

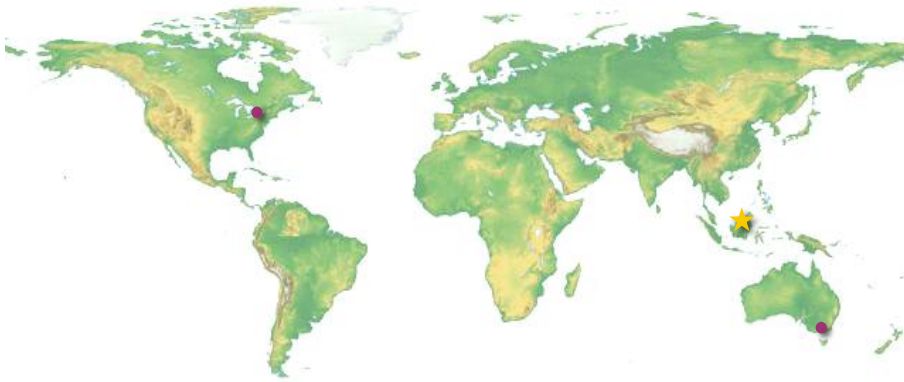


*en***vision**
events

Specialized event management and venue company in Brunei *by Sarah Ong*

START WITH WHY

Vision



“People don't buy what you do;
they buy *why* you do it. “

- Simon Sinek, *author*

Opportunity



Unhappy

*... are dissatisfied with the selection of
wedding reception/ event venues in Brunei*



Unhappy

*... of respondents would host their
wedding reception overseas*

EXECUTIVE SUMMARY

Business Idea: To launch a specialized event management and venue company in Brunei

Purpose of venue space:

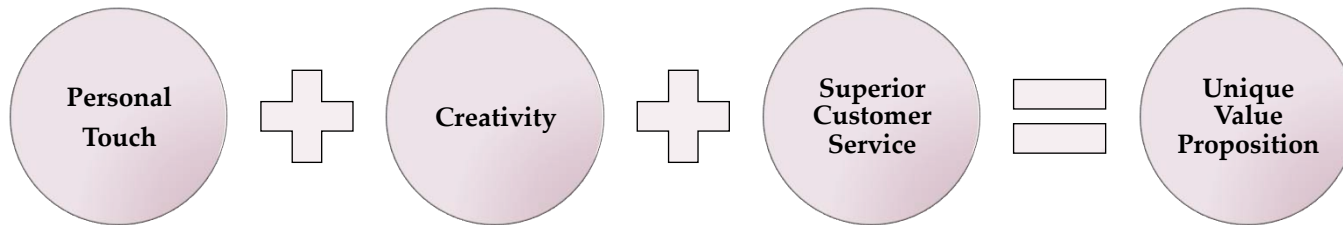
- **Primary Purpose:** Wedding reception venue

Secondary Purpose: Corporate and social events

Location:

- Central Location: Heart of town
- Rent out vacant floor and rooftop of family-owned building

Unique Value Proposition:



Objective:

- To establish *Envision Events* as the leading specialized/ niche events company in Brunei within 3 years of operation
- To elevate the standard of event management and to transform the events industry in Brunei

Profitable after Y2: \$274,663

Source of Funding: Personal Equity Investments (\$40,000) & Bank Loan (\$40,000)

Seeking Endorsement



A G E N D A

- ✓ Executive Summary
- ❑ **Market & Competitive Analysis**
- ❑ **Target Audience**
- ❑ **Business Offerings**
- ❑ **Marketing Plan**
- ❑ **Personnel & Operations**
- ❑ **Financial Plan**
- ❑ **Conclusion**

BRUNEI

QUICK FACTS

Population: 415,717

Multicultural:

Malay (67%) Chinese (15%)

ECONOMIC INDICATORS

\$1 US Dollar = \$1.25 Brunei Dollar

GDP per capita: \$54,100

Bruneian households are gaining more spending power annually

WEDDING INDUSTRY OVERVIEW

Average Spend is High:

Malay: \$26,000, Chinese: \$32,000

Median age for marriage:

Groom: 27 years old, Bride: 26 years old

No. of marriages per year:

3000 (annual increase of 8%)



Sources:

- CIA World Factbook
- Chinapost
- U.S Census Bureau
- State Judicial Department, Brunei

WEDDING RECEPTION MARKET OVERVIEW

TOTAL ESTIMATED MARKET SIZE OF
WEDDING RECEPTION INDUSTRY

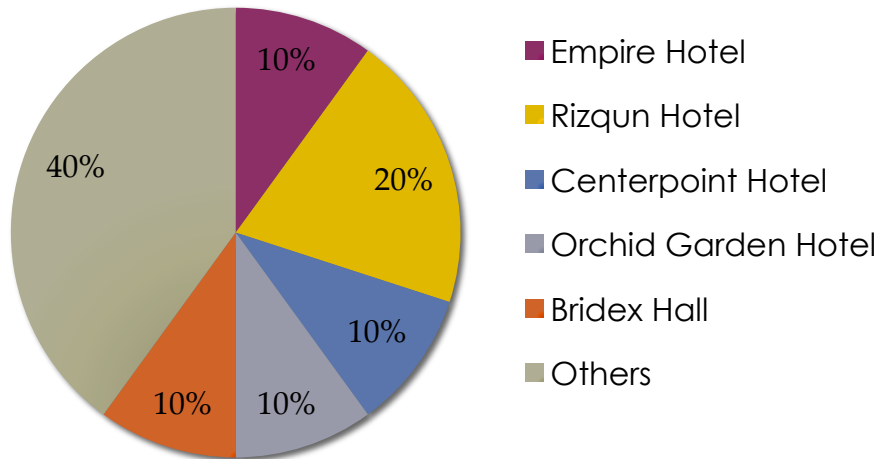
\$54,000,000

COMPETITORS & THREATS:

- Event venues (hotels & halls)
- Event Planning companies
- Private property/ Home

Source: State Judicial Department, Brunei

Market Share of Key Players in Wedding Reception Venue Market



OUR COMPETITORS

Pricing:

- Key Market Players charge between \$28 to \$51 per person



Rizqun Hotel



Empire Hotel



Limitations:

- Only either hotels or banquet halls
- No customizability & creative control
- Impersonal
- *No companies that combine venue rental and event management services*



PRIMARY TARGET AUDIENCE

YOUNG URBAN PROFESSIONALS (YUPPIES)

Demographics:

- **Age:** 24 – 32 years old
- Well educated, upper-middle class individuals / couples

Psychographics:

- “Work hard, play hard” mentality, open-minded, tech-savvy, cultured

Behavioral:

- **Hobbies and Interests:** Traveling, Social Media & Tech, Art & Culture



SECONDARY TARGET AUDIENCE

LOCAL BUSINESSES

Greatest concerns when hosting an event:

Location and services provided

PRIMARY RESEARCH

Survey via *Qualtrics*

Respondents: People who fit my target audience

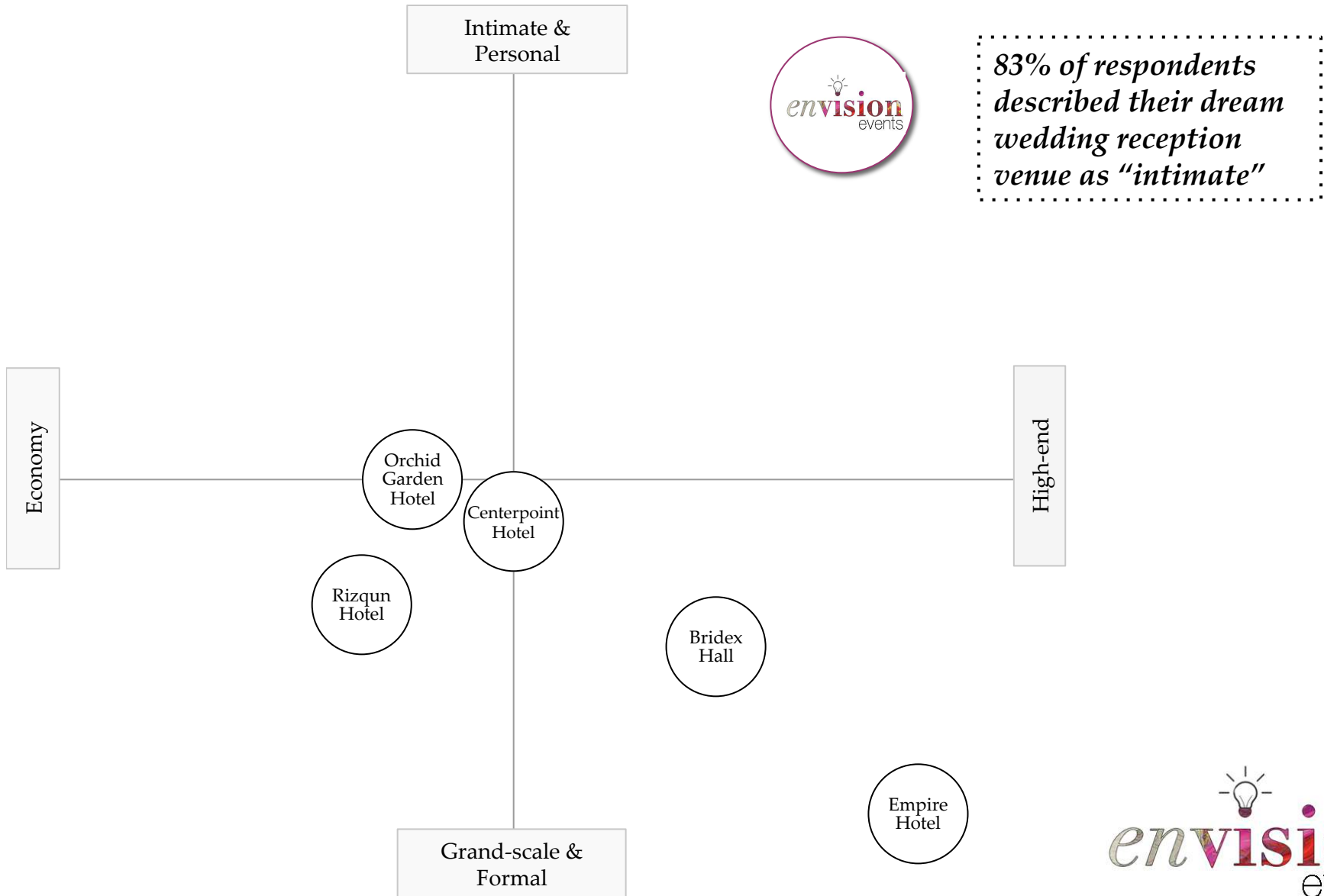
Number of Respondents: 100 respondents

Tastes and Preferences

- 83% said a rooftop garden venue appealed to them
- When asked to select words that described their dream wedding reception venue, the top 3 words were: **“elegant” (83%), “intimate” (83%) and “romantic” (67%)**



PERCEPTUAL MAP



WHAT PROBLEMS DO WE SOLVE?



Limited venue options

Need for in-house event coordinator

Current options don't suit aesthetic taste

No creative control

Too formal and impersonal



Provide an alternative venue

Provide in-house event coordinator

Event designer & decorator to suit taste

Customizable, different themed packages

Provide an intimate venue space

UNIQUE VENUE CONCEPTS



*Existing players
in the market*



What we want to introduce

Option A: “Magic Room” Banquet Hall

Style: Elegant, classy and grandeur

Max. Capacity: 600 pax, Min: 200 pax

Option B: “Romantique” Rooftop Garden

Style: More intimate and romantic

Max. Capacity: 200 pax, Min: 50 pax

SERVICE OFFERINGS



Venue Rental



Creative Production



Catering



Event Design & Decoration



In-house Event Coordinator



Interactive Social Technology

WEDDING RECEPTION PACKAGES

#1. Select Venue Option

Option A: Banquet Hall / Ballroom

Style: Elegant, classy and grandeur

Max. Capacity: 600 pax, Min: 200 pax

Option B: Rooftop Garden Venue

Style: More intimate, romantic and “warm” space

Max. Capacity: 200 pax, Min: 50 pax

#2. Select Package

Basic Package:

- Pricing: : \$44/ person
- Venue Rental
- Food & Beverage

* If client decides to use external caterer, they have to pay a fee to the house caterer for not using it, *in addition* to paying their own caterer.)

- In-house event coordinator

Customizable Deluxe Option:

- **Pricing: : \$44/ person + additional services**
- **Venue Rental**
- **Food & Beverage**
- In-house event coordinator
- Creative Services (photography/ video/ design)
- Professional on-site venue designer
- Interactive Features
- AV System Available

SERVICE OFFERINGS: OTHER PACKAGES

Social:

- Birthday Parties
- Family Gatherings

Corporate:

- Company Dinners
- Company Parties
- Fundraising & Charity
- Awards Night

Public Events:

- Art Exhibits
- Expos
- Cultural Fairs

Social Events

Basic Package:

- Venue Rental
- Food & Drink
- In-house Event Coordinator
- Pricing: \$28/ head (Brunei \$35/ head)

Deluxe Package:

- Includes everything in basic package plus
- Personalized, Themed Events
- In-house Creative Services

Corporate Functions

Basic Package:

- Venue Rental
- Food & Drink
- In-house Event Coordinator
- Pricing: 28/ head (Brunei \$35/ head)

Deluxe Package:

- Includes everything in basic package plus
- Personalized, Themed Events
- In-house Creative Services

Exhibits, Fairs & Trade Shows

- \$797 (Brunei \$1000) for rental of venue space

EVENTS WE CATER TO

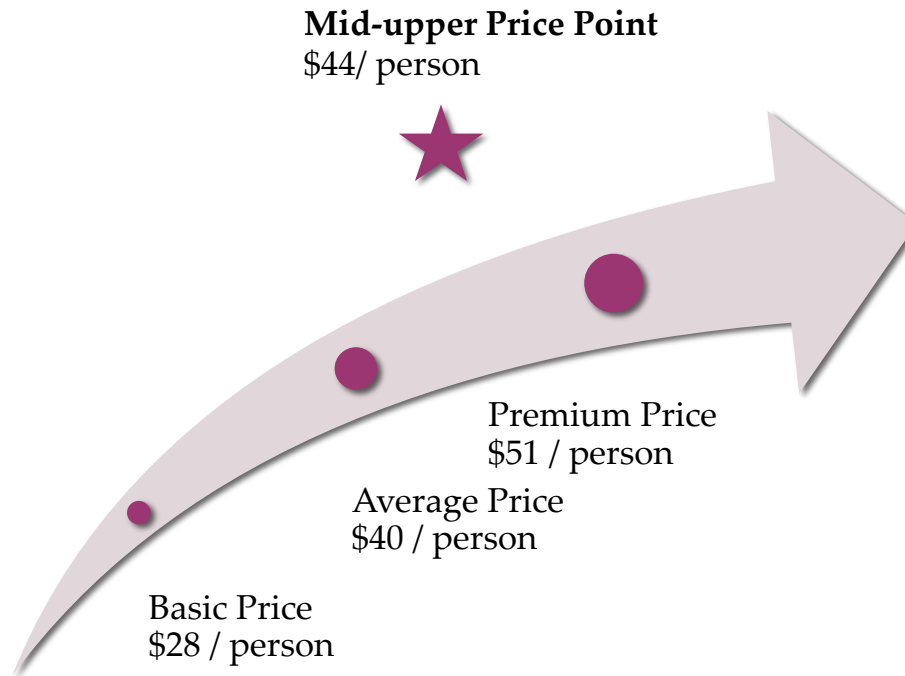
**Wedding
Receptions**

Social

Corporate

Public

PRICING



Pricing:

Basic Package: \$44/ person

Deluxe Package: \$44/ person + cost of additional services

IN-HOUSE CREATIVE SERVICES

Photography
Videography
Post-production Editing
Design & Printing

Creative Team:

Devin Kho

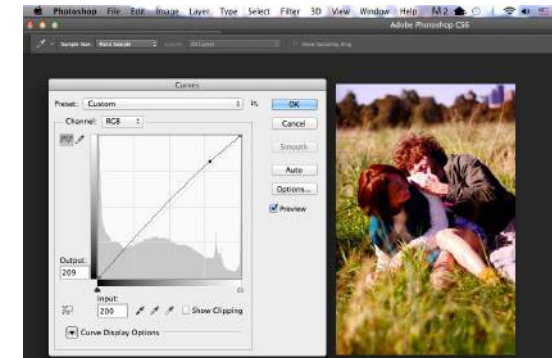
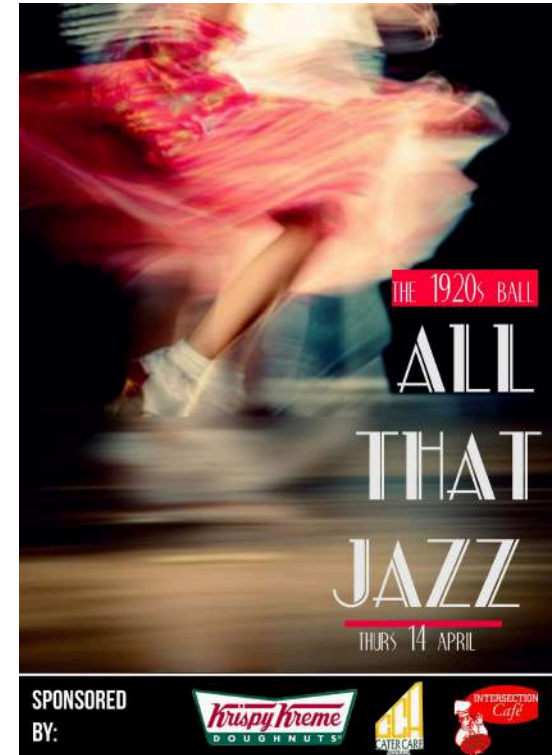
*Head Wedding Photographer,
Leading wedding photographer
in Brunei Darussalam*

Sarah Ong

*In-house Event Photographer,
Videographer, Editor*

E-Z Printing

Outsource of printing



INTERACTIVE & SOCIAL FEATURES

Themed Photo Booth
Slow Motion Video booth
Tweet Wally



Photo Booth

- Different themed backdrops
- Photos can be instantly uploaded online



Slow Mo Video Booth

- Slow motion video
- Growing trend in Wedding Industry(2013)



Tweet Wally

- Specific to corporate events
- Interactive tweets
- *Twitter is by far the most popular microblogging platform in Brunei*

CUSTOMER CENTRIC

*Don't find customers for your products,
Find products for your customers"*
- Seth Godin

Feedback & Surveys:
Source of Learning &
Continual
Improvement

**Customer
Testimonials:**
Provides Brand Trust
& Credibility

BRAND POSITIONING

Brand Essence:

- Personal
- Caring
- Creative
- **Magical**

Tagline:

If you can envision it,
we can make it happen.

Positioning Statement:

We combine **creativity**
and a touch of **elegance**
with a passion for
providing our guests
with a **magical**
experience.

Brand Name & Identity:



POINTS OF DIFFERENTIATION

First and only
specialized
event management
firm

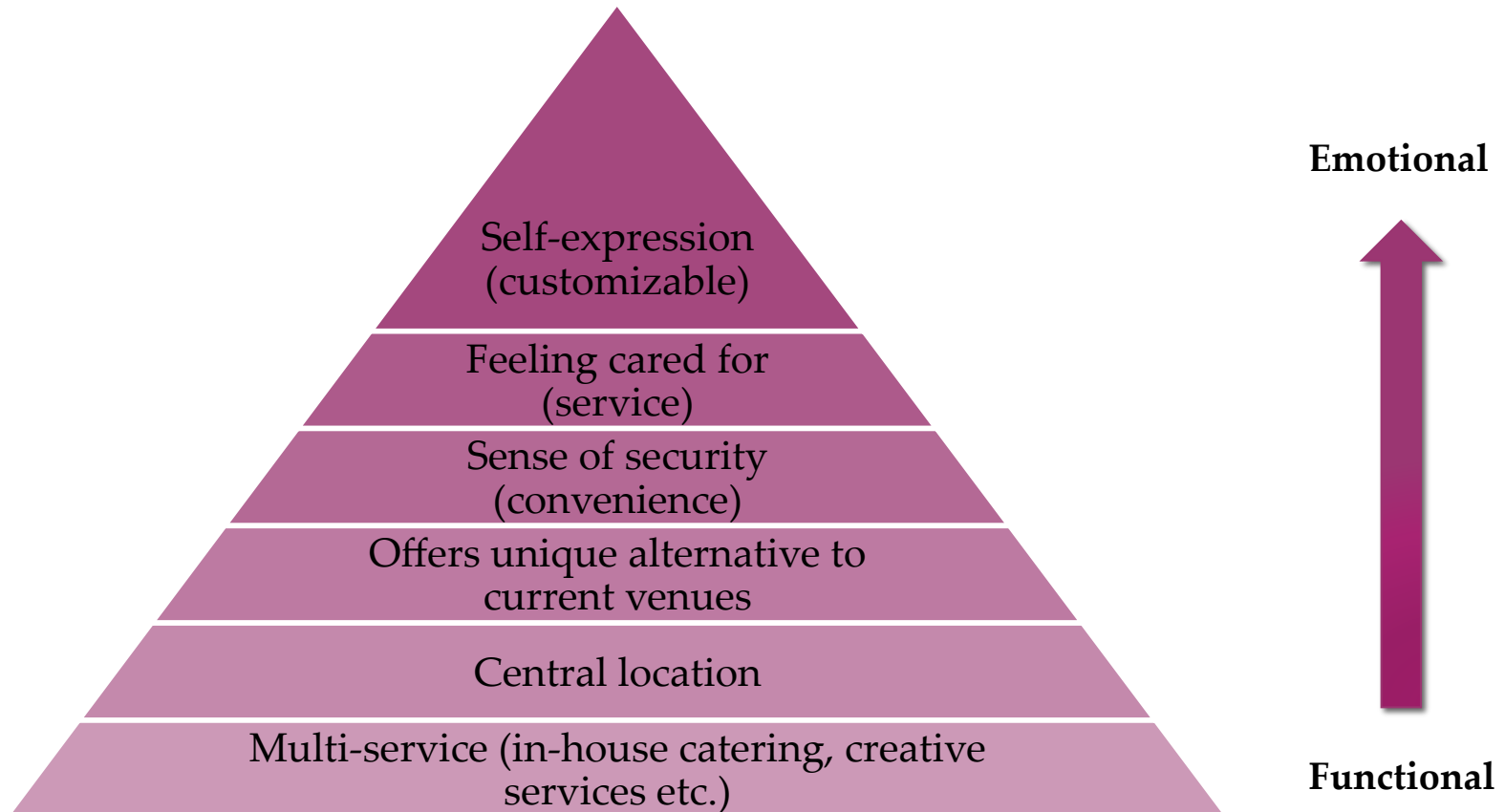
Emphasis on
design and
aesthetics

**Personal
Touch**

Unique Venue
Concepts

Customizability &
Creative control

FUNCTIONAL & EMOTIONAL BENEFITS



MARKETING GOALS

TIME FRAME: 1ST year of operation

PRIMARY GOALS

1. Build brand awareness and communicate brand positioning
2. To achieve sales of U.S \$1,261,630

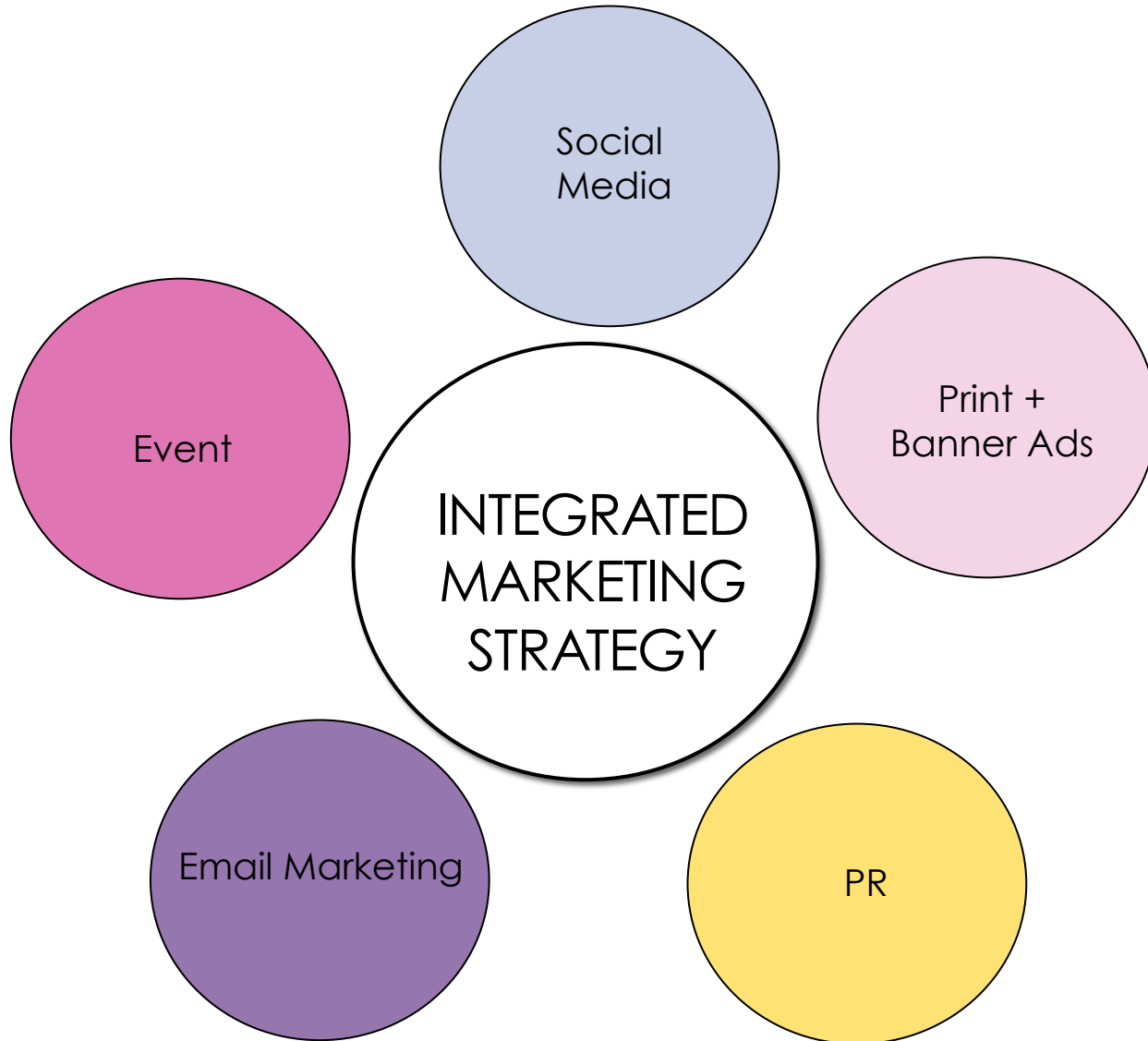
SECONDARY GOALS

3. To cultivate a sense of community: listen, converse, engage and entertain
4. Position brand as thought leader in events industry: share knowledge and expertise

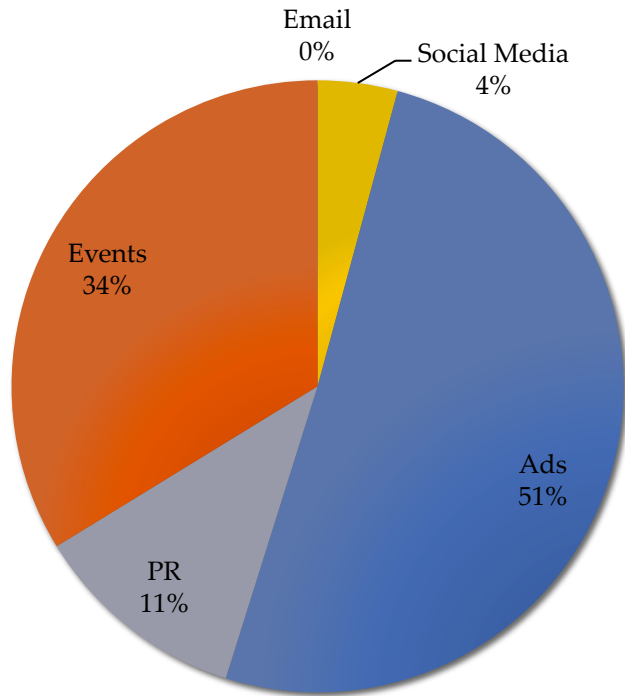
METRICS/ KPI's:

- **Social:** # fans, # followers, level of engagement (comments, shares), hashtags, sentiment analysis
- **Blog:** Unique Monthly Visits (UMV's)
- **Email:** Email open rate





MARKETING BUDGET



Marketing Budget	
Social Media	\$500
Ads	\$6,000
PR	\$1,350
Events	\$4,000
Email	\$-
Total	\$11,850

SOCIAL MEDIA & CONTENT MARKETING



PRINT & BANNER ADS

- Newspaper
- Magazine
- Online Banner Ads



Print Ad Example

PUBLIC RELATIONS

Press Releases

- National Newspapers
- Brudirect.com (online news)

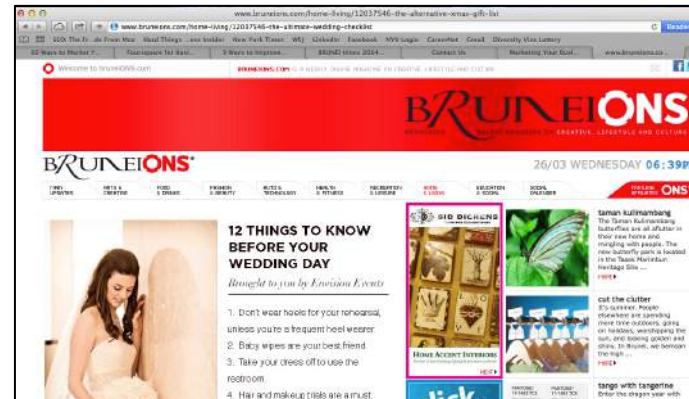
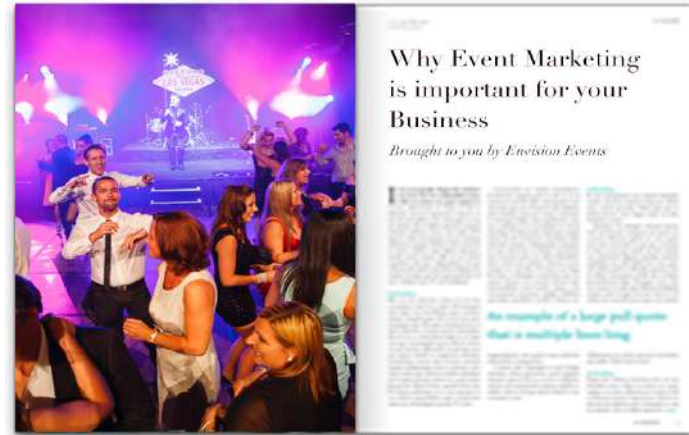
Advertorials

- Inspire magazine
- BHC magazine (home & lifestyle)
- Bruneions.com (online Brunei magazine on creative, lifestyle & culture)

Influencer Program (Paid Media)

- Delwin Keasberry ProjekBrunei
- Rano Iskandar RanoAdidas

Advertorial Examples



EMAIL MARKETING

Mailchimp – Free email service

Frequency: Monthly basis

Purpose: Inform clients of discounts and upcoming events, provide links to blog posts



EVENT MARKETING

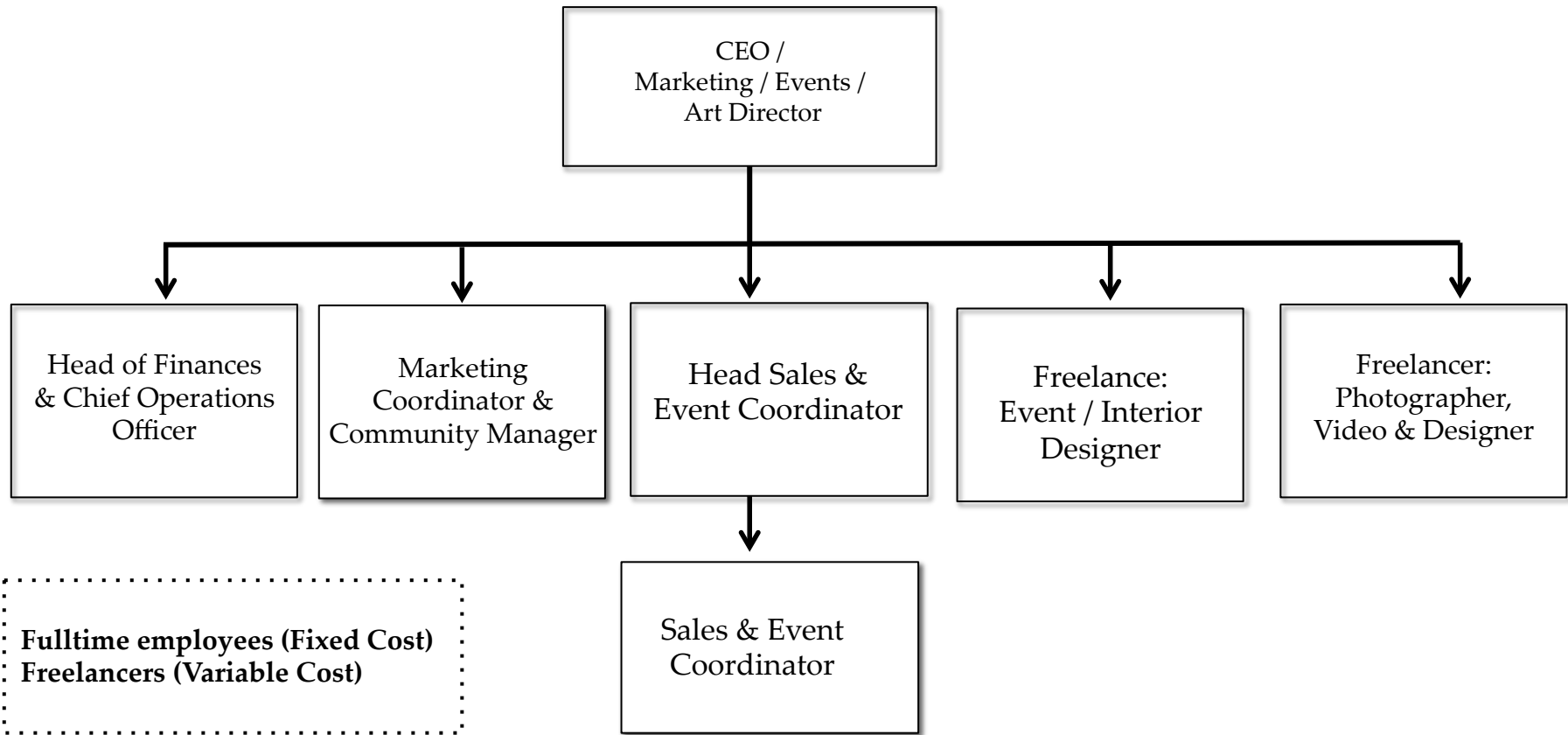


Bliss Wedding Showcase:

Largest wedding showcase

- More than 10,000 visitors

ORG. STRUCTURE 2015 - 2018



Corporate

Marketing

Client Services/
Events

Creative

MANAGEMENT TEAM, ADVISORS & PARTNERS



Sarah Ong, CEO & Founder

Educational Background: Bachelor of Arts, Sociology & Management Major, University of Melbourne
Masters of Science, Integrated Marketing, Brand Management Major, NYU

Professional Experience: Marketing, Event Planning, Creative Production: Photography, Video Editing



Lucien Ong, CFO and Head of Operations

Educational Background: Bachelor of Commerce, Finance & Entrepreneurship Major, University of Melbourne

Additional Qualifications: CFA (Chartered Financial Analyst) Qualified

Professional Experience: Finance, Business Development, Operations, Event Management



Rachel Ong, Legal Advisor

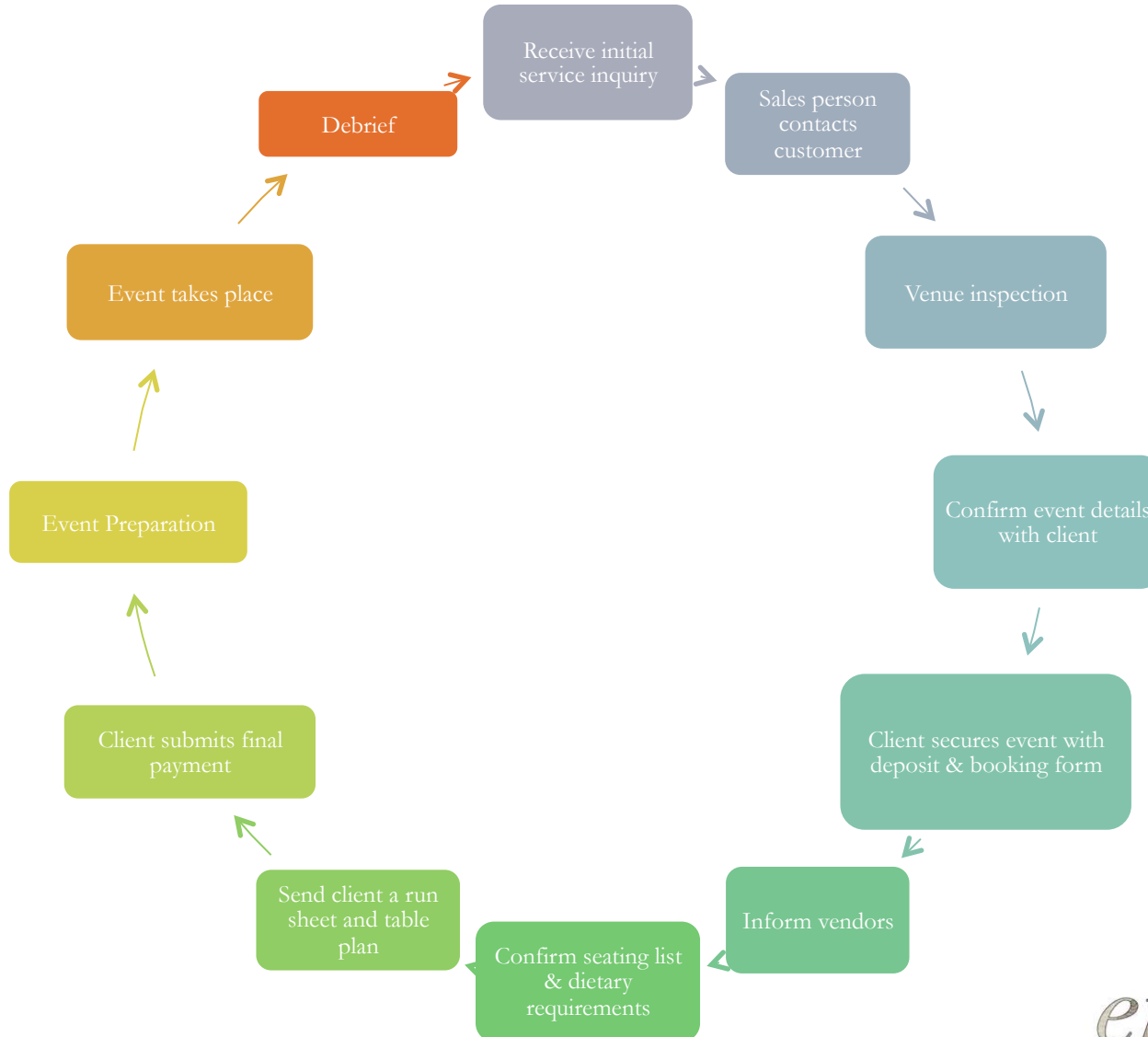
Educational Background: Bachelor of Law/ Psychology, Masters of Construction Law, University of Melbourne

Professional Experience: Specializes in Construction, Corporate and Conveyance Law

Strategic Partnership:

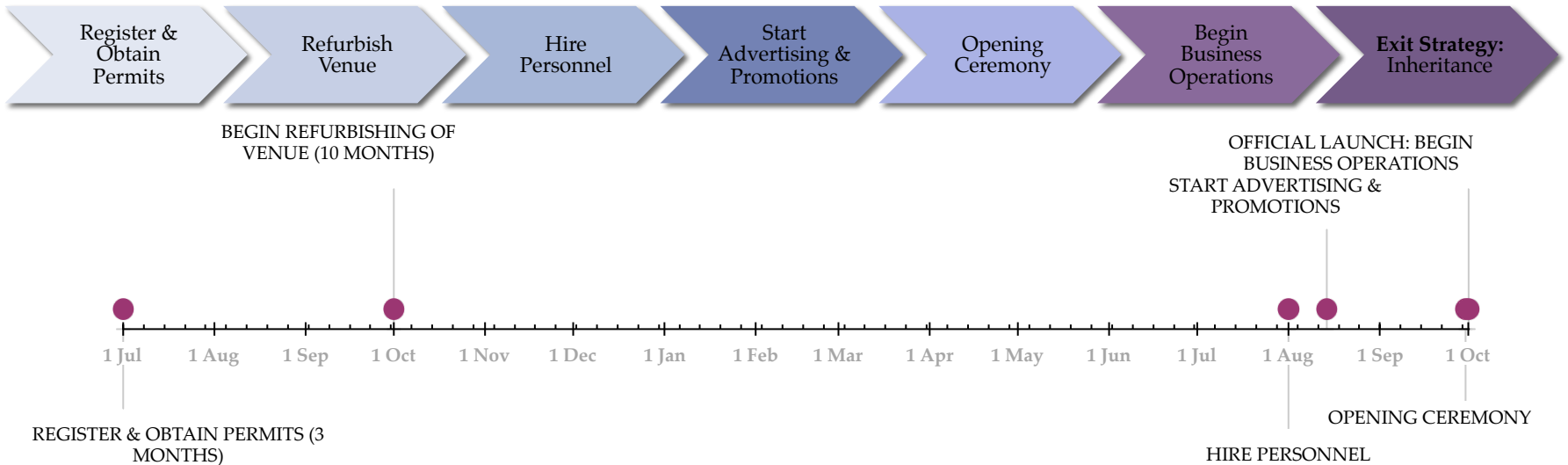


SUPPLY CHAIN MANAGEMENT



OPERATIONS

Key Milestones & Schedule



Legal Structure

- Limited Liability Company (LLC)
- Subsidiary of Teck Guan Holdings – family-owned property development and real estate company

Exit Strategy

- Inheritance: Passing ownership to family members or children

BASE CASE SCENARIO: KEY ASSUMPTIONS

Wedding Receptions

Year 1:

- **36 wedding receptions**
 - 18 clients choose basic package
 - 18 choose deluxe package
 - Average of 400 guests per event

Corporate/ Social Functions

Year 1:

- **48 Corporate & Social Functions**
 - 24 clients choose basic package
 - 24 choose deluxe package
 - Average of 80 guests per event

Public Events (Exhibits, Fairs & Trade Shows)

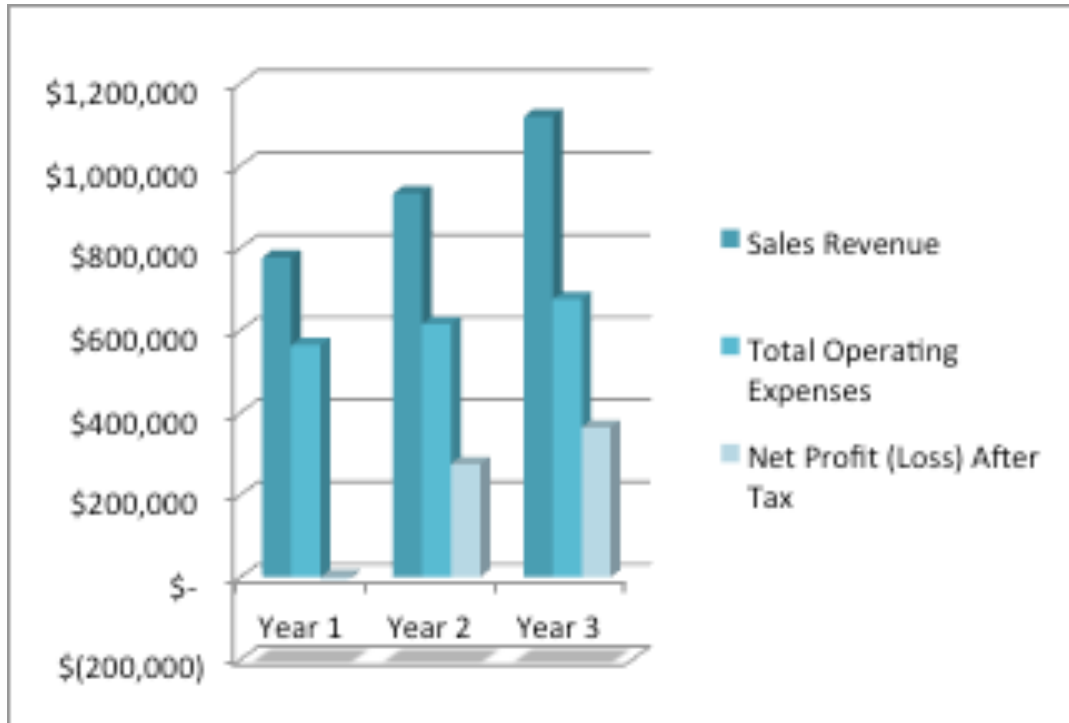
Year 1:

- **9 Public Events**

* **Sales Growth:** Total Sales will increase at an annual rate of 20%

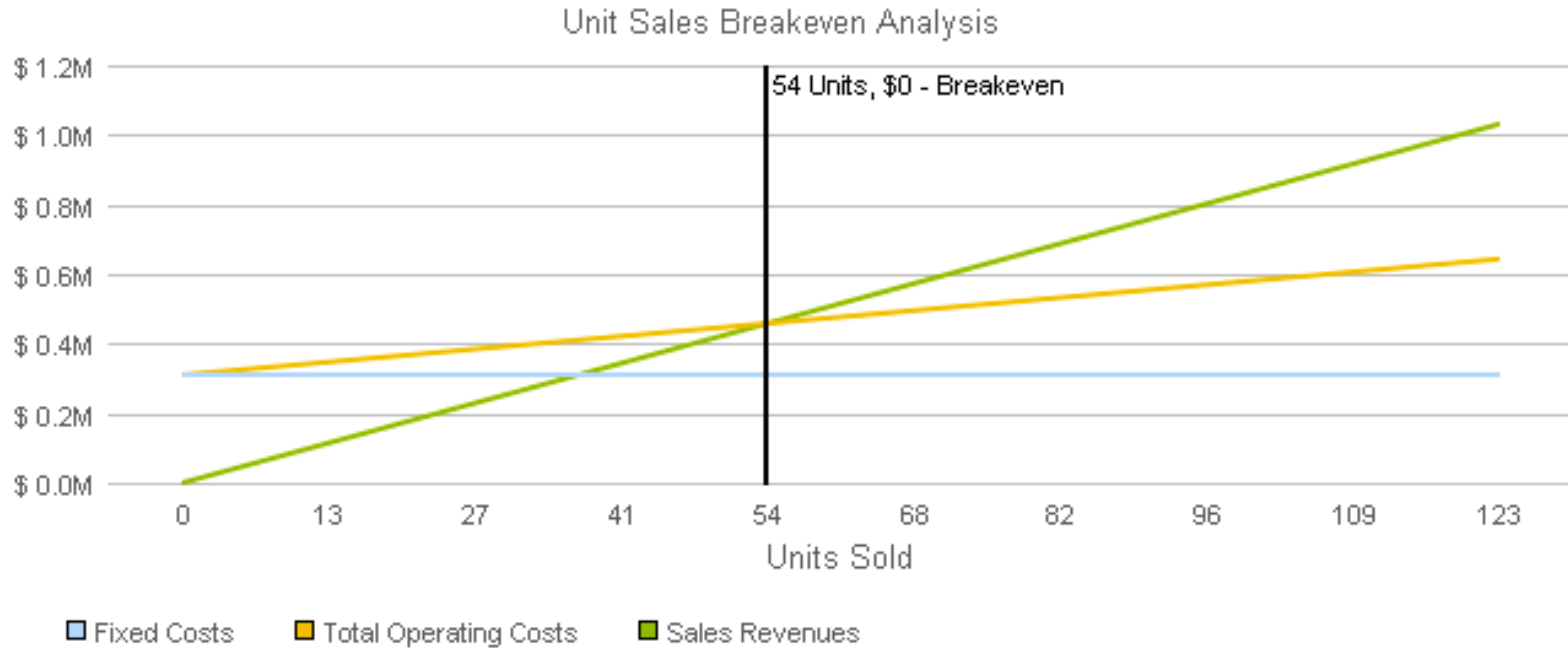
The Cash flow, Profit & Loss statement and Break Even were calculated based on these assumptions

BASE CASE: OVERVIEW OF INCOME PROJECTION (P&L)



Base Case	Year 1	Year 2	Year 3
Sales Revenue	\$776,886	\$932,263	\$1,118,716
Total Operating Expenses	\$564,295	\$614,956	\$675,110
Net Profit (Loss) After Tax	\$(4,700)	\$274,663	\$363,973

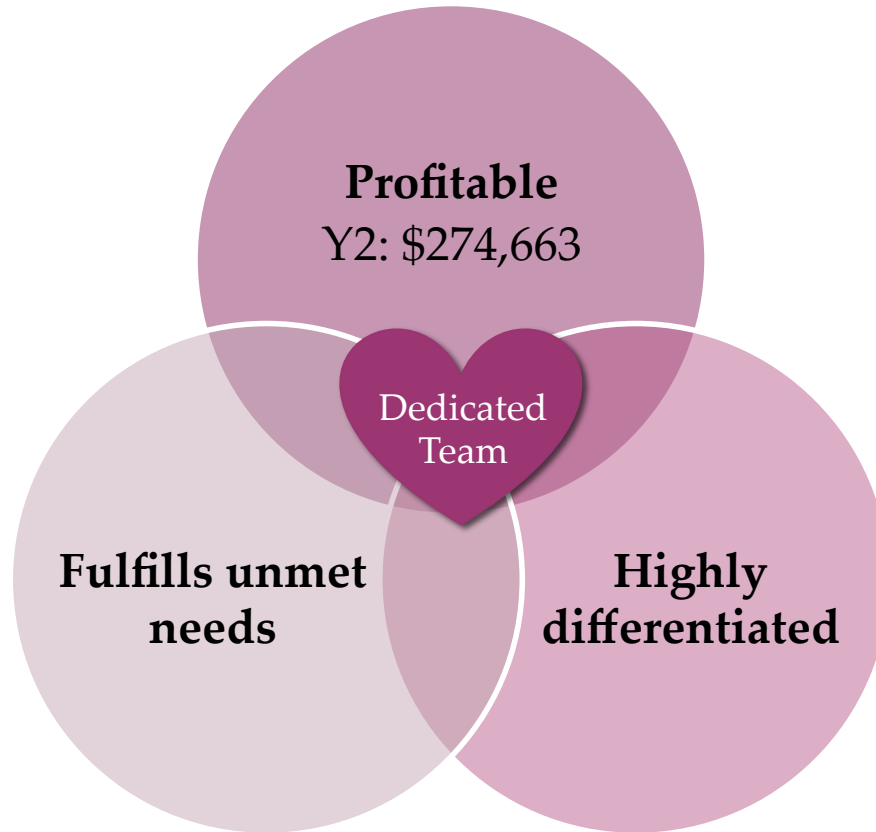
BASE CASE: BE ANALYSIS



Break Event Point: 54 Events (Units) within Y1

Total fixed costs	\$310,428
Variable cost per unit	\$2,696
Sales price per unit	\$8,354
Anticipated unit sales	93

CONCLUSION



THANK YOU

Sarah Ong

sarahong2012@envisionevents.com

(347) 606-8149

