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FABULAR

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FABULAR

LINE OF INTRODUCTION

MEET FABULAR



The word 'Fabular' stands for anything pertaining to fables or relating to stories. We at Fabular believe that each event you organize, be it for some special occasion or just a casual reunion of friends has a different story to tell and these stories deserve to be told in the best fashion.

However, we all know that organizing an event is no easy task. From booking the venue, appointing caterers, sending out invites, taking care of the decor to looking after the needs of your each and every guest- organizing an event can prove to be a Herculeus task. And let's face it- often, if not always it is you, the organizer who is the most exhausted at the end of the day.

So meet Fabular- a mobile based application that helps you organize your events with the best services at the best rates from around the city! Fabular aims to take off your burden so that you can relax and enjoy your event as much as your guests!

With Fabular no more running after venues or explaining the difference between cooked and baked to caterers.

Organizing an event? Say hello to Fabular!



ONCE UPON AN EVENT

OVERVIEW

THE PART WHERE WE SELL YOU THE SERVICE

Organizing an event? Tired of going from place to place looking for appropriate venues, caterers who won't scam you and decorators who actually have a sense of style?

What if I told you that there was a service which would allow you to plan any event on the click of a button?

What if it was much more than just an event planning app?

What if it was free?

Interested?

Introducing Fabular- an app which actually allows you to enjoy your own event. With Fabular you do not need to worry about the when, why or how of event planning. Because Fabular handles everything event-related for you!

Whether you are coordinating an intimate reception or a pull out all stops birthday party, Fabular will help you streamline the planning so that you can enjoy it as much as your guests.

Planning a Friday Night and need help deciding the performance? Fabular will help you find the ultimate combination!

Part of the Joey-doesn't-share-food faction? Fabular can give you a menu with just the right amount of spice n' sweet for your taste buds!

Corporate Event manager who wants something new and exciting? Just put in your budget and try Fabular's surprise button which will deliver a surprise deal to your doorstep!

Oh- and did I mention that Fabular not only gives you great options for the event you are planning, it also gives you the best possible deals and discounts!

Another great thing? All prices on Fabular are shown after the GST and other taxes so you will have to pay exactly the amount shown on your screen.

Best part of it all? Fabular gives you the facility of real-life availability so that you know exactly whether a venue or caterer is available for your event or not. No more going from door to door to different event planners because Fabular does all the work for you!

The process which Fabular follows is pretty simple- you open the app, enter your budget, Fabular shortlists all the available venues, caterers, decorators according to your need, confirms your order and then you are done! You can then sit back and watch your order get processed right from the time a supplier accepts it to the point your dream-event gets turned into reality.

So now all this sounds pretty great but how is Fabular different from its competitors? Well it's not! Why? Because Fabular is the only one of its type currently in the Indian Market. No other application on the market provides facility to book everything for organizing every kind of event. Moreover, Fabular does not act like a third party application that acts like a link between the consumer and the producer. The consumer is still directly connected to the producer. Fabular just makes the process simpler, easier and more convenient for both the ends.

Ok, so everything sounds nice but what's the catch? Surely a company like Fabular also has to earn profit. Well the good news is that Fabular earns all its profits from advertising. There are no hidden costs which the consumer has to pay. The profits earned by Fabular are purely between the company and other suppliers. Thus, the app is literally free for all the consumers!

Now, with Fabular turn your events into everlasting stories.



UNIQUE FEATURES BOASTING OFF WHAT WE CAN DO

1 SERVICES

Fabular allows you access to a myriad of services required for an event specially laid down for your convenience. These services include the following-

Catering services with customizable menus according to your tastes and segregated under specialties in different cuisines.

List of all available venues near and at the location entered by the user. What makes this service special is that Fabular shows you the real time availability of venues so that your booking is assured.

Decorators and designers for decor of the venue in accordance with the theme of your event.

Hiring performers like magicians, singers and dancers to add that perfect dash of entertainment to your perfect event.

Any other miscellaneous services like lighting, invites, return gifts can be made available upon request.

2 SURPRISE ME!

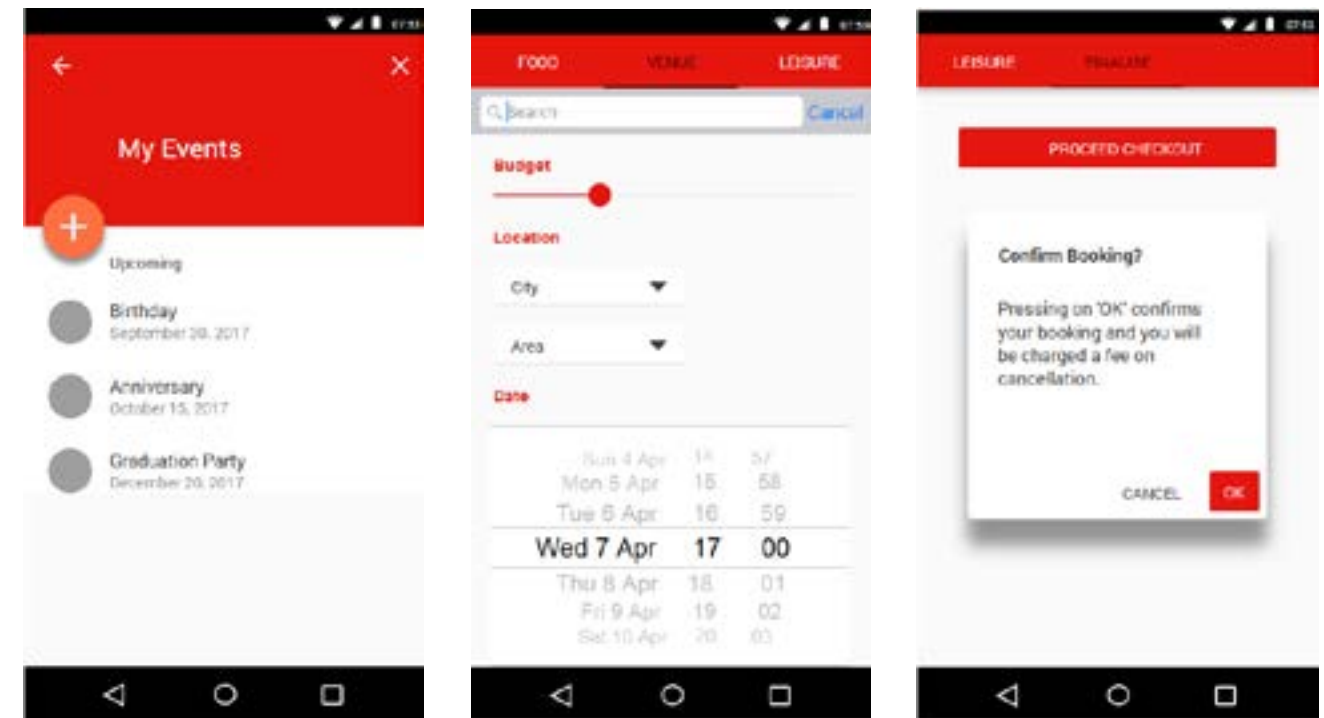
Though mainly defined as a marketplace for getting all services required to execute the perfect event, Fabular has an option of adding the a surprise element to your event. By availing Fabular's surprise button for a small fee you can get a surprise package for your event based on your tastes and budget specially coordinated by us.

3 MIX AND MATCH

What sets Fabular apart from just an online marketplace is that it helps you to decide each and everything for your ideal event. If you need a healthy green party, Fabular would give you the best combination accordingly from all the available caterers. No human can possibly decide all elements instantaneously. Fabular makes this most tedious task of choosing the venue, menu etc. much more convenient.

4 LOWEST PRICES

Another unique feature is that Fabular makes sure to provide you with the best possible deal across all available suppliers. You can rest assured that post booking you would not find the same service at a lower cost than the one listed on our app.



5 SECURITY

What is the worst fear of every consumer using e-commerce? Surely it is the fear of losing money if the supplier refuses to give a refund. In case of Fabular if cancellations are made by the supplier, easy refunds are guaranteed. All suppliers on our marketplace are verified by different verification processes so as to ensure that no malicious trade occurs on the platform.

6 INAPPCHATTING

Fabular offers you the option of negotiating and finalizing your transactions with the supplier on the app itself through its chat facility without having to reveal specific information about yourself. In this way the relationship between the supplier and consumers remains strictly professional ensuring quality.

7 BONUS

Another service includes the provision of special consultants. This is a paid service and by availing this service you can hire an expert who will take care of everything for you.

Ok, so now that you get that Fabular is much more than just a marketplace of services or event consultant turn to the next page to understand how this application can change your life (no, not really).

DEFINING THE PROCESS

THE ROAD TO THE PERFECT EVENT

Wondering how Fabular, the awesome life changing app which has been promising great things will work? Fabular follows a fairly simple process:

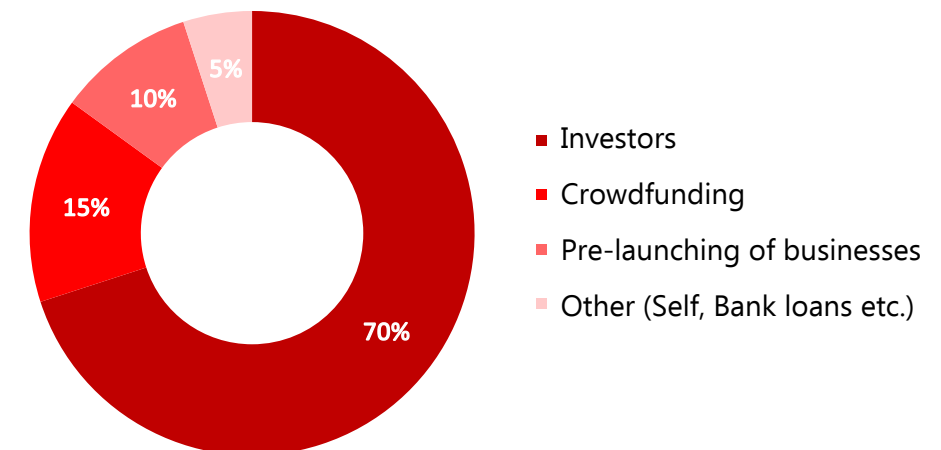
- STEP ①** The consumer (you) download and sign up on our app.
- STEP ②** You get amazed by the variety of services available and the convenience and using the different filters offered by Fabular, you place an order.
- STEP ③** Your order gets transferred to the suppliers dashboard and based on your budget the suppliers accepts or rejects your request within duration of 24 hours.
- STEP ④** Final negotiations and confirmations take place between the consumers and suppliers.
- STEP ⑤** Congratulations you are on your way to hosting a party which you yourself will actually enjoy!

FUNDING OPTIONS

ITS ALL ABOUT THE MONEY

Perhaps the most amazing factor about Fabular as a profitable business lies in the simple fact that Fabular does not require much investment and thus the risks involved are also significantly low. Initial funds collected from different sources will be aimed at marketing strategies and development of the app. Fabular holds great potential as an upcoming start-up due to its innovativeness and deficit of such apps in the Indian Market. Thus, it is evident that Fabular has the potential to yield great profits.

SOURCES OF FUNDING



INVESTORS

High end investors such as restaurants, hotels, interior decor etc. can invest in our application. Our service will in turn provide them with a large customer base for the propagation of their services and give them a platform through which they can advertise their establishment.

PRELAUNCHES

Upcoming small businesses can use our app to prelaunch their service ensuring a better consumer response. This platform would be specially beneficial for small businesses.

CROWDFUNDING

A free-for-consumers app like Fabular can get significant funds through crowdfunding and through this continue to ensure that its services remain free for the wider section of the society.

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COST ESTIMATION

HOW MUCH WE NEED

A platform like Fabular requires initial investment for development and launching of the app, post which the major expenditure will be on marketing and maintenance. The expenses on various aspects of the business is explained below in detail.

INTELLECTUAL PROPERTY PROTECTION

Intellectual property rights (IPRs) are proprietary and commercial rights through which a startup can protect its service and ideas. According to the Economic Times, getting in touch with a lawyer and being granted a patent will cost between 45,000-60,000 INR.

APPLICATION BUILDING

Application Building involves a number of factors described as follows:

Web hosting and bandwidth

Domain name registration, website hosting, web design, SEO, tools and plugins will approximately cost Rs. 20,000.

App design and development

Based on the complexity of the App the cost of design and development can be estimated. A UI/UX designer can cost between Rs. 20,000 to 70,000 and an app developer can cost between Rs. 90,000 to three lakhs.

Costs and Estimated Time required development for design and development of a dynamic application like Fabular is given on the next page.

Testing and Deployment

Hiring a third party for the testing and deployment of the application lowers the cost and will charge around INR 50000.

For Application submission, Apple's iTunes charges around 6,000 INR per annum, whereas Google's Play Store charges a registration fee of 1800 INR.

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COMPLEXITY FACTOR	NUMBER OF DAYS REQUIRED
Medium Size: Application has around 6-9 key feature pages (excluding any static content, sign in, sign up etc.) * Number of developer days for the app core	30 Base Days
Polished Level of UX/UI Design (Professional Design with animations and transitions)	70% of Base App Days
User and Accounts:	
Email/Password Sign Up	1 Day
Facebook Sign Up	2 Days
Twitter Sign Up	2 Days
Google Sign Up	2 Days
User Generated Content:	
Dashboard	5 Days
Activity Feed	4 Days
Ratings or Reviews	5 Days
Text Searching	5 Days
Dates and Locations:	
Calendar	7 Days
Display of Map Data	3 Days
Display of custom map markers	3 Days
Bookings	8 Days
Messaging Service	6 Days
Admin, Feedback, Analytics:	
User Admin Pages	3 Days
Account Approval	4 Days
Security	5 Days
Designer Days	21 Days
Developer Days	95 Days

In India the cost for designers/developers is between 10\$ to 80\$ (average being 50\$), as estimated by the Economic Times.

Thus,
Total Design Cost= 1050\$ (INR 63000)
Total Developer Cost= 4750\$ (INR 285000)

POST RELEASE EXPENSES (VARIABLE)

An app needs updates, customer support, backend servers maintenance, cloud hosting and legal support. Post release expenses on average cost 30% per month of the total pre-release expenses. Some major post release expenses include:

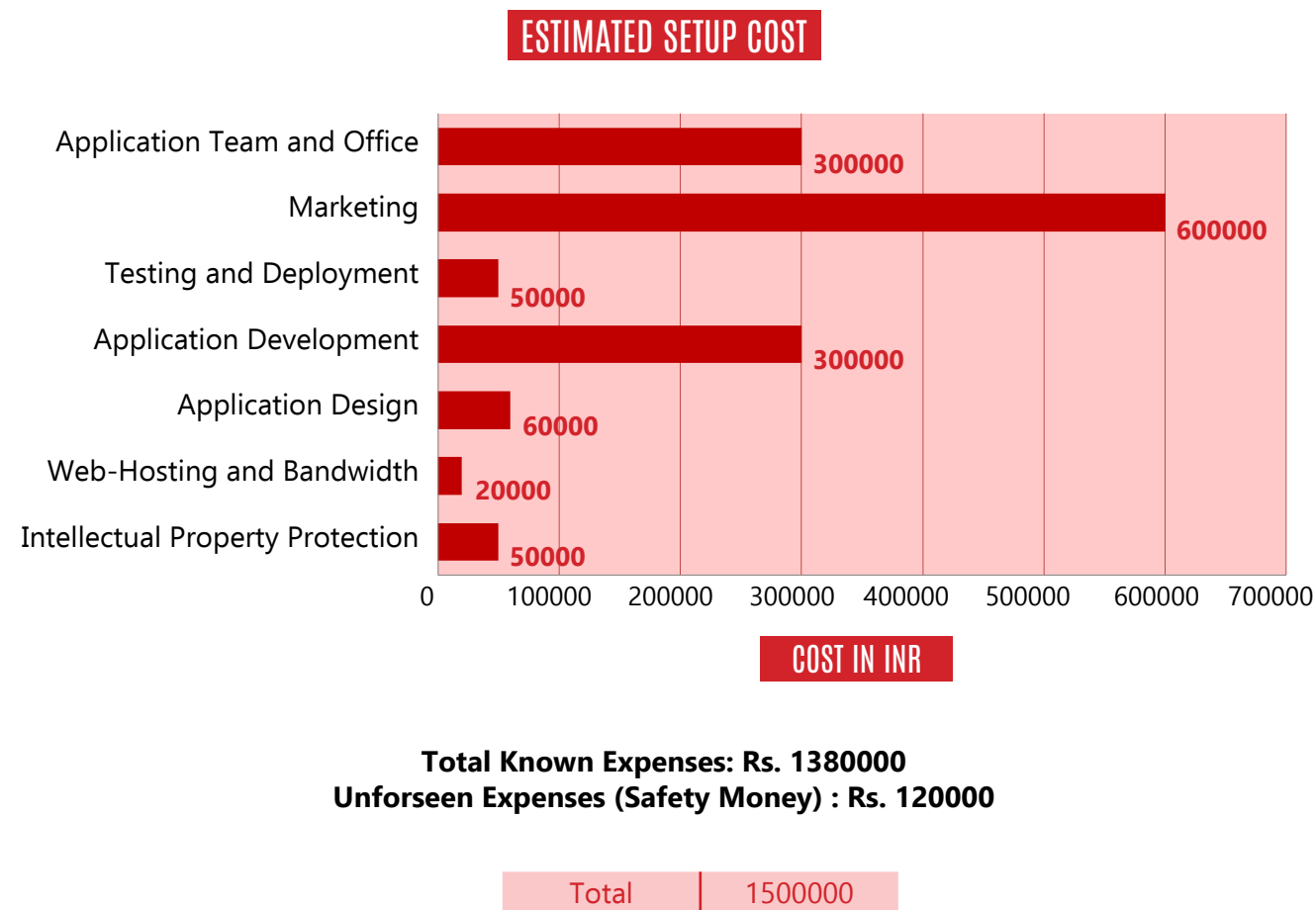
Marketing and Promotion

Marketing factors include partnerships with brands that have a similar audience, targeted online ads, tech fair participations, offline activations etc. It can go as high as 5,00,000 INR per Annum.

Application Team and Office Space

Application team needs a QA tester, programmer, UI/UX developer and designer, content & digital marketer and tech support. The total monthly costs of maintaining an application team and providing an office space for them (at an average cost of Rs. 500 per person per day) can extend up to 3,00,000 INR.

All cost estimations have been done through reliable sources (national and



MARKET ANALYSIS
KNOWING OUR FRIENDS

Our target markets are middle to upper-middle class families, couples, individuals, or private and public organizations. We chose these groups because they are most able to afford event planners, and have the least amount of time to spare for event planning in general. These groups can be segregated in two broad categories- individuals and organizations.

ORGANISATIONS

Organizations primarily comprise of schools, colleges and corporate offices. These organizations are often responsible for hosting fests, conferences or shows which involves tremendous amount of planning and Fabular can help make this process convenient for all.

Private Organizations And Businesses

Private organizations make up the single largest portion of Fabular's revenue. Private organizations such as businesses, corporations, and political parties host the most events on the largest scales, therefore, these events generate larger revenues per event. The majority of larger scale holiday functions will fall under this segment.

Public Organizations

Government agencies host many events every year. Fabular hopes to alleviate the pressure of event planning for public employees.

INDIVIDUALS

Individuals comprise of anyone and everyone who has money, is organizing an event and wants to make the most of it with utmost convenience. Whether it is a college student hosting a bachelorette party or parents organizing their daughter's wedding, Fabular is aimed at everyone to help make this event-planning convenient! (The individual has to have a smart phone though).

Age Breakdown

Under 24: Persons under the age of twenty-four (24) using an event planner are rare at best. We hope to tap the early college graduates who have begun their professional careers but have not yet started their families. These events will focus mainly on themes with moderate to high energy appeal. The revenues generated will range from moderate to high, depending on the event. The majority of weddings will fall into this segment.

Ages 25-55: The persons that fall into this age group are employed, middle to upper-middle class families. The reason they choose event planners is they are too busy to do it themselves. These events will generate moderate revenues, with a few generating low revenues. The majority of special occasion planning will occur in this market segment.

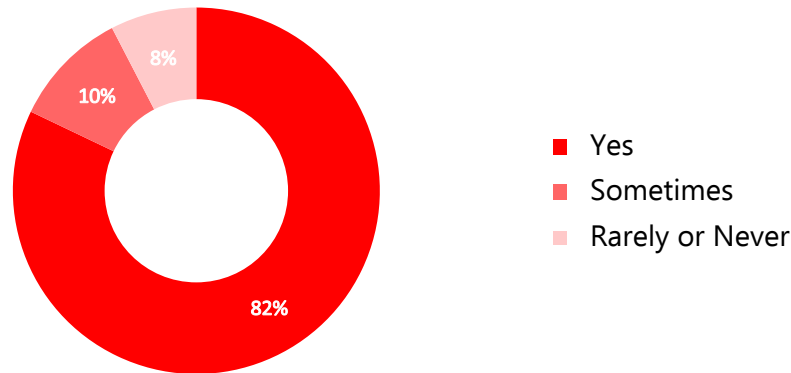
Ages 56 and above: Persons over the age of 55 have reached the turning point of life. Many are retiring, others are celebrating anniversaries of significant years, and still others are seeing that their children's special events are taken care of. These events will generate moderate to high revenues depending upon the income level of the family (direct correlation to social status). Most holiday parties, and other special occasions, such as wedding receptions and reunions, will occur in this market segment.



A survey was conducted on an online platform in order to figure the target market for Fabular and responses were collected from 150 respondents across different demographics. Respondants were told about the concept of and different services offered by Fabular and asked to give their opinion on it. The results are as follows:

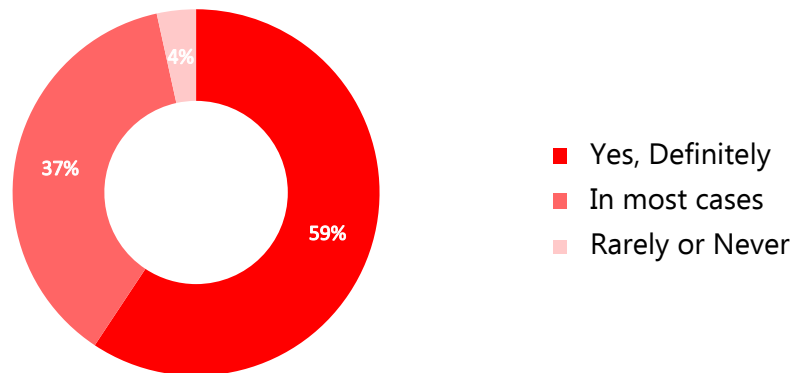
QUESTION 1

Have you ever faced the need to use a service like Fabular?



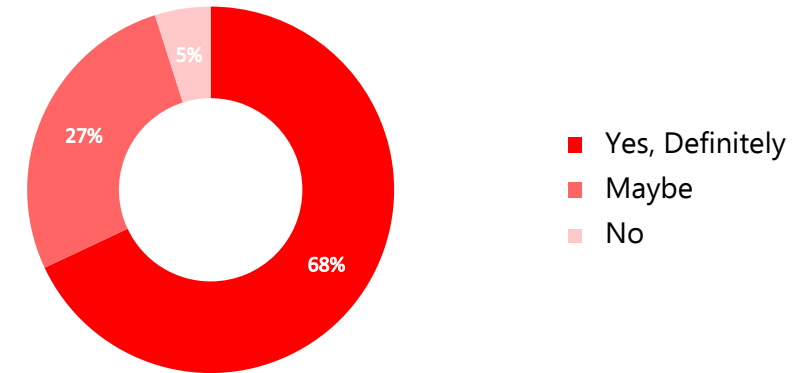
QUESTION 2

Do you believe that by using Fabular organizing events will be much easier?



QUESTION 3

Do you believe Fabular will prove to be better than physical event planners?



CUSTOMER BASE CALCULATION

POTENTIAL CUSTOMERS	TYPE OF EVENT	NUMBER OF EVENTS PER YEAR PER CITY
Public Organizations	Carnivals, Conferences, Exhibitions	100*
Private Organizations	Corporate Shows, College Fests	900**
Individual	Weddings, Wedding Receptions, Birthday Parties, Engagement Ceremonies	9,000***
		Total: 10000

***Based on statistics recording the number of exhibtions, conferences in mumbai and delhi**

****Based on the number of colleges and corporation in Lucknow, mumbai, Indore**

*****Based on the number of weddings and population in urban cities**

Total Customer Base per city annually	50#
Total Customer Base annually	2500##

#It is estimated that 0.5% of potential customers will use our service

##There are approximately 50 urban aggolmerates in India

REVENUE PROJECTION
HOW MUCH WE EARN

INITITAL REVENUE CALCULATION

COST OF DIFFERENT FACTORS FOR BIG EVENTS

Catering	2 Lakh INR (for 200 guests)
Venue	1 Lakh INR
Printing Invitations, catalogues, brochures etc.	1 Lakh INR
Decoration	60,000 INR
Entertainment and lighting	40,000 INR

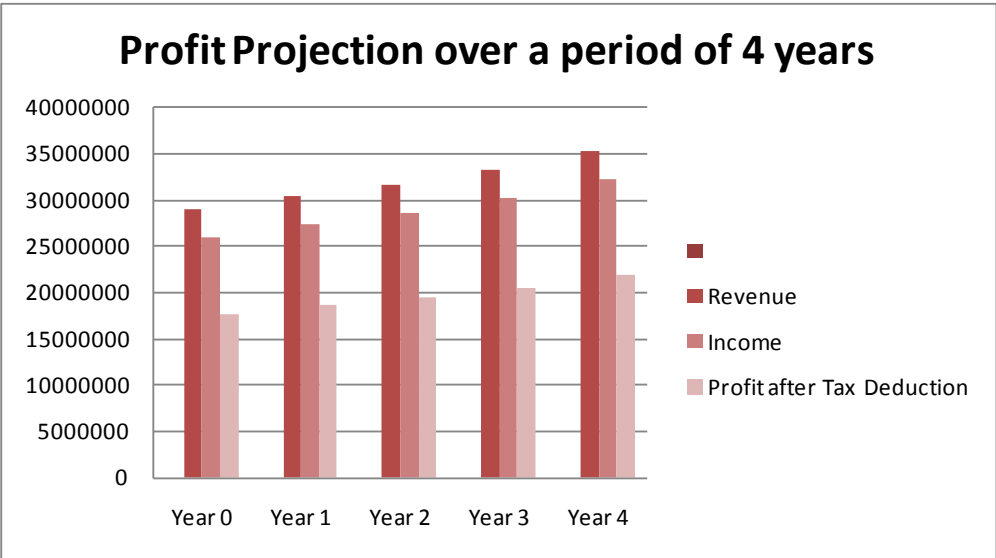
Cost of organizing small events like birthday parties or wedding reception can be significantly lower (upto INR 50000)

Commission Rate : 2%
Thus, revenue earned per event- 10000 INR

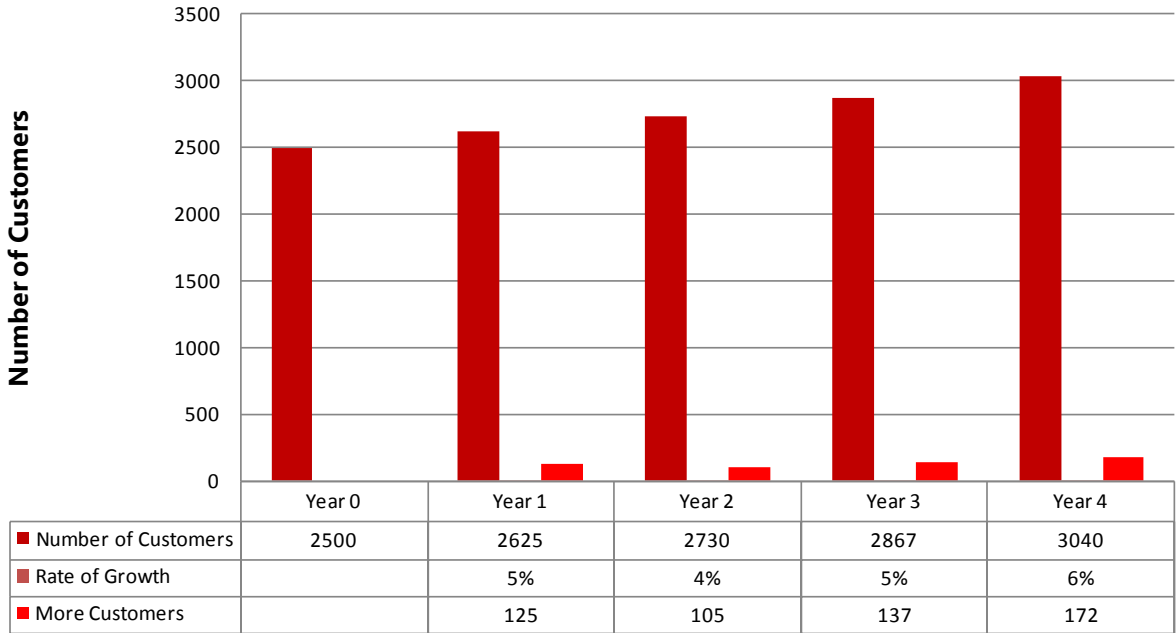
Number of users using the application (as shown above): 2500

Revenue in a year from comission from big events- 2.5 crore INR
Revenue in a year from comission from small events- 40,000 lakh INR (8% of commission earned from big events)

Revenue Per Year : 2.9 Crore INR

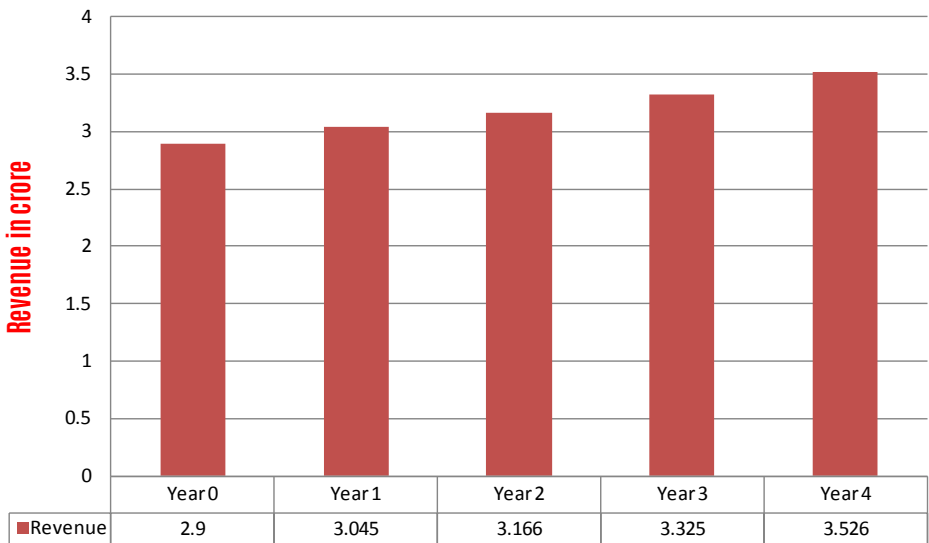


GROWTH OF CUSTOMERS OVER 4 YEARS



Annual Growth of customer base (compound): 5%, 4%, 3%, 2%
Based on the average of the growth of the customer base of marketplace applications with proper marketing

REVENUE PROJECTION IN ACCORDANCE WITH THE GROWTH OF CUSTOMERS OVER 4 YEARS



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SWOT ANALYSIS

STRENGTH, WEAKNESS, OPPORTUNITY, THREAT

STRENGTHS

- Low initial investment cost
- Wide exposure to social media through potential clients
- Efficient internal search engine
- Low fees for suppliers and free for consumers
- Provision of paid consultants
- Systematic filtering options for consumers
- Showing of real-time availability of venues

WEAKNESSES

- Security challenges
- Possibility of fake listings
- Technical Challenges
- Unreliable delivery of services by sellers

OPPORTUNITIES

- Unique selection of goods and product placement
- Personalized recommendations to cater to unique client needs
- Customer Loyalty Program
- Innovative marketing campaigns
- Dedicated Application team introducing consistent updates and removing bugs

THREAT

- Weak initial engagement
- Low seller loyalty

FABULAR

PEST ANALYSIS

POLITICAL, ECONOMIC, SOCIAL, TECHNOLOGICAL FACTORS

The purpose of this analysis is to focus on the external factors that could impact the success of this venture.

POLITICAL

The range of political factors that affect Fabular include but not limited to political stability or instability in the country, the influence of pressure groups and the attitude of the government towards e-commerce and retail industries in particular. Additionally, the freedom of press, social media and their activities also belong to the list of political factors with potential implications on Fabular business practices.

ECONOMIC

There is a whole host of economic factors such as taxation and inflation rates, overall and industry-specific economic growth and unemployment levels that directly affect the volume of revenues and growth prospects of Fabular. Increase in Taxation can lead to a decrease in the profit margin. As of the current business model, Fabular is expected to pay taxes of 28% on the total profits.

SOCIAL

People are gradually becoming more trusting of autonomous sources of information. Consumers state that- "We trust these autonomous sources such as customer reviews more than we do more formal types of information such as guidebooks". The growth prospects of Fabular depend upon this trust factor.

Furthermore, weddings will encompass a large portion of Fabular's profit margin. In India, it is the custom to celebrate a wedding with great pomp and vigour. Furthermore, new year and Christmas parties will also contribute to a lot of revenue. Social instability can thus have an adverse effect on Fabular's revenue growth.

TECHNOLOGICAL

The number of mobile Internet users in India is projected to double and cross the 300 million mark by 2017 from 159 million users at present, according to a report by Internet and Mobile Association of India (IAMAI). As the smartphone market will continue to grow and become more accessible to more and more people, the revenue of Fabular will also grow. As it grows, the infrastructure that is needed to support it will also continue to improve. This app relies on people being able to communicate with suppliers efficiently and conveniently. In some parts of India, this is still hard to do. However, as the technology spreads, this will get easier and easier.

PORTER'S 5 FORCES ANALYSIS

STRONG, WEAK, MODERATE FORCES

The following are the intensities of the external factors affecting Fabular, based on Porter's Five Forces Analysis model:

- Competitive rivalry or competition (strong force)
- Bargaining power of buyers or customers (strong force)
- Bargaining power of suppliers (moderate force)
- Threat of substitutes or substitution (strong force)
- Threat of new entrants or new entry (weak force)

COMPETITIVE RIVALRY OR COMPETITION AND THREAT OF SUBSTITUTION (STRONG FORCE):

Fabular faces strong competition from physical event planners. The following external factors are responsible for the strong intensity of competition or competitive rivalry in the online retail industry environment:

- High aggressiveness of firms (strong force)
- High availability of substitutes (strong force)
- Low switching costs (strong force)

BARGAINING POWER OF BUYERS OR CUSTOMERS (STRONG FORCE):

Fabular has a highly customer-centric approach to e-commerce business. Consumers have access to high quality information regarding the services of suppliers. This external factor affects Fabular in terms of the ability of customers to find alternatives to our service. In relation, the low switching costs make it easy for consumers to transfer from Fabular to physical planners.

BARGAINING POWER OF SUPPLIERS (MODERATE FORCE)

Suppliers control the availability of services Fabular needs for its e-commerce operations. The small population empowers suppliers to impose a strong force on Fabular's revenue. For example, changes in prices of service from a small number of large suppliers could directly impact the company's online retail operational costs.

THREAT OF NEW ENTRANTS OR NEW ENTRY (WEAK FORCE)

One of the appealing points about Fabular is that currently there is no other application performing the same service in the Indian market. This makes it possible for Fabular to harness the maximum potential customers. Thus, Fabular does not face competition from new entrants.

COMPETITION ANALYSIS

KNOWING OUR RIVALS

The current market provides for a number of applications in the field of event planning however the unique features of Fabular set it apart as an innovative business.

Many event planning applications like Simple Soiree provide the user with the facility to keep track of their events however Fabular has a higher precedence over such applications as Fabular does not only provide for efficient event planning but also makes service services available for the consumer.

Applications like Evibe bridges the gap between local vendors and consumers planning an event. In the real market Evibe can prove to be strong competitor to Fabular however Fabular extends its service far beyond that of marketplace's.

Evite aims at making invitation processes easier. Applications like these are not direct competitors to Fabular but to only its certain services.

The Knot Wedding Planner provides a marketplace for the services relating to organizing of weddings. Moreover plications like Pepperplate help you create menus and plan a three course meal for any event. Such applications can impose heavy competition as opposed to the catering services provided by Fabular.

However Fabular can successfully beat such applications on the account that it offers much more variety in services to its consumers.

The main competition of Fabular is as follows:

OTHER EVENT PLANNERS

Strengths: Have been in the market longer, have established a reputation and client base. Weakness: Reputation precedes them, no systems-based businesses designed to produce consistent results; focus on smaller events, specialised events are main focused rather than all events; do not have the supporting products to market with, or instead of, event planning services.

EMPLOYEES OR PERSONS WISHING TO DO IT THEMSELVES

Strengths: Internalized cost of planning the event; able to add tiny personalized touches that have meaning within the group or family. Weakness: Consumes time that could be spent on other things; don't have access to the best prices, services, and other needed resources available.