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**Business Proposal for “Luxe Events”- Green Event Planner with New Technology**

**Company Overview:** Luxe Events is a cutting-edge event planning and production company specializing in creating extraordinary, tailored event experiences. Our services span from corporate events, product launches, weddings, and private parties, to large-scale conferences and exhibitions. We differentiate ourselves by **combining immersive technology, personalized experiences, and sustainability** to bring innovative event concepts to life. Our goal is to make every event unforgettable and align with the unique vision of our clients. **Especially suitable for company or NGO who emphasis on green event and people who care the earth & environment sustainability**

**What We Make:** Immersive experiences that leverage emerging technologies such as **augmented reality (AR), virtual reality (VR), interactive installations, and AI-driven event personalization**.

In addition to immersive technologies, Luxe Events is committed to sustainability by incorporating **eco-friendly materials, energy-efficient solutions, and sustainable event logistics.** We aim to reduce the environmental footprint of every event we manage.

**What’s New About What We’re Making:** Luxe Events revolutionizes the traditional event industry by seamlessly blending **technology and sustainability**. While immersive AR/VR experiences are growing in industries such as gaming and retail, the event industry has been slower to adopt these innovations. We offer the opportunity to integrate these technologies to **elevate the guest experience, making events more interactive, engaging, and memorable.**

We also provide fully customizable event packages with AI-driven platforms that learn attendee preferences to enhance personalization, such as **A. tailored event agendas, B. preferred seating arrangements, C. interactive engagement through event apps.**

Moreover, our sustainability initiatives set us apart. We focus on **green energy use, plastic-free zones, and zero-waste event setups** to reduce the carbon footprint and appeal to environmentally conscious clients. With sustainability being a growing concern, Luxe Events is at the forefront of the eco-friendly event planning movement.

* **key benefits that Green Events offer:** 1. Brand enhancement and value increase, 2. Cost efficiency: Using digital solutions like event management software and reducing material consumption can significantly lower the overall costs of an event. 3. Increased participant numbers: Virtual event components can extend the reach of an event since participants can join regardless of geographical boundaries. 4. Sustainable networking: Green Events create a platform for like-minded individuals who value sustainability. 5.Long-term impact: This can lead to a long-term change in behavior and attitudes towards environmental issues.

**Current Substitutes:** While there are many traditional event planning companies, they tend to offer limited innovation in terms of integrating technology or prioritizing sustainability. Clients currently resort to either hiring standard event planners who provide conventional setups or renting VR/AR gear independently, which lacks the cohesive experience that Luxe Events provides.

**Who Our Competitors Are:**

* **Traditional Competitors**: Focus on standard setups with minimal tech use or sustainability focus.
* **Tech-Equipment Rentals**: VR/AR rental companies provide isolated technology solutions but fail to offer end-to-end event production services with a cohesive narrative.
* **Sustainable Planners**: Emerging green event planners often lack the advanced technological innovations Luxe Events offers, making us a **comprehensive solution**.

**Revenue Model:**

• Tiered pricing structure offering basic to high-end immersive experiences.

• Corporate events: $50,000–$500,000 per event.

• Private luxury events: $30,000–$300,000 per event.

• Consultancy: $5,000–$50,000 per project for tech and sustainability advice.

**Revenue Projections: (3-4 events monthly)**

• Year 1: 30-40 events, $3-4 million in revenue.

• Year 3: 60-80 events, $8-10 million in revenue.

**Long-Term Impact:**

• Promotes lasting change in environmental responsibility through green event practices.

• Helps shift industry and client attitudes toward sustainability.

To evaluate the profit from a financial perspective, let’s focus on the \*\*revenue, cost structure, and profit margins\*\* based on your provided details.

**Cost Structure**

- \*\*Direct Costs\*\*: These include the costs directly tied to event production, such as:

- Technology (AR/VR, AI-powered systems, interactive installations).

- Sustainable materials (eco-friendly setups, green energy).

- Event logistics (venue, equipment rental, catering, labor).

**Indirect Costs(Overheads):**

- Salaries for staff and tech specialists.

- Marketing and business development expenses.

- Office/operational expenses.

- Sustainability initiatives (extra costs for zero-waste setups, eco-friendly certifications, etc.).

**Profit Margin Estimates:**

In the event planning industry, typical \*\*gross profit margins\*\* range from \*\*30-50%\*\* depending on the complexity and scale of the event. Since Luxe Events incorporates technology and sustainability, we assume a margin towards the \*\*lower end initially\*\* (30-35%) due to higher initial investments in immersive tech and green materials.

**Factors Affecting Profit**

- \*\*Technology Investments\*\*: Upfront costs for AR/VR and AI might reduce short-term profits but could scale well.

- \*\*Sustainability Premium\*\*: Green materials and logistics can be costlier initially, but eco-friendly branding can command higher prices and attract clients.

- \*\*Scaling\*\*: As you grow, you’ll benefit from economies of scale, optimizing costs and improving profit margins over time.

**Conclusion:** Luxe Events is poised to become a leader in the event planning industry by offering a unique blend of **advanced technology and sustainability**. We address an untapped market by offering immersive, tailored experiences that set us apart from traditional competitors. Our focus on innovation and eco-consciousness aligns with growing market trends, giving us a strong competitive advantage and the potential for substantial revenue growth.

- \*\*Profit in Year 1\*\*: Estimated at \*\*$300,000 to $600,000\*\* (10-20% net margin).

- \*\*Profit in Year 3\*\*: Could reach \*\*$1.6 to $2.5 million\*\* (20-25% margin with scale).