



BUSINESS PLAN

START UP FOR AN EVENT VENUE

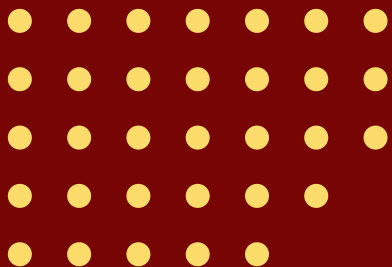
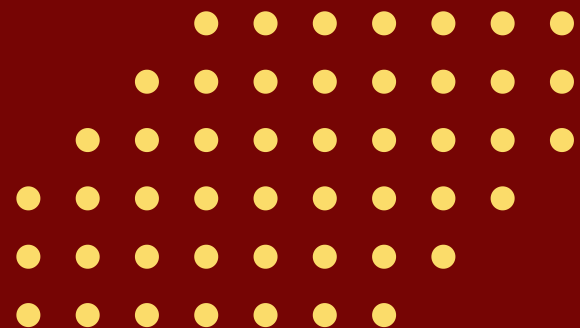


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I. EXECUTIVE SUMMARY

J'Excellence Event Hall is a full-service event venue that aims to become the leading brand in the banquet hall rental and event planning business in Philadelphia. With a goal of becoming one of the top ten event venues in the United States within ten years of operation, the company has located its unique venue in the Mount Airy subdivision of Philadelphia.

Founder Jeffone Warner brings eight years of experience in planning private parties, baby showers, graduation parties, and small weddings to J'Excellence. She has a reputation for providing elegant décor packages and customized events that are well received by her clients. Jeffone is committed to ensuring the success of J'Excellence and will employ a team of highly qualified professionals and partner with the best catering and pastry companies, florists, DJs, and marketing firms to make any event memorable and unique.

J'Excellence Event Hall is an 8,900 square foot facility that can accommodate events of all sizes and offer personalized event planning services. The venue is located in the Mount Airy section of Philadelphia, which is an ideal location due to its large residential community. The business will offer event management services for a variety of events, from backyard birthday parties to corporate events. Although J'Excellence Event Hall will initially serve individual clients and small businesses, the company has the potential to grow and compete with leading event planning and banquet hall rental companies in Philadelphia.



II. COMPANY SUMMARY

J'Excellence Event Hall is an upscale event venue that specializes in customized decor and detail for every event. The company offers a variety of decor packages and color schemes for customers to choose from, and keeps up with trends and new ideas to ensure no two events are alike. In addition to banquet hall rentals, the company also provides event planning services for weddings, children's parties, corporate events, trade fairs and exhibitions, end of year parties, party rentals, and consulting and advisory services. The licensed venue offers professional event planning at an affordable fee and prioritizes client satisfaction and ethical values in all operations. The venue has three separate event spaces, including a main banquet hall that seats 200 people, and two smaller ballrooms that seat 50 people each. The ballrooms can be used for a variety of events such as Christmas parties, business meetings, engagement parties, Quinceañeras, birthday parties, graduation parties, and more. The venue also features five separate Selfie Content Rooms, which are immersive and interactive spaces for visitors to create social media content, take selfies, record podcasts, and host small birthday parties and intimate celebrations.

Mission Statement

J'Excellence's mission is to create luxury event spaces and offer unique, personalized experiences utilizing advanced technology in a well-equipped facility. We strive to provide professional event planning services for individuals, businesses, and non-profit organizations, ensuring unforgettable memories that will last a lifetime.

Vision Statement

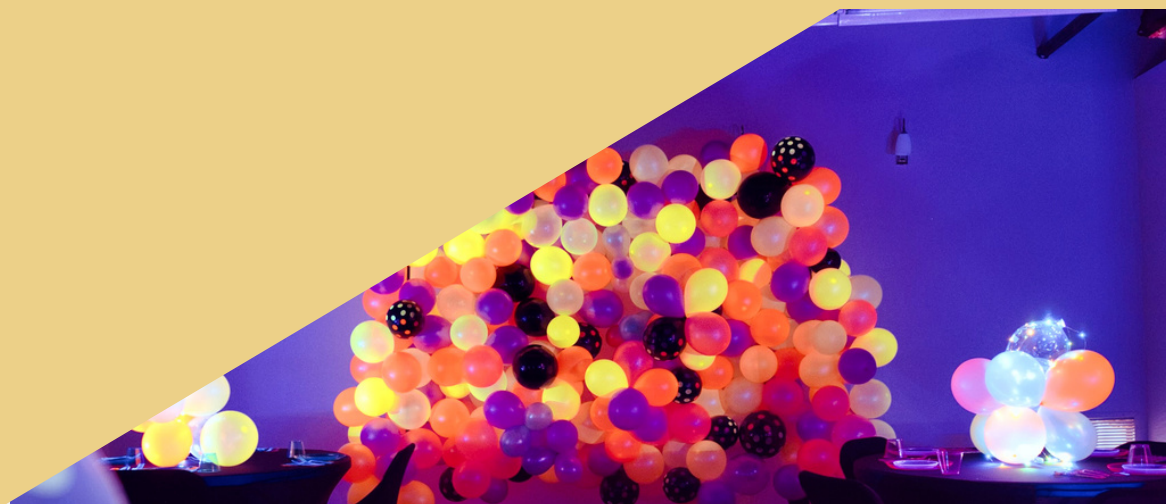
The J'Excellence vision is to be the premier event venue in the city, renowned for our integrity, exceptional service, attention to detail and team-oriented approach to planning and executing memorable events for individual and corporate clients.

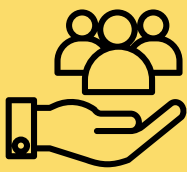
Company Ownership

J'Excellence is owned by Jeffone Warner, an experienced Early Childhood Educator and former Director of a successful program. She received a degree from Harcum College in December 2022 and has five years of experience in operations management and budget/financing. Therefore, demonstrating a history of effectively managing a thriving enterprise. Jeffone has a long-standing relationship with Jihad Powell of Top Pick Digital, who will be overseeing the company's digital marketing needs, including inbound marketing, content marketing, search engine optimization (SEO), social media, email marketing, paid media, and conversion rate optimization (CRO). With Top Pick Digital's expertise, J'Excellence aims to significantly increase site traffic, customer engagement, and on-site conversions within the first six months. Jeffone, as the owner, understands the importance of staying ahead of the competition and has therefore structured the organization into three major categories: cooking staff, interior design/wedding coordinators, and facilities coordinator, in order to facilitate growth and evolution for the business. She is passionate about event planning and decor and is committed to fostering a cross-trained and happy team of workers.

Company Location and Facility

J'Excellence Event Hall is located at 5 W Mount Airy Avenue, Philadelphia PA 19119. The facility is an 8,900 square foot space featuring three ballrooms, including the main ballroom at 1200 sq. ft, ballroom 2 at 540 sq. ft, and ballroom 3 at 500 sq. ft. Additionally, the venue includes five small rooms designed for photo opportunities. The event hall will undergo a complete renovation to create an elegant and modern atmosphere, featuring high ceilings and large crystal chandeliers. The decor will be designed in a way that even without the full decoration package, the venue will still maintain its elegance and glamour.





III. SERVICES

J'Excellence Event Hall, LLC offers a comprehensive range of services to ensure that every event is a success. Our unique selling point is the level of service and attention to detail that we provide to each client. We understand that competition in the event venue industry is based on functionality, reliability, convenience, and price, and we strive to excel in all of these areas.

Our services include:

- **Personal decorator:** Our decorator will work with the client to create a customized design that aligns with the client's preferences and requirements. The client can choose from a variety of decor styles, including rustic, shabby chic, crystallized elegance, and rose garden. The decorator will present at least two different stage scenes for the client to choose from. The stage scene and customized choices will include options such as furniture setting, color scheme, and extras such as dessert tables and party favors.
- **Event planner:** Our decorator also serves as the event planner, ensuring that all aspects of the event are coordinated and executed seamlessly.
- **Waitstaff:** For larger events, we provide professional waitstaff to ensure that all guests are well-catered to.
- **On-site tech advisor:** We understand the importance of technology in today's events, and we provide an on-site tech advisor to ensure that all equipment and technology are functioning correctly.

Additionally, our service options include:

- **Catering:** Our chef will work with the client to create a customized menu that aligns with the client's preferences and requirements. The chef will prepare a taste test of the requested meal before finalizing the menu, to ensure satisfaction.
- **Music:** Our banquet manager will work with the client to create a customized music playlist or choose from a pre-selected package.
- **Equipment:** All events will have the necessary equipment to cater to each event. For example, if the client books the Luxury Suite for a business meeting, it will come with a projector, screen, and main laptop to utilize for the projector. Office supplies will be available for the group so that their employees do not have to bring anything along with them to the meetings.

Our team of decorators, chef, and banquet manager will make important decisions for the good of the company and the client, and they will collaborate with each other to ensure that every event is a success. Through our opportunity-organization analysis, we have found that providing these services would better cater to client needs.



IV. MARKET ANALYSIS SUMMARY

Market Trends

The event planning and party rental industry is constantly evolving, with new trends and technologies emerging regularly. One of the most significant trends in recent years has been the rise of social media and new tech tools. Social media platforms have become an essential tool for event planners to disseminate information, interact with attendees, and create ongoing engagement with their target audience. Additionally, new software apps and emerging technologies have made it easier for event planners to gather data and plan for the future.

Another trend that has emerged in recent years is the increasing popularity of mobile event apps. Event planners can now host events entirely through social media and online platforms. In the United States, there are several vendors offering mobile apps, and more event planners are using them.

Market Needs

The market needs for J'Excellence Event Hall in the Philadelphia area include a demand for versatile event venues that can accommodate a range of occasions, such as small business events, family celebrations, and weddings. The target customer base includes small companies, families, and young couples planning weddings, parents hosting baby showers and Sweet 16 parties, and older couples celebrating milestone anniversaries. The market also demands convenience, reliability, and a high level of service and attention to detail. Additionally, J'Excellence Event Hall will need to stay current with the latest technology and social media trends in order to effectively market and manage events.

Market Growth and Industry Analysis

The event management industry has been affected by the COVID-19 pandemic, however, analysts at Allied Market Research predict significant growth in the coming years. According to their research, the industry had a value of \$1.1354 trillion in 2019 and is estimated to reach \$1.5529 trillion in 2028, with a compound annual growth rate of 11.2 percent between 2021 and 2028.

Several factors are expected to drive this growth in the industry over the next five years, including:

- Per capita disposable income: As household disposable income increases, it will likely lead to an increase in demand and expenditure within the event management industry.
- Corporate profit: Companies with higher advertising budgets are more likely to sponsor and advertise at events, and as corporate profits rise, so will corporate spending on industry services.
- Number of adults aged 20 to 64: Adults aged 20 to 64 represent the largest market for event management services as they are the most likely to host and attend events. As the number of adults in this age bracket increases, so will demand for industry services.

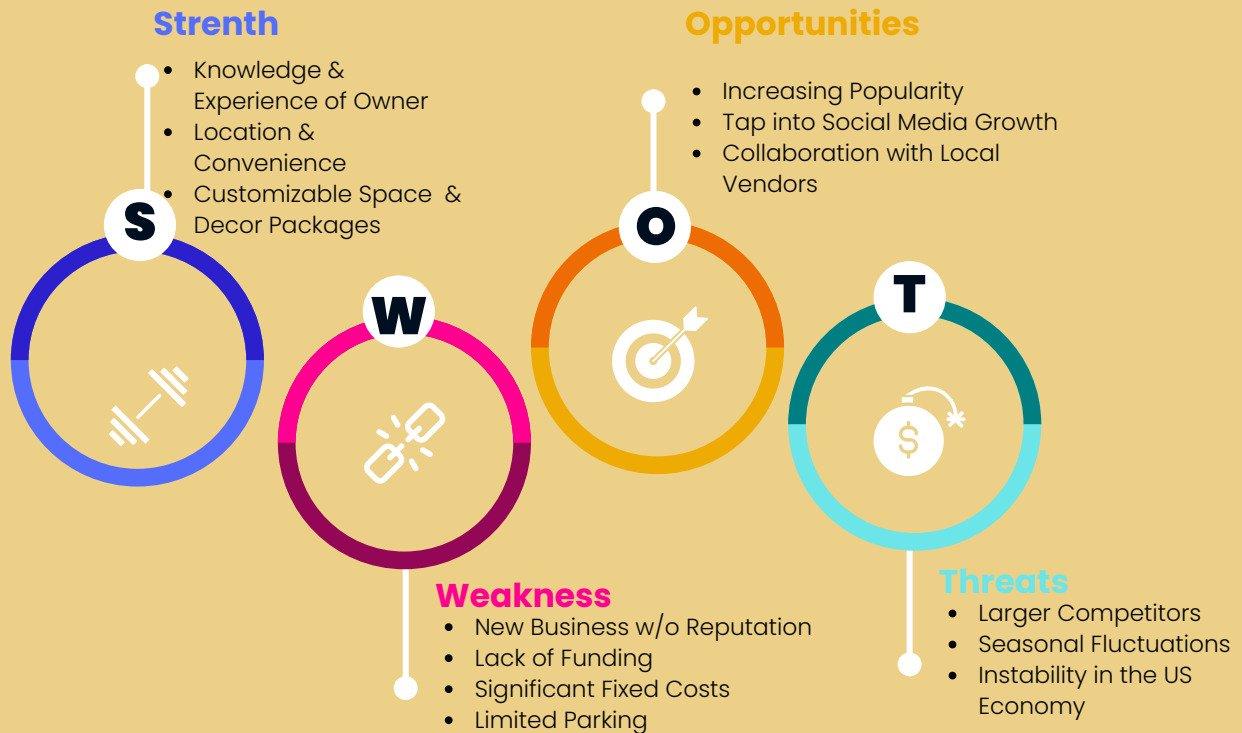
<https://www.alliedmarketresearch.com/events-industry-market>

SWOT ANALYSIS

Company Name: J'Excellence Events

Industry Type: Event Management

Number of Employees: 6



SWOT analysis for a new event venue start-up business in Philadelphia, PA, in the 19119 zip code:

Strengths:

Location: The event venue is located in the heart of Philadelphia, in the 19119 zip code, which is easily accessible by public transportation and major highways, making it a convenient location for both out-of-town and local guests.

Customizable space: The event venue offers a versatile space that can be configured to suit a wide range of events, from intimate gatherings to large corporate events, making it a one-stop shop for all event needs.

Customizable packages: The event venue can offer customizable packages to suit the needs of different clients, such as corporate events, weddings, and social gatherings, which can help to increase revenue.

Amenities: The event venue is equipped with modern amenities such as Wi-Fi, AV equipment, Central AC/Heat, Elevator, and on-site catering, making it a turnkey solution for event planners.

Experience: The event planner's extensive knowledge and experience in decorating parties, gained over several years in the industry, is a significant strength as it allows for the ability to create visually stunning and memorable events, which will differentiate the event venue business from competitors and attract a wide range of clients.

Weaknesses:

Lack of brand recognition: As a new event venue start-up, the business may not have a well-established brand, which could make it difficult to attract customers.

Limited marketing budget: New businesses often have limited marketing budgets, which could make it challenging to reach a wide audience and generate awareness of the venue.

Fixed Costs: Limited start-up funding and significant fixed costs, which may limit the ability to invest in necessary equipment, renovations, and marketing efforts to attract clients.

Limited parking: While the event venue has a nearby parking lot, there may be limited on-site parking, which could be an inconvenience for guests and make it harder to attract customers.

Opportunities:

Growing event management industry: According to Allied Market Research, the event management industry is expected to grow by 11.2% CAGR from 2021 to 2028. This presents a significant opportunity for a new event venue start-up to tap into this growing market.

Social Media Customer Reach: Ability to expand reach to potential customers through social media platforms as the usage and popularity of social media continues to grow, providing a cost-effective and efficient way to reach a larger audience.

Collaborations: The event venue can form partnerships with local vendors such as caterers, florists, and event planners to provide a complete event experience for customers and increase revenue.

Threats:

Intense competition: The event venue may face intense competition from established event venues in the area, which could make it difficult to attract customers.

Seasonal fluctuations: The event venue may experience seasonal fluctuations in demand, which could impact revenue and make it difficult to forecast future revenue.

Economic downturns: Economic downturns can negatively impact the event management industry and make it harder for new businesses to succeed.

Publicity and Advertising Strategy

Our marketing strategy focuses on utilizing a variety of platforms and tactics to reach our target market and promote our event venue. Our efforts will include:

Advertisements on electronic media platforms, such as local television and radio stations, to increase brand awareness and reach potential customers.

Sponsoring relevant community-based events and programs to build relationships and connect with potential customers in the local area.

Leveraging the power of the internet and social media platforms, such as Instagram, Facebook, Twitter, YouTube, and Google, to promote our brand and showcase our venue. We will also create a presence on platforms such as Pinterest and TikTok, which are popular among our target market.

Distributing fliers and handbills in target areas to increase visibility and generate leads.

Ensuring that all employees wear branded shirts and that all company vehicles are well-branded with our logo to increase visibility and create a professional image.

TikTok: We will create short, engaging videos on TikTok to showcase our venue and events, as well as providing tips and tricks for event planning. We will also use TikTok's features such as duets and hashtags to reach potential customers and gain exposure in the Philadelphia area.

YouTube: We will create a YouTube channel to host videos of our venue and events, as well as providing helpful content for event planning. We will also use YouTube's search feature to reach potential customers searching for event venues in Philadelphia and related keywords. Additionally, we will use YouTube's advertising feature to run targeted ads to reach potential customers in the area.

To launch an effective marketing campaign, J'Excellence will invest in professional online advertisements featuring photographs of the stunning venue and elegant decor setups. Contact information will be prominently displayed for easy customer reach. In addition, J'Excellence will allocate a budget of no more than \$5,000 to develop a customized website that differentiates us from competitors. The website will provide valuable information and a means of communication with J'Excellence staff.

To target corporate clients, J'Excellence will make personal, face-to-face contact to establish relationships and build long-term partnerships. This will help to increase customer retention and boost revenue.



V. MARKETING STRATEGY

Social Media

J'Excellence aims to increase our reach and engagement with potential customers through a comprehensive social media marketing strategy. We will be utilizing popular social media platforms such as Facebook, Instagram, Twitter, TikTok, Pinterest, and YouTube to promote our venue and upcoming events.

Facebook: Our event venue will have a strong presence on Facebook by creating a business page and regularly posting updates, promotions, and images of our venue and past events. We will also run targeted ads to reach potential customers in the Philadelphia area and engage with our followers by responding to comments and messages.

Instagram: We will utilize Instagram to showcase beautiful photos and videos of our venue, past events, and behind the scenes content. We will also run Instagram Stories and IGTV to give our followers a closer look at our venue and the events that take place there. Furthermore, we will use Instagram's location and hashtag features to reach potential customers interested in event venues in Philadelphia.

Pinterest: We will create visually appealing boards on Pinterest to showcase our venue and the different types of events that can be held there. We will also create boards for event planning inspiration and trends in the industry. Additionally, we will use Pinterest's search feature to reach potential customers searching for event venues in Philadelphia and related keywords.

Brand & Value Proposition

J'Excellence Event Hall will provide a premium and refined experience for our clients by offering:

- A versatile and sophisticated venue that can host a wide range of events
- A skilled and customer-focused team of event planners who will ensure a seamless planning and execution process
- Collaborations with reputable and experienced catering, pastry, floristry and entertainment companies to enhance the overall event experience.

Promotions Strategy

The promotions strategy for J'Excellence Event Hall will focus on building strong relationships with our clients through exceptional customer service and delivering on our promises. This will help to establish our brand through word-of-mouth marketing and client referrals. Additionally, we will invest in creating a high-quality website that is easy to navigate and provides all the necessary information for potential clients. The website will also allow clients to book consultations and communicate with our team.

To enhance our online presence, we will focus on mastering local search engine optimization, being active on social media platforms, and launching targeted email campaigns. We will also create a business profile on local directories such as Google My Business, Yahoo Local, Bing Local, Yelp, Yellow Pages, Insider Pages, and Merchant Circle to increase visibility and reach a wider audience. By maintaining and enhancing our reputation in the community, we aim to achieve our target market share growth and attract a wider range of clients.

Positioning Statement

J'Excellence Event Hall is the ultimate destination for those seeking a luxurious and seamless event experience. Located in the trendy Mt. Airy neighborhood of Philadelphia, our modern and contemporary venue offers a full-service solution for any occasion and budget. With elegant spaces, top-notch event planners, and partnerships with the best vendors in the industry, we are the premier choice for customers. Our venue features a capacity for 300 guests across 3 spacious banquet rooms, an industrial-chic interior, and a beautiful outdoor area visible from the largest banquet room. Elevator access, multiple bathrooms, and a foyer area provide added convenience for guests, while a full commercial kitchen and a private bridal suite offer additional amenities for events beyond weddings. Trust our dedicated team of event planners to handle all the details and make your special occasion stress-free and unforgettable.



VI. CUSTOMER ANALYSIS

Target Market

J'Excellence Event Hall's target market includes affluent individuals and organizations in the Philadelphia area, specifically in the Mount Airy neighborhood where median annual household income is higher than the city average. We will primarily focus on young couples planning their weddings, parents hosting baby showers and Sweet 16 parties, and older couples celebrating milestone anniversaries. Additionally, we will target small and large companies in need of event spaces for corporate functions. Our prime location in the Mount Airy neighborhood, known for its high household incomes, will attract these high-income individuals and organizations looking for a luxurious and sophisticated event venue.

According to data from the U.S. Census Bureau, as of 2021, the population of the 19119 zip code in Philadelphia is primarily composed of:

Age: The largest age group is 25-44 (36.4%) followed by 45-64 (30.4%), 18-24 (13.9%), 65+ (11.5%), and under 18 (7.8%)

Gender: The population is roughly split between men (50.2%) and women (49.8%)

Occupation: The most common occupations are in management, business, science, and arts (29.9%), sales and office occupations (25.2%), and service occupations (19.1%)

Income: The median household income is \$73,671, with 18.3% of households earning over \$100,000 and 12.1% of households earning less than \$35,000.

Table 4 and 5 shows the regional income distribution for the Mount Airy subdivision and for Philadelphia, PA.

Table 4
Regional Income for Mount Airy (zip code 19119)

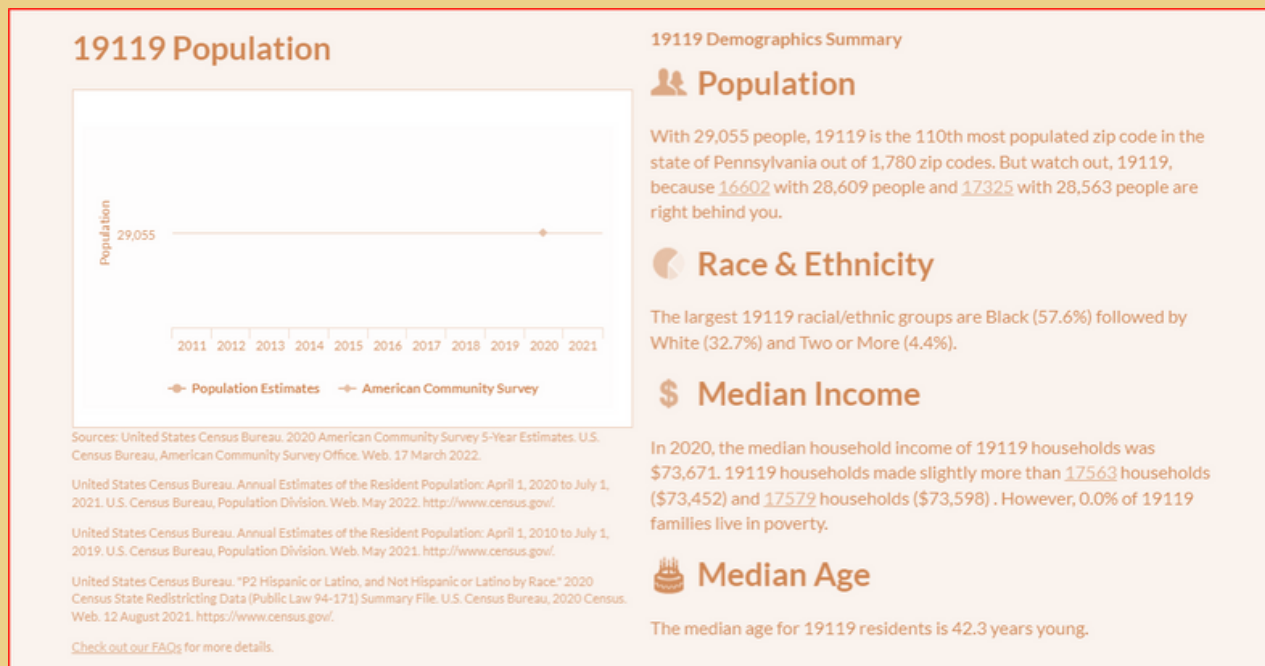


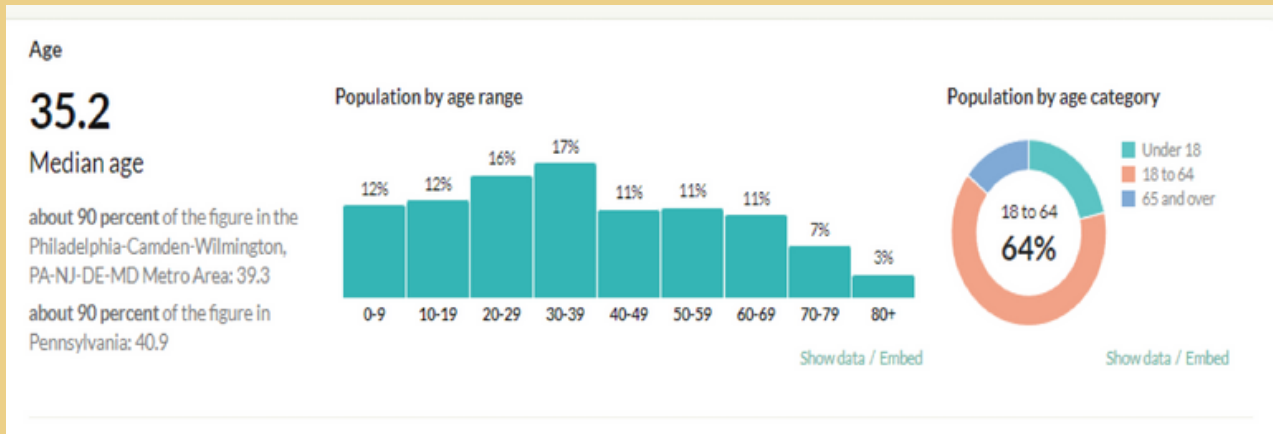
Table 5
Regional Income for Philadelphia PA

Income & Poverty	Philadelphia County, Pennsylvania
Persons 65 years and over, percent	14.4%
PEOPLE	
Income & Poverty	
Median household income (in 2020 dollars), 2016-2020	\$49,127
Per capita income in past 12 months (in 2020 dollars), 2016-2020	\$29,644
Persons in poverty, percent	19.4%

J'Excellence Event Hall aims to attract a diverse range of customers, with a focus on the growing Millennial market in the Philadelphia area. As a tech-savvy and experience-driven generation, we will tailor our marketing strategies to appeal to this demographic by:

- Leveraging mobile-friendly and responsive design for our website and social media platforms to make it easy for them to research and book events on-the-go.
- Highlighting the unique value and benefits of our venue, such as its modern industrial interior, beautiful outdoor space, and full-service event planning offerings, to appeal to their desire for unique and memorable experiences.
- Utilizing visually-appealing marketing materials and campaigns, such as high-quality photography and videos, to showcase the versatility and beauty of our venue.
- Utilizing social media platforms and influencer marketing to reach a wider audience and create a sense of community and exclusivity.
- Creating a detailed and informative website that includes information on capacity, amenities, and event planning services, as well as customer reviews and testimonials to build trust and credibility.

Table 6



Philadelphia, PA - Profile data - Census Reporter

Customer Segmentation

J'Excellence Event Hall will focus on targeting specific customer segments in order to effectively market and provide services to their unique needs. Our target market includes:

Young couples planning their wedding, including both traditional and non-traditional ceremonies.

Families celebrating milestone events such as Sweet 16 parties, baby showers, and anniversary celebrations.

Small to medium-sized businesses looking for a venue to host corporate events, holiday parties, and networking events.

Creative professionals such as artists, photographers, and musicians in need of a versatile and visually appealing space for exhibitions, photo shoots, and music videos.

Non-profit organizations seeking a venue for fundraising events and galas.

We will segment our customer base by identifying their specific needs and tailoring our services and marketing efforts to best meet those needs. By focusing on these specific segments, we can provide a more personalized and satisfying experience for our customers.



VII. Competitive Analysis

Main Competitors

J'Excellence Event Hall will be entering a highly competitive event venue market in the Philadelphia area, where a number of established players already exist. These competitors include luxury hotels, event spaces, and restaurants that offer event hosting services, such as The Ritz-Carlton Philadelphia, The Westin Philadelphia, Loews Philadelphia Hotel, and the Hyatt at The Bellevue. However, J'Excellence's main competitors will be the independently owned event venues and event planning companies in the area. To stand out, J'Excellence will differentiate itself by providing exceptional service, a personalized experience, and versatile event spaces that cater to the specific needs of each target customer segment. Additionally, we will be focusing on offering various pricing options to attract a wider range of customers.

A summary of the competitors with a similar business profile is below:

	Reign Events	Victorian Banquet Hall	Deluxe Event Hall	Unveil Event Studio
Capacity	300	250	100	75
Number of Hours	4	6	4	6-12
Costs for Rental	\$2000	\$1750 - \$2000	\$800 - \$1400	\$950 - \$2400
Décor Packages	\$3000	N/A	\$2000 - \$3000	Include with Dream Packages

Value Position

J'Excellence Event Hall, located in the historic and trendy neighborhood of Mt. Airy in Philadelphia, PA, offers a unique and unparalleled industrial chic design. Our venue features exposed brick walls, high ceilings, glass brick windows, and an outdoor area, all of which are unlike any other event venue in the Philadelphia area. With 8,900 square feet of customizable space, our venue includes a dedicated foyer, elevator, ample natural lighting and a fully equipped commercial kitchen. The separate room for food setup is seamlessly integrated into the largest banquet room, which also features double doors, floor to ceiling windows that overlook the outdoor area, and a bridal suite. Our venue also includes several bathrooms. Our team of dedicated and customer-service oriented event planners will work with you to ensure that your event is a success. We have partnerships with highly sought-after catering, bakeries, DJ, and IT specialists that have proven reliability and a track record of servicing all types of events. In addition, we have a tech advisor on site to ensure all your technical needs are met.

Competitive Advantage

J'Excellence Event Hall is poised to stand out in the competitive event planning and party rental industry in the city of Philadelphia. Our unique selling point is our owner's professional background as a highly skilled and qualified event planner.

Our venue offers a variety of options for event planners and hosts, with three event spaces and five customizable content rooms to choose from. Our custom décor and selfie content packages allow for a truly personalized experience for each event. Additionally, our fully equipped commercial kitchen allows for a seamless food and beverage service.

What sets J'Excellence apart from our competitors is our commitment to providing a truly personalized experience for each event. We understand that every event is unique and strive to meet the specific needs and expectations of both participants and organizers. Our level of personalization, combined with our versatile event spaces and professional staff, sets us apart in the market and positions us for success.



VIII. Management Summary

Ms. Warner, the owner and lead event planner, will be responsible for overseeing all aspects of the business, including managing decor inventory, guest relations, and social media accounts. She will also be responsible for managing private events and business meetings or conferences.

In year two, Ms. Warner will hire an event manager to handle incoming client calls, visits, and oversee all aspects of events assigned to them. As the business grows, additional staff members such as waitstaff, janitorial staff, and a team of decorators will be hired to support the event manager.

An additional manager will be hired to lead the waitstaff, cleaning crew, and design team, providing a supervisory level between the executive and department level.

The accounting and payroll functions will be handled by outside firms, while positions such as marketing manager, purchasing manager, controller, human resources, and administrative support team might be added later as the business expands.



IX. FINANCIAL PLAN

The Financial Plan for J'Excellence Event Hall is designed to ensure the long-term financial stability of the business. The owner and operator, Ms. Warner, will be responsible for overseeing the fiscal responsibility for the company. She will work closely with an independent CPA for financial guidance and handle day-to-day operations.

In order to ensure business success, Ms. Warner will work collaboratively with a marketing firm to develop effective strategies for reaching and attracting customers. The initial costs of the business will be financed solely from the owner's personal cash funds and loans acquired. An anticipated SBA guaranteed loan will be used as working capital to support the initial operations.

As the business grows and expands, future financing will be secured through business profits. This approach will ensure that the business is self-sustaining and financially stable in the long-term.

The table below contains the estimated startup costs and monthly expenses for the next 6 months. These numbers are based on projected revenue and expenses and are subject to change as the business develops.

Sales Forecast

The following depicts the forecasted sales for J'Excellence Event Hall in year 1:

- 120 Hall Rentals average rental cost: \$1,200
- 50 Décor Packages: average cost \$2,000
- 50 hourly rentals for small rooms: \$40 per hour

It should be noted that the above forecasted sales are based on conservative booking assumptions for the first six months of operation, as the company is a new entrant to the marketplace. However, as the company's presence in the market grows and it establishes a reputation for quality service and amenities, it is expected that bookings will increase. The company plans to diversify its revenue streams by offering smaller spaces for social media set-ups, hourly rentals for temporary workspaces, podcast recordings, and photo shoots. This strategy is expected to contribute to a healthy increase in sales beginning in year two and continuing to year three.

In addition, the company plans to focus on marketing and advertising efforts to increase brand awareness and attract new clients. This, combined with the company's competitive advantages and convenient location, is expected to make J'Excellence Event Hall a top choice for event planning and party rentals by the year 2025.

It is important to note that the above forecasted sales are based on estimates and actual results may vary. Detailed financial worksheets are included in the appendix of this business plan for further analysis.

The following table depicts the forecasted sales for J'Excellence Event Hall: