

Party Over Here!
Entertainment



Your Premier Event Specialist

Budget Event Planning

Party Over Here! isn't like other event planning services. We plan and execute the event in the most cost effective way for the client while educating the client how to maximize the money spent in any endeavor.

- ✿ *Low/No Cost Birthday Parties-for families who can't afford to throw lavish birthday celebrations for their children. Profits from weddings and other events will supplement this aspect of the business in addition to donations from local corporations and individuals.*
- ✿ *Weddings on a budget- Party Over Here! will show the bride how to find champagne quality products and services for her wedding on a beer budget. If the bride doesn't have the time we will plan the event for her.*
- ✿ *Graduations and other celebratory events*
- ✿ *Fundraising Events-Party Over Here! can plan and execute fundraising events that won't eat into the final donation tally.*

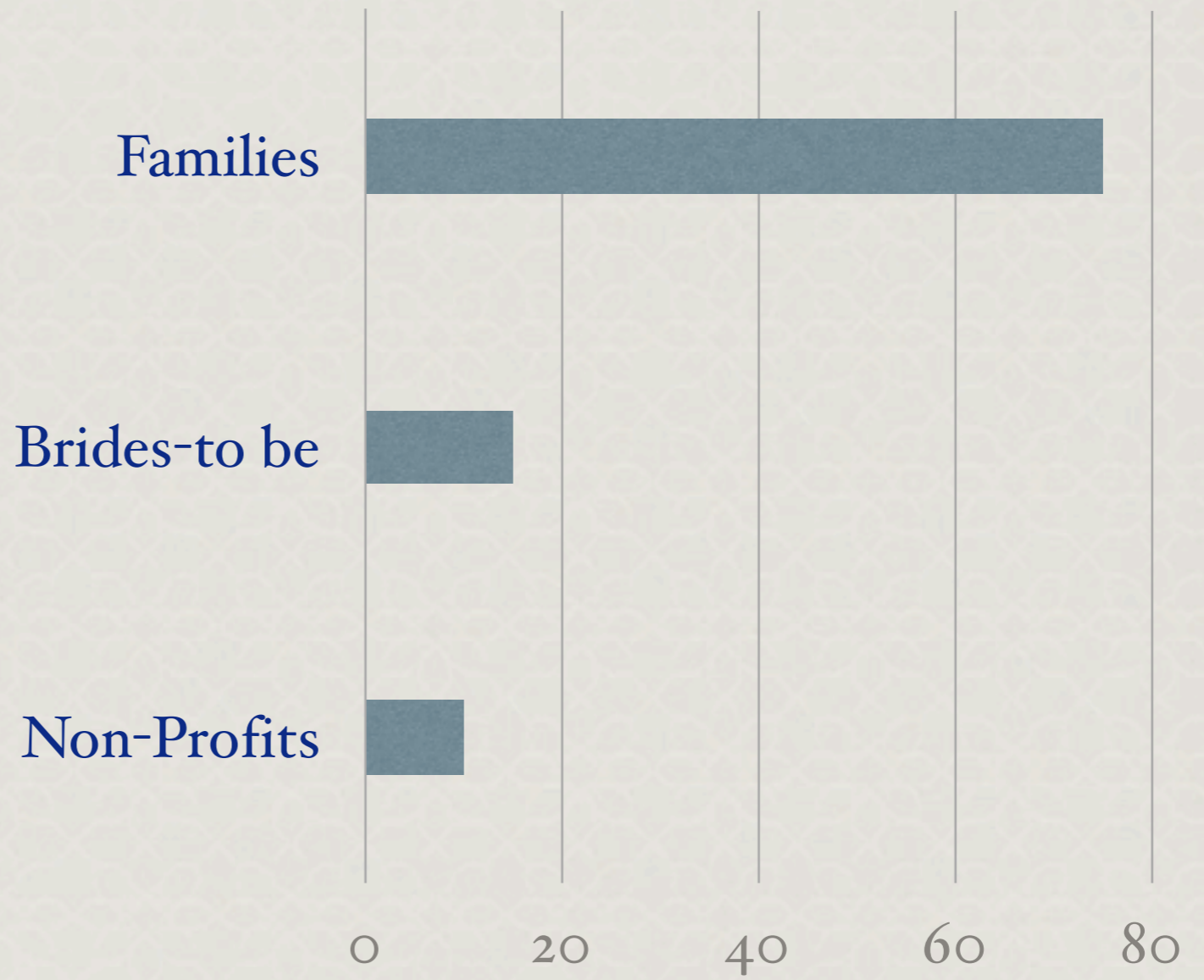
Unique Value

- ✿ *Party Over Here! is set apart from other event planning businesses because we maximize the clients money by utilizing wholesale versus retail. Just because the client has a lot of money doesn't mean we need to spend it all.*

Target Demographics

- ✿ *Families: the 12.81% whose median income is \$25,000-\$34,999(2000 U.S. Census data). Many of these families cannot afford to give every child a birthday party and many have one big party for all of them.*
- ✿ *Brides-to-be: \$40,636 and \$67,726 for a Traditional wedding. My cost cutting techniques will save the average bride 1/3 of her normal cost.*
- ✿ *Non-Profit Organization: Since 2005, needs have risen and donations have dwindled because of the economic downturn. Some charitable organizations and non-profit groups have shut down due to lack of funding. I will apply the same cost saving techniques for organizations that need funding when traditional avenues such as grants are not available.*

My Targets



Indirect Competition: The businesses listed below offer similar services but they do not take into account people's desire to have something unique to their taste and lifestyle. My consumer will be able to break away from the cookie cutter event services offered.

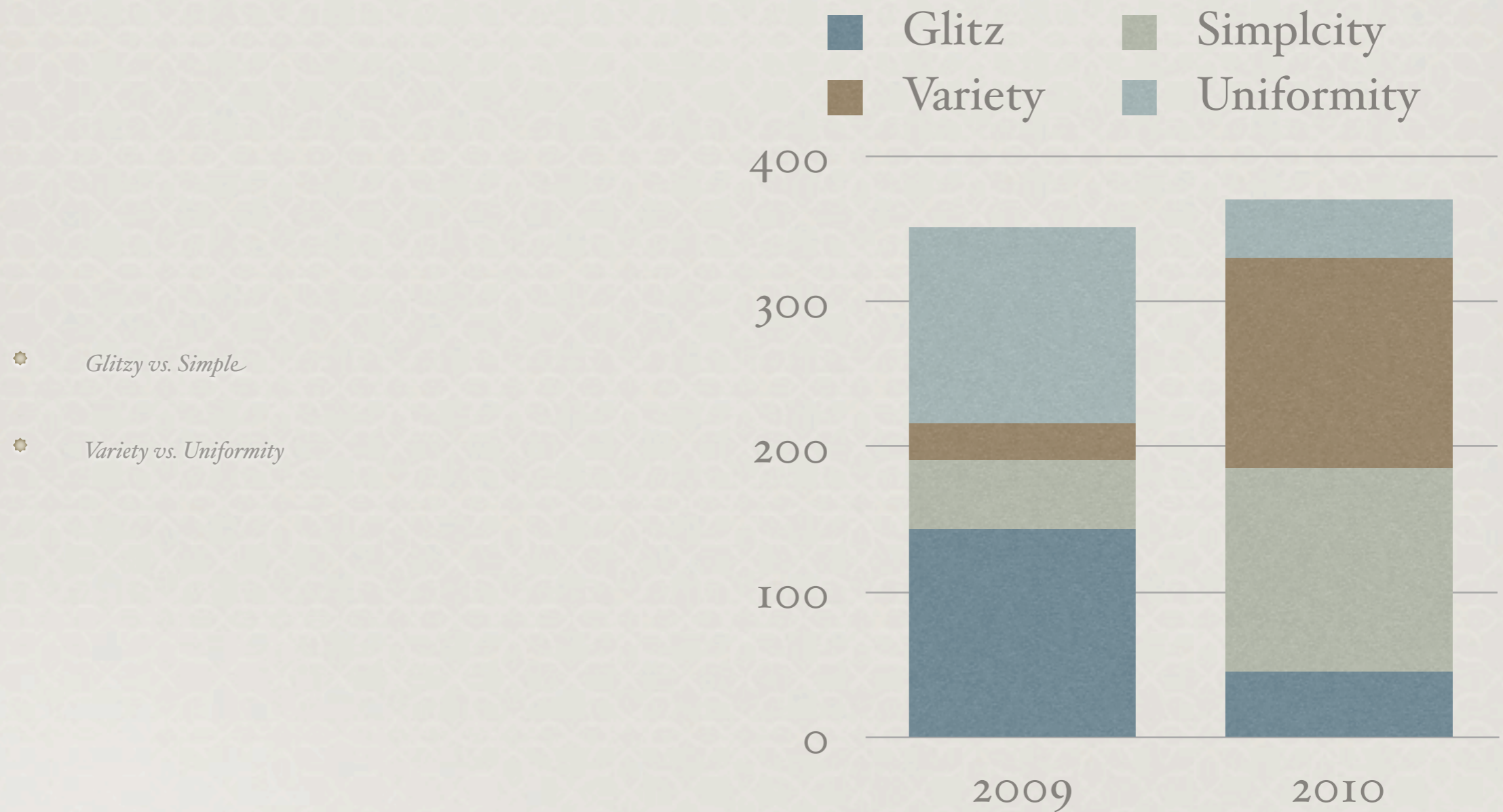
- ✦ *Circus Circus Hotel and Casino Kid Quest (babysitting service not setup for birthday parties or other events).*
- ✦ *Enchanted Showroom (<http://www.enchantedshowroom.com>); specializes in princess parties only)*
- ✦ *Amazon Events (<http://www.amazonevents.com>); Adult oriented party and events.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

No Direct Competition

- ◆ *Each of the businesses I researched do not discount nor do they allow the consumer a choice of product or service.*

Trends

People want more choices and less glam in their events. Going “green” is one of the ways people are adding variety to their events.



Synergy2010, . (2010, July 26). *Throw your children's birthday party by providing themed party supplies*. Retrieved from <http://www.synergy2010.com/throw-your-children's-birthday-party-by-providing-themed-party-supplies.html>

Sanders, K.C. (2009, December 7). *Hospitality trends for 2010*. Retrieved from <http://www.planyourmeetings.com/newsbrief/2009/12/hospitality-trends-for-2010>

Hard, R. (2010). Top ten issues for event and meeting planners in 2010 and the new decade. Retrieved from <http://eventplanning.about.com/od/eventplanningbasics/a/top-ten-issues-event-meeting-panning-2010-new-decade.htm>

Moments. (2009, November 4). *2010 wedding trends*. Retrieved from <http://www.momentsofelegance.com/blog/2009/11/04/2010-wedding-trends/>

Party Over Here!
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