

Starting your Own Event Planning Service

ASSESSMENT

Total Marks: 30

- Q.1.** Write a business plan for your business, which you have started with an investment of £30,000. Your company deals with the management of medium sized social events i.e. weddings, birthday parties etc. The business plan must include; **15**
- a) Business name
 - b) Complete business description for your business
 - c) Description of the services you offer
 - d) Complete primary and secondary analysis of the industry, market trends, market demands and competition.
 - e) Marketing plan including advertisement methods for your business
 - f) Details of your business legal requirements
 - g) Projected profit and loss forecast for the next 12 months.
- Q. 2.** Prepare an event management plan for a sports event being held at the stadium. Some 20,000 people are expected to attend. **15**