Course: Creative Computing L5 Module: Creative Industry Challenges

Assessment 1: Proof of Concept Pitch Group: Arwen Uy & Fatima Ezzahraa



| Google Drive Link with presentation and document: <https://drive.google.com/drive/folders/1_GpU9HEkPbwucsDYFAo3xn8TrsI9YE2r?usp=drive_link> |
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## **Introduction**

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.

That’s where Simply Eventful comes in. Simply Eventful provides affordable, quality and fun events for any who need them! Whether for big corporate events, or for fun birthday parties for families, Simply Eventful will help any who need assistance in making their dream event come to life.

## **Market Research**

Simply Eventful strives to ensure that our event planning and management system provides top-notch services. Therefore we have researched various quality event services to find what we can improve and include in our own services:

| **Name of Service** | **Key Features** | **Limitations** |
| --- | --- | --- |
|  | * Wide portfolio. * Huge selection of services. * Event prices starting from 2000 AED | * Their services and rentals are far from budgetary. * Not very suitable for small events. |
|  | * Very creative ideas. * Focus on minute details. * Great for small events. | * The website lacks a professional appearance. * Absence of pricing throughout. * A lack of indication to a physical address. * Cost not mentioned |
|  | * Unique, stylized events. * High-quality and prestigious. * Suitable for weddings and big gatherings. | * There’s no website. * No details about the service anywhere. * Cost not mentioned |

## **About “Simply Eventful”**

Simply Eventful is an event planning service focused on catering to the clients event and budgetary needs. Our priority is customer satisfaction, and with various clients affording various prices, Simply Eventful will always ensure quality and fun events are planned.

## **Target Audience**

Simply Eventful appeals to individuals searching for affordable quality services for events at any time. We are available and affordable for families, small and big gatherings, small businesses, and more.

Simply Eventful aims to help all who want to create fun and memorable events, from parties to weddings to corporate events, with the budget they can afford to spend.

## **Key Features**

Simply Eventful is an event planning service different from other event planning services focusing on catering better to its clients needs. The following are features of our service that makes this service different than any other:

* User-centered:

Simply Eventful focuses on making an event based on the client's desires and budgetary needs. So, we become a part of the clients team to ensure a personalized exceptional experience. While the event might not be in the value of a higher priced party, it will be a fun and quality event.

* Flexibility:

Simply Eventful adjusts to a client's budgetary needs to find what is right for their event. There are some services with fixed prices and other’s with flexible prices, as the resources will all depend on the clients desires.

* Informative:

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

* Versatile:

Simply Eventful will assist in various kinds of event planning service such as venue searching, program planning, food catering, entertainment hiring, decorations, etc.

* 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:

Simply Eventful caters not only to its clients, but also the whole earth. We are environmentally conscious and committed to using organic and recycled materials.

## **Limitations**

Along with its beneficial features, Simply Eventful also has limitations that can be overcomed with certain requirements.

* Time requirement:

Simply Eventful requires a lot of time to prepare to ensure quality events so it is not recommended for a client to book last minute. While a client can request for Simply Eventful’s service, the event might not be as qualified as it would be with more time. However, Simply Eventful always ensures to give the best event with the given budget and time.

* Information available:

The website is made to ensure that the clients have all the information they need, however information such as some prices is not fixed as certain services cater to clients needs and their required resources. The team also hasn’t created an AI generated messaging feature and can’t be available 24/7 to discuss the needs and requirements of its clients.

## **Market Opportunity & Competitive Landscape**

The market for services similar to Simply Eventful isn’t currently available in Middle Eastern countries. While there are existing event planning and management services on the market, none are designed to cater to the needs of individuals in need of quality but affordable events.

## **Monetization Strategy**

Simply Eventful has a website that is available for all to view. Whatever content is available on the website, there are no price restrictions for those who visited for information. Simply Eventful will gain income through its services, collaborating with clients who reach out to us through our communication channels. While most of the clients' purchases will be put into creating their dream event, some will be put aside to labor cost.

## **Conclusion**

Simply Eventful is an event planning and management service that aspires to be an affordable and quality service for those looking for help to plan their events. Whether it be birthdays, weddings, big or small corporate events, or others, Simply Event is willing to help. As a business, it is versatile and flexible, user-centered, reliable, and collaborative. As a website, it is well-structured, informative, modern, and simple to ensure that all who visit understands the goals of the service.

Simply Eventful is a quality and affordable event management service catering to any who need help in making their event dreams come to life.