

FULL SAIL UNIVERSITY

Student Name: Karen L. Fields

Date: 07/30/2010

Business Description:

Melodic Medley Carnivals, Inc. (MMC, Inc.), d.b.a. Party Over Here! -A full service birthday carnival company formerly based in Dallas, TX currently in Las Vegas, NV. Las Vegas is the entertainment capital for adults but there is a growing adolescent population with little or no entertainment geared toward children. MMC, Inc birthday carnivals are a combination of the traditional birthday party and outdoor carnival set indoors with carnival games and atmosphere held each month for anyone who has a birthday in that month; Example: all June Birthday's. MMC, Inc.'s niche will be children's birthday carnivals but will also utilize the space for other parties and fundraising events with profits derived from age range based admission and rental fees with group rates available. MMC, Inc. executes all planning with input from the client as well as local musicians and artist to help create the carnival atmosphere. Adding a mobile component to the operation could lead to franchises opportunities. Each franchise will adhere to the customs and traditions in the area in which it is opened while in keeping with the spirit of the parent companies business model.

Marketing:

MMC, Inc. will co-market with the Las Vegas Convention and Visitors Bureau, Nevada Tourism Board as well as news outlets to target schools, youth organizations (Boys and Girls Clubs, YMCA, etc.), churches corporate event planners, travel management companies, talent agencies, and franchise Expos. The following media tools will be utilized:

- Family Based and Tourism Magazines
- Radio (Minimum cost \$1500 full week's radio advertising); local cable access and community calendars of events; Web Marketing (website on search engine placement, web banners on various websites such as Facebook, My Space, You Tube, party supply companies).

Competition:

- Circus Circus Hotel and Casino Kid Quest (babysitting service not setup for birthday parties or other events).
- Amazon Events (<http://www.amazonevents.com>; Adult oriented party and events. Client must provide venue)
- Enchanted Showroom (<http://www.enchantedshowroom.com>; specializes in princess parties only)

Management:

Karen L. Fields – President (EBMS degree and 5 years managerial experience)

Leticia Rodriguez – Vice President / Senior Event Planner (Event planning team TBA)

Kristen Elliott- Vice President of Marketing-MBA in Communications

██████████ –2nd Vice President of Marketing-BS Hospitality and Tourism

Consultants:

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Financials: Seeking \$300,000 (\$175K from investors and the remaining \$125K from co-owners) for computer equipment, marketing/sales materials, and website, party supplies (some supplies are reusable, therefore the cost to replenish will diminish over time), leased building space.