# Business Case

## Organization and department

It has been seen that since the rise of coronavirus disease (COVID-19), the pace of how we live has somehow changed a lot, the rate at which people go outdoors had decreased due to the fear of getting sick but with the release of vaccination and preventative measures taken since the beginning now the situations are back to normal. With winters almost over and the situation coming back to normal deserves a celebration, so the Party Animal Co. has come with the idea to organize a Spring Fest to boost the morale and rebuilt the enthusiasm among the community.

## Requirements and Justification

This event will not only allow people to once again feel the joy and fun of outdoor activity aftering staying inside home but will also be a good business opportunity for our existing sponsor and business partners. However, due to the certain restrictions COVID-19 , people need to be assured that they will be in a safe and hygienic place. Therefore, there will be certain measures that need to be taken against the ways events were organized in the past. For this, certain guidelines and standard set by the government need to be met in order to get desired permits and to avoid any inconvenience for people. In addition, the organising team will also be responsible for addressing the queries regarding their doubts.

**Functional Requirements**

1. Registration

Registration will be important to maintain everyone’s safety and make sure that the guests are all in good company. Also, it will become easier for contact tracing should there be an event of a covid exposure. The guests will have an option to register using either their phone numbers or to sign up in person with a government issued ID.

1. Phone Number

The guests will be asked to use their phone numbers to register for the event. The phone numbers will be used to send the tickets to the guests along with the necessary details of the event. Not only that, they will also be asked to bring in a government issued ID to confirm their entry. The phone number will be used to send them promotional messages about upcoming events as well.

1. In-person (ID required)

The in-person option will be available to all the guests by using the desk set up outside the High Park from 10 am to 5 pm everyday from Monday to Friday and will close up 5 weeks before the event date.

1. Event Infrastructure

We would be contracting a professional decoration team to decorate the venue along with helping to set up the stage, sound system, barriers and the stalls for the guests to enjoy their experience. There will be dustbins and sanitizing stations set up at all the appropriate corners and positions.

There will be a total of 6 food & drinks stalls for the guests to enjoy their experience. The food requirements will be handled by the security team after checking and vetting all the personnel as well as the food items by our team before a person/persons is allowed to occupy a food stall.

1. Target audience

Our target audience is all people who are doubly/triply vaccinated with no symptoms in the age category of 20-40.

1. Venue

The venue will be a beach in Toronto named Echo Beach.

**Location: 909 Lake Shore Boulevard West, Toronto**

1. Sponsors

We will be sponsored by ABC Inc., UDCT Inc. and Party Animal Co.

1. Media

A DJ is going to be hired from DJXY Co. who will bring a team of 4 DJ’s who will be playing through the entire event.

**Non-Functional Requirements**

1. Security

There will be security stationed throughout the venue for the safety and well-being of all the people in the party. There will be a total of 40 security personnel active at any given point of time. This only includes the event security, any security that the bands might bring will need to be vetted by us and the security personnel 3 weeks before the event. There will be no appeal considerations regarding any issues with the security personnel. They have the right to deny you entry or remove you from the event for any one or more of the reasons given below:

1. Risk of covid-exposure from you or people around you.
2. The approximate entry limit of 1000 has been reached and someone tried to get in without a ticket or a proper security check.
3. Misbehaving with other guests and causing inconvenience to others.
4. Capacity

A maximum of 1000 people will be allowed for the venue. This limit will be appropriately apprised to all the stakeholders of this event following careful discussion.

1. Reliability

The weather should be clear enough for the entire event but in-case of light rain the event will be paused for a while to set up covers and to make sure there are no electrical problems. If the weather worsens, the event will be postponed with all the details provided to everyone.

1. Time limits

Entry for all staff as well as security: 10 am

Final check before start of event: 12 pm

Entry to the event for guests: 1 pm

Exit or end time of the party: 10 pm

Cleanup and final check before exit: 1 am

**Cost and Budget**

|  |  |
| --- | --- |
| **Task** | **Cost** |
| 1. Registration | 2000$ |
| 2. Marketing | 4000$ |
| 3. Venue | 50000$ |
| 4. DJ | 20000$ |
| 5. Decoration | 15000$ |
| 6. Equipment | 10000$ |
| 7. Security | 10000$ |
| 8. Food & Drinks | 20000$ |
| 9. Staff Salary | 30000$ |
| **Grand Total** | 161000$ |
| **Budget** | 170000$ |
| **Reserve** | 9000$ |

**Benefits of investing in this solution**

* An appropriate and much required stress release for people after facing the brunt of the pandemic for the better part of 3 years.
* Cost effective in terms of the guest limit as well as an outdoor event which matches the theme of the beach and spring time.
* A party with more than 1 food stall will provide the guests with variety so that they can satiate their food palate and enjoy their experience fully.
* COVID-19 had slowed down business, and this is a golden chance to hit the ground running.