. Our estimated net income will increase more than 10% by the second year.

1.2 Mission

Happily Ever After goes above and beyond full service to provide complete consulting services for weddings, holy unions and anniversaries. Our owners/consultants are experienced and dedicated professionals with many years of event planning experience. Happily Ever After is unique in that we give our clients our undivided attention down to the smallest detail. We listen to their needs and work with them to create the perfect event. Our clients’ wishes are our commands. Whether our client wants a Medieval, Tropical, Hollywood or a traditional wedding, Happily Ever After can make it happen. Our services include consultation for weddings, honeymoons, receptions, anniversary parties, budget planning and answers to etiquette questions, as well as an exclusive list of referrals to the finest florists, hair stylists, entertainers, and caterers.

1.3 Keys to Success

Happily Ever After Keys to Success:

- Four individual owners who are highly motivated and skilled in complementary areas. Proven success in professional life.
- Previously existing professional contacts.
- Excellent storefront location.
- Solid business plan.
- Sufficient capital to purchase necessary inventory, equipment, and services.
- Equality and participative management between owners and future employees will ensure high quality services and a professional atmosphere.
- Monthly profit and loss statements to determine our progress and uncover problem areas or potential new services.
- Annual audit from outside accounting firm will ensure proper methods are being used.
- Marketing campaign to assist in gaining our target market and overall profitability.
- The highest standard of customer satisfaction is of utmost importance and will always be the number one priority.

2.0 Company Summary

Happily Ever After is a start up company that provides weddings, holy unions, and anniversary consultations for brides, even grooms, and family members. We are a full service bridal consulting group from the style of dress to the actual wedding day. Our goals are to make planning a wedding, holy union, or anniversary enjoyable and less stressful. We will make a couple's event suitable to their style without the stress of trying to find the right places or products needed for their perfect wedding, holy union, or anniversary. Too many brides, grooms and family members get stressed out, making the planning, even quite possibly the day, not as enjoyable as it should be. This company will put an end to any and all misery that might come when planning the perfect wedding, holy union, or anniversary. We will create events that will be a true expression of a couple's relationship.

2.1 Company Ownership

This business will start out as a general partnership, with all partners being equal by law. We will equally share the profits and losses of the company, as well as the managerial responsibilities. We will also be developing and signing a partnership agreement, addressing the division of profit/loss, the decision making authority for different aspects of the company, expected contributions from each partner, and the buy/sell

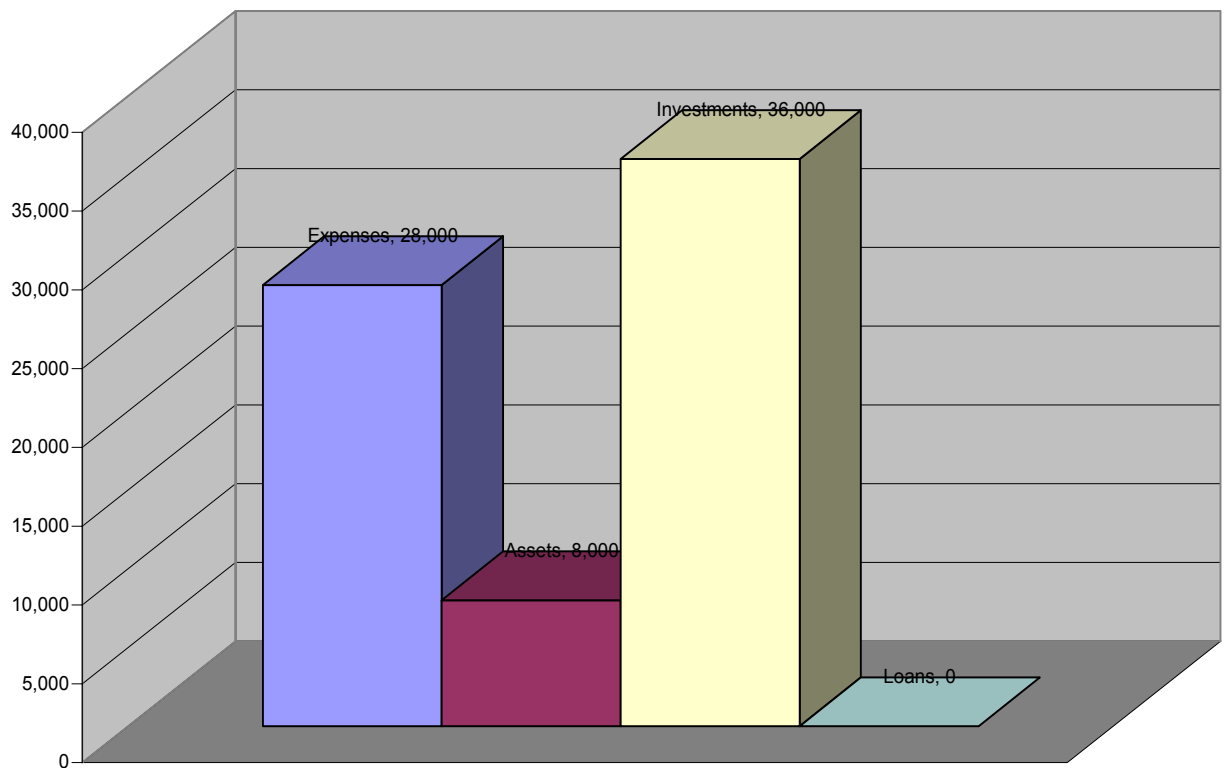
agreement. Perhaps in the future, the owners might consider registering as a corporation if it better suits the business needs.

2.2 Start-up Summary

The company founders, Pamela Mortimer, Katherine Vanderbush, Angela Crespo, and Paula Corcimiglia will handle the day to day functions as described in the plan, each using their area of expertise to ensure the company's success.

We estimate that our start up costs will total \$28,000. This includes legal fees, stationery, advertising, year-long lease agreement, insurance, equipment, etc. An additional \$8,000 will be required in the company's bank account as an operating capital for the first three months of operation. The total costs will be financed equally among all partners; each partner is investing \$9,000.

Start up Summary



Requirements	
Start Up Expenses	
Legal	\$600
Stationery, etc.	\$450
Brochures	\$450
Insurance	\$1,000
Research and Development	\$1,000
Expensed Equipment	\$8,000
Year-long Lease Agreement	\$14,400
Other	\$100
Total Start Up	\$28,000
Total Assets	\$8,000
Total Requirements	\$36,000

Funding	
Investment	
Pamela Mortimer	\$9,000
Angela Crespo	\$9,000
Paula Corcimiglia	\$9,000
Katherine Vanderbush	\$9,000
Total Investments	\$36,000
Liabilities	
Accounts Payable	\$0
Current Borrowing	\$0
Long term Liabilities	\$0
Total Liabilities	\$0
Loss at Start Up	\$28,000
Total Capital and Liabilities	\$8,000

Since the business is just starting, there are zero dollar liabilities due to the fact that the owners are paying a full year lease term up front and there are no loans because each owner is investing their own money. The capital remains what each owner puts in. The expenses cover each

aspect of what will be needed to start up. The insurance covers the company from lawsuits, etc., the legal fees will cover the write up of the partnership agreement and other various things, and the brochures and stationery will start the advertising. The expensed equipment includes office supplies, office furniture, electronics, and so forth. The expense for research and development will cover the contacts and referrals and the collaboration of this company with other subsidiaries. The most costly start up fee is, of course, the full year lease term agreement.

2.3 Company Locations and Facilities

Initially, this company will start up in a leased office space of the Chrysler Building in midtown, New York City. The company will be on the fifth floor, suite seven, a very well equipped and functional office. In the future, the company may purchase a privately owned building to accommodate the size of the business.

3.0 Services

Happily Ever After is a full-service wedding consultant group who provides the following services: Dressmaking and alterations, invitations and accessories, etiquette advice, event scheduling, vendor confirmation, exclusive referral services, rehearsal attendance, supervision of both ceremony and reception setup and budget planning.

4.0 Market Analysis Summary

Our market managers must constantly examine each situation and adapt promotion tools to best address the needs of our target customers and their particular situation. Our company will understand the demand of our customers and their families through careful organization.

Happily Ever After is taking advantage of two concurrent trends:

1. The increasing desire of couples looking for a more convenient way to plan for such a big event. We will provide our customers with all the information tailored to their needs.
2. The need to save time is becoming a very important issue. Many couples planning a wedding are seeking ways to not only save on expenses but save time. Happily Ever After will relieve the couple of the anxiety to tend to every detail of a wedding party. We will tell them where to go, and who to talk to.

4.1 Market Segmentation

Although our services are available to a wide range of customers, Happily Ever After will begin focusing our efforts on couples who are already engaged. Obviously, this customer target would be considered solid business. Through engagement, couples have already taking the first step; Happily Ever After will provide the rest!

Eventually, we will be reaching out to the couples who are planning to renew their vows at 50 years of matrimony. This again, will be considered concrete business. This customer target will be seeking the latest trends, and the convenience of only having to speak to one person to plan for the entire momentous occasion.

4.2 Target Market Segment

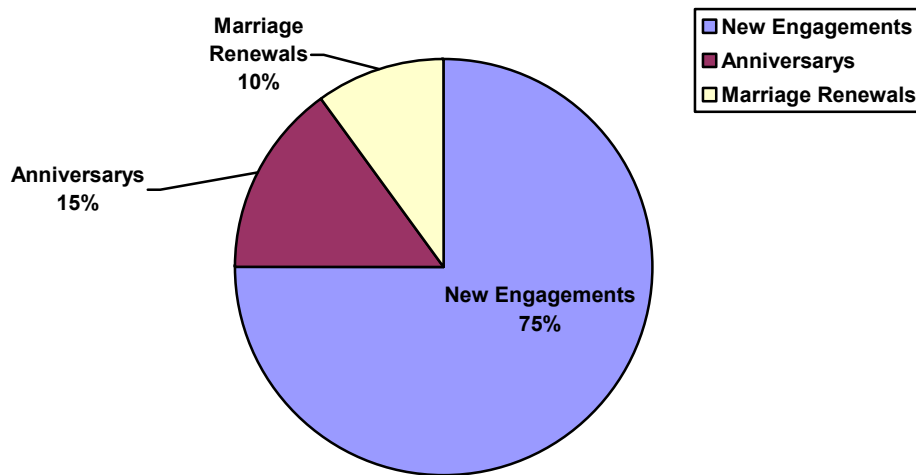
Our most important group of potential customers includes those with larger occasions. This segment will be expected to hold a high-priced and elaborate event. A customer with larger financial budget s will not want to waste their time or risk their money looking for bargain information or questionable expertise. Happily Ever After will present a portfolio of ideas, themes and top-notch service detail that would attract this market to our company.

4.2.1 Market Needs

Typically, couples who are already engaged will have started the thought process on what type and style of occasion they are looking for. In order to appeal to this type of customer, Happily Ever After must appear attainable. Attainability can be accomplished by lowering our prices, and not allowing our smaller projects to get a lower priority than our larger ones.

Because we are a service-oriented business and plan on offering our service to a variety of customers, we must understand the customer's needs as well as their financial budget and purchasing habits. When focusing on the larger business, our approach will change drastically. Affluent couples prefer having the products and services presented to them with the ability to decide if our services are useful to them. In other words, we will spend a large amount of time convincing larger clientele they cannot do without our services.

We have broken down our contributing market in figure 1.



4.3 Service Business Analysis

4.3.1 Competition

Happily Ever After is a one stop wedding consulting business. Currently there are very few competitors in the wedding consulting market.

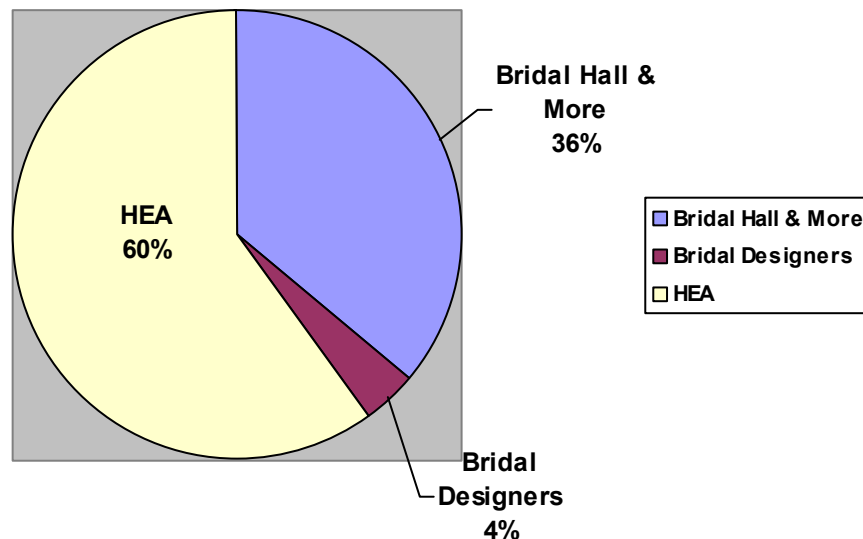
Our largest competitor is The Wedding Connection, which offers consultations for weddings, anniversary parties and engagement parties. However, Wedding Connection is only offering a small portion of what we offer. They have no plans for including dressmaking and alterations, invitations and accessories, etiquette advice, event scheduling, vendor confirmation, rehearsal attendance, supervision of both ceremony and reception setup and budget planning. We believe we have the ability to spend time with the customer with person to person contact. We provide tangible examples of wedding invitations, dress material, and even a ball room size show floor. Our show floor is unique in providing the customer with a live presentation of what they can expect in decorating for their occasion. Our decoration specialists are very creative and have the ability to customize the décor to the preference of our customer's right on the spot. As for our competitors, the customer is just looking through pictures and brochures.

There are several types of businesses we do not currently consider competitors, however, they have the potential to eventually become

large competitors. These categories of businesses include the following:

- **Bridal Halls-R-U's:** Some bridal shops include other services within their own organization to provide the bride-to-be with referrals to business connections that provide kickbacks to the referring hall. For instance, if Bridal Halls-R-U's refers a customer to Flowers.com, in turn Flowers.com will provide Bridal Halls-R-U's with free floral arrangements in their store.
- **Bridal Designers:** another possible competitor, they are capable of rendering a lot information and referrals, but again there do not appear to formulate any future plans to expand their services we currently provide.
- **Others:** there is no doubt someone out there that we have not thought of, we acknowledge that fact and expect to eventually uncover such competition.

We have estimated the percentage of the market that our competitors control, including where to fit into the big picture, figure 2. As you can see, there is a large untapped market for Happily Ever After to take advantage of.



5.0 Strategy and Implementation Summary

Our strategy is to provide our clients with a wide variety of custom tailored products and services to fit their individual needs and wants. We range from providing the complete package to just specializing in one product or service for a certain event. Anything a client needs, we can help, we have it all.

5.1 Competitive Edge

By offering all the services needed to plan and execute an event, we are giving our clients the convenience of one stop shopping. The use of the owners' expertise in all different areas, we are positioning ourselves to be the premier wedding consultant firm. Most consulting firms do not offer *every* service needed, however, Happily Ever After does, giving us the competitive advantage. With the strong communication skills of the owners and the word of mouth from our first cliental, the word will be out about our high quality service.

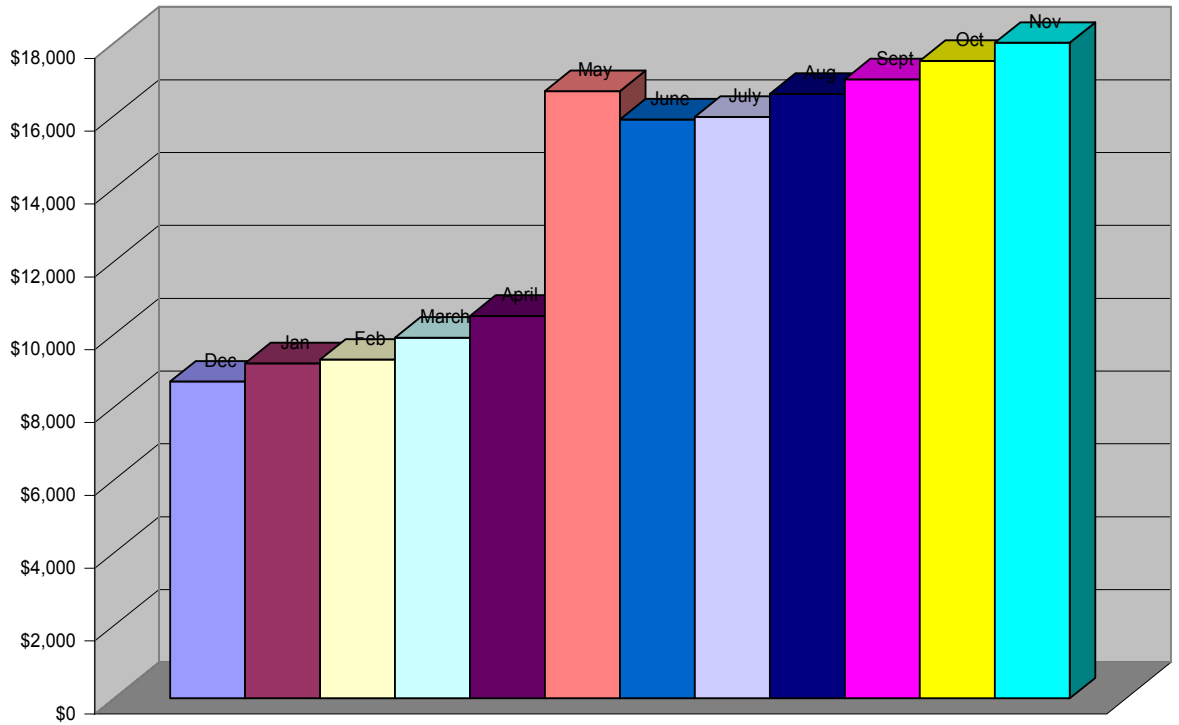
5.2 Sales Strategy

The company's sales strategy will be based on the following elements:

- Yellow Pages - 4" by 5" advertisements will be placed in the local yellow pages in the wedding consulting section. This will make us very noticeable and we will stand out from the rest.
- Local Press - Advertisements will be placed in the local newspapers such as The New Yorker, The New York Times, and also various smaller neighborhood newspapers.
- Mail – A direct mail campaign will be targeted toward local residents. Postcard advertisements will be sent out throughout the local area based on mailing lists. If we want people to read about us, what better way than a postcard? There's no junk mail to open, and less cost in postage.
- Affiliates - We will develop relationships with other service providers such as hair salons, florists, etc. that will receive a percentage of sales to each referred customer.
- Word of Mouth - Spreading the word ourselves and providing high quality so that our clients spread the word as well, will generate high sales in the local community.
- Television - After one month of business, we will be placing ads through television commercials on the local channels.

The following chart shows our estimated planned sales monthly for the next year. The sales start out low due to the new opening and the month of the year. Research shows that most weddings, anniversaries, and holy unions are held between May and December, with May being the most popular month. May is lower than the later months in this chart due to the new opening, however, it is estimated that by next May, it will be the month with the most sales.

Sales Monthly (Planned)



6.0 Management Team

The owners of Happily Ever After are: Paula Corcimiglia, Angela Crespo, Pamela Mortimer, and Katherine Vanderbush. With over 50 years of combined experience in event planning, design, budgeting, and marketing, we feel that we have separately achieved excellence in our specialized areas and that our collective attributes make us an unstoppable team. And we operate as just that, a team, with all partners having equal shares of this venture.

Paula Corcimiglia has an MBA from NYU and while in college, worked as an assistant to a well-known clothing designer in New York's garment district. Paula will be in charge of all financial operations of the company as well as lending her expertise in acquisitions of current bridal fashions. Paula also plans to build an e-commerce site after the launch of the Happily Ever After storefront location.

Angela Crespo worked for A Special Event Planning Service for ten years before going out on her own as a private consultant. During her tenure as a freelance consultant, Angela orchestrated over 200 successful events. With a BS in Management and Hospitality Services, Angela has over ten years experience in event planning, from bridal showers to a presidential inauguration ball.

Pamela Mortimer has been an expert seamstress since college, where she earned a BA in Fashion Design. Her work has been seen in such publications as Vogue and Vanity Fair and sold to Vera Wang and other top designers. Pamela can create an exquisite gown for any bride or outfit any bridal party. Have an unusual question about what's proper in this day and age? Ask away! Pamela graduated with honors from The Emily Post School of Modern Etiquette.

Katherine Vanderbush holds a master's degree in marketing from Stanford University. As former travel agent, Katherine's expertise lies in overseas travel as well as her refined sense of visual placement at events, i.e., arrangements of flowers, tables, guests, entertainers, etc. Our clients can rely on Katherine for a picture perfect event every time!

6.1 Personnel Plan

Initially, Happily Ever After personnel will include only the four owners, all of whom will be working full time. However, we expect to hire an additional wedding consultant/receptionist in the next year. The new addition to staff will work full time, but will not be included in the management decisions.

7.0 Financial Plan: General Assumptions

The following subtopics represent the estimated financial plan of Happily Ever After.

General Assumptions	2002	2003
Interest Rate	10%	10%
Tax Rate	25%	25%
Expenses in Cash	10%	10%
Sales on Credit	60%	60%
Personal Burden	15%	15%

7.1 Projected Profit and Loss

Our projected profit and loss over the next two years is shown in the following chart.

Estimated Profit/Loss	2002	2003
Sales	\$367,435	\$887,657
Direct Cost of Sales	\$0	\$0

Total Cost of Sales	\$0	\$0
Gross Margin Percent	100%	100%

Operating Expenses		
Advertising/Promotion	\$7,036	\$4,000
Payroll Expenses	\$202,456	\$530,765
Travel	\$264	\$543
Leased Equipment	\$4,000	\$8,000
Utilities	\$720	\$1,290
Insurance	\$3,000	\$4,000
Rent	\$0	\$14,440
Contract/Consultant	\$6,700	\$5,430
Total Operating Expense	\$224,176	\$568,468
Profit Before Interest and Taxes	\$143,259	\$319,189
Interest Expense	\$0	\$0
Taxes Incurred	\$35,815	\$79,797
Net Profit	\$107,444	\$239,392
Net Profit/Sales	29% of Sales	26% of Sales

In the first year, the projected sales are lower due to the new opening. However, profits are higher due to the lower payroll, not having to pay the lease since it came out of the start up expenses, more money for advertising, and other various aspects. In the second year, more employees will have been hired, thus increasing payroll expenses, however, not as much money for advertising is expensed because Happily Ever After will already be known for its high quality service. There is a slight increase in travel expenses, but not much traveling is expected. Since the company will be increasing in size, more equipment will be

leased and more utilities used. Insurance will increase due to the hiring of more individuals and the increase of business. Slowly, outside contractors and consultants will diminish because Happily Ever After will be able to hire additional staff. On the bottom line, net profit is determined by subtracting operating expenses from total sales, then subtracting our 25% business tax rate. Hopefully, the following two years will turn in more profit.