Fayette Manor Grand Opening Invitation Card

Faith Ayieta

Multimedia University of Kenya

Applied communication

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**Background**

The luxury hotel industry is renowned for its commitment to providing exceptional service, opulent surroundings, and unforgettable experiences. Fayette Hotel, inspired by the grandeur and elegance of establishments like Villa Rosa Kempinski, aims to elevate the dining experience to new heights.

In today's competitive market, a hotel's menu is more than just a list of dishes; it is a reflection of the hotel's brand, values, and commitment to excellence. Our menu will be a testament to our dedication to culinary artistry, featuring a diverse array of exquisite cuisines from around the world. This approach not only caters to the sophisticated palates of our global clientele but also celebrates the rich tapestry of international flavors.

We understand that our guests seek more than just a meal; they desire an experience that is both luxurious and inclusive. To meet these expectations, our menu will offer a variety of dining options, including private dining sessions for intimate gatherings, all-you-can-eat buffets for those who enjoy variety, and specialized halal and non-halal menus to respect diverse dietary requirements.

Furthermore, our hotel provides luxury room packages with flexible meal plans, including bed only, bed and breakfast, and bed and all meals included. This flexibility ensures that every guest can tailor their stay to their preferences, whether they are here for business, leisure, or a special occasion.

By combining culinary excellence with exceptional service and a deep understanding of our guests' needs, we aim to create a dining experience that is truly unforgettable. Our menu will not only satisfy the appetite but also delight the senses and create lasting memories.

**Objectives**

1. To create an elegant and luxurious invitation card that reflects the hotel's brand and its aspiration to achieve Michelin Stars.

2. To ensure the design aligns with the overall theme of the hotel's grand opening, highlighting its all-inclusive offerings and diverse cuisines.

3. To incorporate essential event details in a clear and engaging manner, emphasizing the hotel's unique features such as halal and non-halal options, affordable platters, and various dining packages.

4. To use design elements that are consistent with the business card and menu, creating a cohesive and professional look.

Create an Exquisite Invitation Card

- To design an invitation card that reflects the luxury and elegance of Fayette Hotel, enticing guests to attend the grand opening.

5. Highlight Key Event Details

- To clearly communicate the date, time, and location of the grand opening, ensuring guests have all the necessary information.

6. Incorporate Hotel Branding

- To use design elements that align with Fayette Hotel's brand, including colors, fonts, and imagery that convey our commitment to luxury and excellence.

7. Engage and Excite Recipients

- To craft a message that not only informs but also excites recipients about the grand opening, making them eager to attend.

**Target Audience**

Our target audience includes high-profile individuals, business executives, travel influencers, and potential clients who appreciate luxury and exceptional service. These guests are likely to be well-traveled and have a keen interest in experiencing new and exclusive events. By inviting such distinguished guests, we aim to create a buzz around the grand opening and establish Fayette Hotel as a premier destination for luxury and elegance.

**Design Elements**

- Color Scheme: Gold, white, and black to convey luxury and elegance.

- Font: Times New Roman for the main text, with a more decorative font for headings to add a touch of sophistication.

- Imagery : High-quality images of Fayette Hotel, including the lobby, dining areas, and rooms, to give recipients a glimpse of the luxurious experience that awaits them.

- Layout : A clean and sophisticated layout that is easy to read and visually appealing. The invitation card will feature a balanced mix of text and images, ensuring that it is both informative and aesthetically pleasing.

- Special Features : Embossed hotel logo and gold foil accents to add a tactile and visual element of luxury.

- Logo and Slogan : Incorporate the Fayette Hotel logo and slogan prominently on the invitation card to reinforce brand identity.

- Use of Lines and Shapes : Utilize elegant lines and geometric shapes to create a visually appealing and structured design, adding to the overall sophistication of the invitation card.

**Budget**

Design Costs: 64,500 KES for professional graphic design services to ensure a high-quality and visually appealing invitation card.

Printing Costs: 38,700 KES for high-quality printing of 200 invitation cards, using premium materials to reflect the luxury of Fayette Hotel.

Miscellaneous Costs: 25,800 KES for envelopes and postage to ensure the invitation cards are delivered in pristine condition.

Grand Total: 129,000 KES

**Additional features**

**1.Personalized Touch**

- Include the recipient's name to make the invitation feel more personal and exclusive.

2. **Event Highlights :**

- Briefly mention some key highlights of the grand opening event, such as special performances, celebrity appearances, or unique experiences that guests can look forward to.

3. **RSVP Details :**

- Provide clear instructions on how to RSVP, including a contact number, email address, or a QR code that links to an online RSVP form.

4. **Dress Code :**

- If there's a specific dress code for the event, mention it on the invitation to ensure guests are appropriately dressed.

5. **Map and Directions :**

- Include a small map or directions to the hotel to make it easy for guests to find the location.

6. **Social Media Handles :**

- Add the hotel's social media handles and a hashtag for the event, encouraging guests to share their experiences online

7. **Special Offers :**

- Mention any special offers or discounts available to guests who attend the grand opening, such as discounted room rates or complimentary services.

8. **Thank You Note :**

- Include a brief thank you note expressing your appreciation for the recipient's time and consideration in attending the event.