

3) Business Requirements:

Market Demand: Extensive research will confirm the demand for Disney-themed weddings and identify target demographics, preferences, and competitor offerings.

Revenue Generation: A comprehensive business plan will outline service packages, pricing strategies, and projected revenue streams from weddings, celebrations, ancillary services, and partnerships.

Operational Efficiency: We will define staffing requirements, vendor partnerships, venue logistics, and contingency plans to ensure smooth operations.

Brand Alignment: Our department will seamlessly integrate with the Disney brand, upholding its commitment to storytelling, guest experience, and quality.

SMART analysis:

Business Requirements	SMART ANALYSIS
Market Demand Assessment	S - Identify Disney-themed wedding demand through market research within six months. M - Present a detailed report on demographics, preferences, and competitors. A - Use surveys and analytics tools for relevant data R - Tailor services to meet identified customer expectations T - Complete research and report in six months
Revenue Generation Strategy	S - Develop pricing and service plan within three months. M - Project revenue for weddings, celebrations, services, and partnerships. A - Leverage experts and industry benchmarks. R - Align with overall revenue goals. T - Finalize plan and projection in three months.
Operational Efficiency and Logistics	S - Define staffing and vendor partnerships in four months M - Have a plan with specific numbers and confirmed partnerships. A - Collaborate with HR and negotiate with vendors. R - Ensure efficiency for a seamless experience. T - Finalize staffing and partnerships in four months.
Brand Integration	S - Integrate department with Disney brand in five months. M - Evaluate integration through customer feedback. A - Develop guidelines and training for alignment. R - Maintain consistency and meet expectations. T - Achieve integration and collect feedback in five months.

Customer Experience Enhancement	<p>S - Implement culinary experiences and adventures in eight months.</p> <p>M - Gather client feedback on satisfaction.</p> <p>A - Collaborate with experts for personalized experiences.</p> <p>R - Enhance weddings for magical experiences.</p> <p>T - Implement experiences and gather feedback in eight months.</p>
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4) Solution Requirements:

Following requirements are prioritized based on their criticality to the core concept, ensuring a magical and unforgettable experience for couples while allowing for potential enhancements that can contribute to the overall success of the department.

1. **Theme Integration:** Ceremonies, receptions, and celebrations will be tailored to specific Disney themes, incorporating immersive venues, character appearances, and personalized narratives.
2. **Culinary Enchantment:** We will offer themed menus and catering options, from elegant multi-course dinners to playful, character-inspired treats.
3. **Entertainment Enthralment:** Live music, performances, and interactive experiences will be curated to match each theme, ensuring a unique and engaging celebration.
4. **Stress-free Experience:** Expert planners will handle every detail, allowing couples to relax and savor the magic of their special day.
5. **Venue Immersion:** Venues must provide immersive experiences. Successful integration measured through client surveys and event-specific reviews.
6. **Technology Integration:** Optional technology enhancements, such as augmented reality features during events, can be explored based on feedback and positive impact on guest experience.
7. **Sustainability Initiatives:** Implementation of environmentally friendly practices, like eco-conscious decor and reduced waste. Success measured by adherence to sustainable guidelines and client appreciation.