**CHAPTER TWO**

***2.2 Market Share***

As a startup, I will start small and therefore will be targeting a smaller market area.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| COMPANY | GENERAL POPULATION | TARGET MARKET | CALCULATION | MARKET SHARE (%) |
| Yellow Hummingbird | 5000 | 450 | 450\*100  5000 | 9% |
| Pearls and Roses Events | 5000 | 1950 | 1950\*100  5000 | 39% |
| Event House Kenya | 5000 | 2500 | 2500\*100  5000 | 50% |
| Dreamscape Events | 5000 | 100 | 100\*100  5000 | 2% |

***2.3 Competitors***

Many Event companies also create concepts. What sets my company apart from the rest, is that they do both conceptualizing and planning and execution. This therefore means that I may have no direct competitors in my field. I however have indirect competitors.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **COMPANY** | **STRENGTHS** | **WEAKNESSES** | **OPPORTUNITIES** | **THREATS** |
| Yellow Hummingbird | Once of the best at idea generation.  Fine details specification  Concentrates more on conceptualization and ensuring execution.  Big on Indian Events | May not have a wide market | Growth in the Event Industry  Planners are now becoming a norm in the country | Growth in the upcoming number of Africans that do Indian events.  Change in Client’s tastes |
| Pearls and Roses Events | Has a large Market share with its greatest target market being Africans.  Takes note of fine details | Have a lot of off seasons. | Many Africans are going for planners. Therefore, continuous growth. | The economy of the country may make the industry be very expensive for the middle class and low class citizens. |
| Event House Kenya | Has quite the market as they have been there for a long time.  Specialized in Indian Events. | High costs | More Indians are choosing Kenya for an event destination and therefore will have more clients. | Growth in the upcoming number of Africans that do Indian events.  Change in Client’s tastes |
| Dreamscape Events | Purely an idea-generation company  Brings in a new concept to the industry. | Quite new to the market. | A chance to grow as other organizations may not take complete interest in the client but would want to charge them more as they want to make a profit from the items they have and may end up charging for unnecessary things that the client may not necessarily need. | People may want a one stop supplier.  Change in taste |

**CHAPTER THREE**

**Organizational Structure**



***3.5 Remuneration and Incentive***

**3.5.1 Remuneration**

Remuneration refers to the compensation or payment that an individual receives for their work or services.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| TITLE | NO. | AMOUNT (KSH.) | ALLOWANCES (KSH.) | DEDUCTIONS (KSH.) i.e Tax, NHIF & NSSF | NET MONTHLY PAY (KSH.) |
| Business Manager | 1 | 120,000 | 20,000 | 19,900 | 120,100 |
| Assistant Manager | 1 | 100,000 | 15,000 | 16,700 | 98,300 |
| Finance Manager | 1 | 95,000 | 12,000 | 15,900 | 91,100 |
| Human Resource Manager | 1 | 95,000 | 12,000 | 15,900 | 91,100 |
| Sales Manager | 1 | 92,000 | 10,000 | 15,420 | 86,580 |
| Receptionist | 1 | 60,000 | 5,000 | 10,300 | 54,700 |
| Office Cleaner | 1 | 40,000 | 3,000 | 7,100 | 35,900 |
| Tea lady | 1 | 40,000 | 3,000 | 7,100 | 35,900 |
| **TOTAL** | 8 | 642,000 | 80,000 | 108,320 | **613,680** |

**CHAPTER 4: OPERATIONAL PLAN**

This chapter talks about how the business will operate, strategy to be implemented, production process and the rules that will be upheld during production of our services.

**4.1 Production Facilities and Capacities**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ITEM | CAPACITY | PRICE PER UNIT (KSH.) | TOTAL PRICE (KSH.) | SUPPLIER |
| Office Desks | 5 | 24,520 | 122,600 | TACC |
| Office chairs | 5 | 18,900 | 94,500 | TACC |
| Office Guest Chair | 10 | 17,800 | 178,000 | TACC |
| Laptops | 5 | 82,000 | 410,000 | Mombasa Computers LTD. |
| CCTV Cameras | 4 | 5,850 | 23,400 | HIKVISION LTD |
| Receptionist Desk | 1 | 79,100 | 79,100 | TACC |
| Waiting area seats | 4 | 27,700 per 2-Seater | 55,400 | TACC |
| Water Dispenser | 2 | 8,000 | 16,000 | Hotpoint |
| Files storage space | 3 | 15,440 | 46,320 | TACC |
| Stationery | 5 sets | 1,000 | 5,000 | Text Book Centre |
| Lighting Fixtures | 10 | 3,700 | 37,000 | TACC |
| Floor Carpet | 1 | 97,920 | 97,920 | TACC |

**Premise Layout**

