

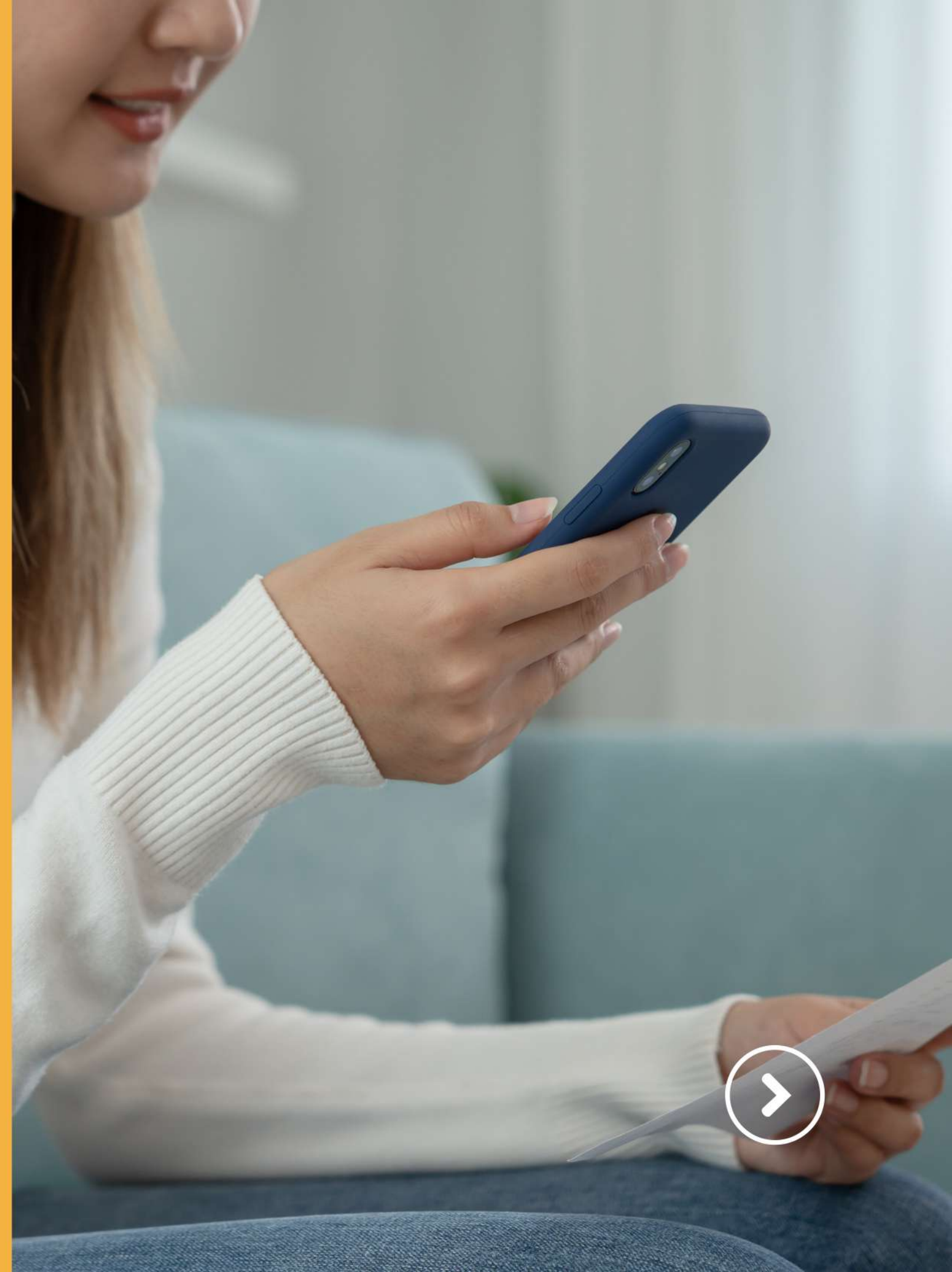


Creative Industry Challenges

Presented by **Arwen & Fatima**

## Scenario

A Mom was eagerly preparing for her daughter's birthday party, envisioning a magical day filled with laughter and fun. However, amidst her busy days of errands and work deadlines, the tasks and logistics of planning decorations, games, and activities felt overwhelming and daunting, particularly with the need to stay within her budget.







# Who We Are

Simply Eventful is an event planning service different from other event planning services focusing on catering better to its clients needs.

Customer satisfaction is our top priority, which is why our prices are budget-friendly and accessible to all.





## Target Audience




- Families
- Big or Small Gatherings
- Businesses
- etc.

## Audience Interests

A quality and affordable option in the event-coordinating space to host fun and memorable events. From parties to weddings to corporate events for all sorts of people and flexible prices according to client needs.



## Market Research

	Cost	Advantages	Disadvantages
	Starting from <b>2000 AED</b>	<ul style="list-style-type: none"> <li>• Wide portfolio.</li> <li>• Huge selection of services.</li> </ul>	<ul style="list-style-type: none"> <li>• Their services and rentals are far from budgetary.</li> <li>• Not very suitable for small events.</li> </ul>
	<b>Not mentioned.</b>	<ul style="list-style-type: none"> <li>• Very creative ideas.</li> <li>• Focus on minute details.</li> <li>• Great for small events.</li> </ul>	<ul style="list-style-type: none"> <li>• The website lacks a professional appearance.</li> <li>• Absence of pricing throughout.</li> <li>• A lack of indication to a physical address.</li> </ul>
	<b>Not mentioned.</b>	<ul style="list-style-type: none"> <li>• Unique, stylized events.</li> <li>• High-quality and prestigious.</li> <li>• Suitable for weddings and big gatherings.</li> </ul>	<ul style="list-style-type: none"> <li>• There's no website.</li> <li>• No details about the service anywhere.</li> </ul>





# Key Features



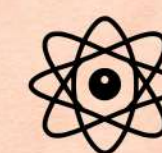
## User-Centered

Simply Eventful focuses on making an event based on a client's desires and budgetary needs.



## Informative

The website includes the necessary information to ensure that clients are aware and informed.



## Versatile

Assists in various kinds of event planning service such as venue searching, program planning, food catering, etc.



## Collaborative

We actively becomes a part of its clients' teams throughout the event planning process to ensure there's a personalized and exceptional experience.



## Reliable

Simply Eventful will assist in designing, planning and managing every project of the event from planning to execution and will not stop or do things halfway.



## Eco-friendly

We are environmentally conscious and committed to using organic and recycled materials.



## Limitations

1

Simply Eventful requires time to create quality events. otherwise, the event might not be as qualified with the limited time. However, we always ensure to present the best event with the given budget and time.

2

The website doesn't have all information available yet as it's still under development. The team also has no AI generated messaging feature and is not available 24/7 to discuss the needs and requirements of the clients.





# WHY US?

## **Catering to Your Budget:**

We understand that every penny counts. Our affordability will make sure that your event dreams don't break the bank.

## **No one is excluded:**

From families to students, big or small businesses, we welcome all! We've tailored our services to suit the needs of diverse clients.

## **Quality and Affordability:**

We have the best blend of quality and affordability you'll ever find. Your events will be fun and memorable, it is our specialty.

## **JOIN US!**

Choose Simply Eventful for an unforgettable celebration that leaves a lasting impression.





A photograph of an outdoor wedding reception at dusk. Several round tables are covered with white tablecloths and set with white plates, silverware, and multiple wine glasses. A centerpiece of white and blue flowers sits on each table. In the background, trees are wrapped in warm white string lights, creating a bokeh effect. The overall atmosphere is romantic and elegant.

# Thank You!

Thank you for considering Simply Eventful as your trusted partner in event planning management. We look forward to the possibility of revolutionizing your events.

[www.simplyeventful.com](http://www.simplyeventful.com)