**R11749001, Strategic Management, Julis Yang (10/16, 2024)**

**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:** Our primary competitors are traditional event planning agencies, such as large corporate event planners and boutique wedding planning services. These companies often have established client bases but do not focus on integrating advanced technology or sustainability in the way Luxe Events does.

Event technology companies that rent or lease VR/AR equipment could also be considered competitors, though they lack the full event production and personalization services that we offer. Furthermore, sustainable event planners are emerging in the market, but few can offer a combination of technology-driven and eco-friendly solutions as comprehensively as Luxe Events.

**Revenue Model:** Luxe Events operates on a tiered pricing structure. We offer customizable event packages ranging from basic setups with modest technological integration to high-end, fully immersive experiences with complex installations. We charge a premium for our bespoke services due to the technological innovation and sustainable practices we implement.

* **Corporate Events:** Corporate clients seeking product launches, conferences, or brand activations will be our primary source of revenue. These events will typically range from $50,000 to $500,000, depending on the scope of the project and technology used.
* **Private Events:** High-end weddings, luxury parties, and VIP events will be tailored for affluent clients, generating anywhere from $30,000 to $300,000 per event, depending on customization and scale.
* **Event Packages & Consultancy:** We also offer consultancy services for companies looking to integrate tech and sustainability into their own in-house events. Consultancy fees will range between $5,000 to $50,000 per project.

**Revenue Projections:** In the first year, we expect to handle 30-40 events **(3-4 events monthly)**, with an average revenue of $100,000 per event, amounting to approximately $3-4 million in total revenue. As we establish a reputation and increase our client base, we anticipate scaling to 60-80 events annually within three years, driving revenue growth to $8-10 million.

**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.