

PROPOSAL FOR ORGANIZING OF PRODUCT LAUNCH EVENT



BESPOKE MEMOIRS
EVENT PLANNING EXPERT

Client: Sadhar Pty Ltd

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SUMMARY

Bespoke Memoirs proposes to assist with the organizing of the product launch event. This project will involve the planning, designing, styling, event attendees management, vendor sourcing, vendor management, and event day coordination for the product launch event. Hosting a product launch event will be a great platform to introduce Sadhar Pty Ltd's new repurposed clothing line to the people, letting the people know what Sadhar Pty Ltd offers, what the company stands for and where the shop is located. Running this event would also be a good opportunity to build brand awareness as opening events are likely to attract footwork. This event would also essentially be used to build positive relationships with potential customers, suppliers, and media, creating these relationships would bring about a positive brand image and increase opportunities. Bespoke Memoirs would like to help Sadhar Pty Ltd to achieve these goals and offers to run this event for \$7000, additional fees may apply, however.

TARGET MARKET

This event would be targeted to Sadhar Pty Ltd's **potential customers, vendors, investors and media personnels**. The event would showcase Sadhar Pty Ltd's unique selling point and create the intended ambience to highlight what sets you apart from your competitors.

COMPANY PROFILE & CAPABILITY STATEMENT

As an event planning expert, Bespoke Memoirs aims to assist clients in curating events that truly represents their vision. Bespoke Memoirs embraces uniqueness, explores innovative trends, and captures the essence of "What is best for our clients?", with these in mind, we hope to execute an extraordinary event for each client. Bespoke Memoirs services are ideal for clients seeking help to organize an intimate and personalized event.

Since the start of the business back in May 2021, Bespoke Memoirs has secured and completed ten wedding event projects and three corporate event projects, excluding existing client base, and all of which have received very positive reviews on Blissful Brides and Bespoke Memoir's Instagram page.

Bespoke Memoirs are committed to perfection, making sure all intricate details of the event is flawless, so that the event is as extraordinary as it can be.

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To understand the current position of Sadhar Pty Ltd, Bespoke Memoirs have come up with a S.W.O.T analysis as presented below:

Strengths	Weaknesses
<ul style="list-style-type: none"> • Sustainable Clothing Option • Eco-Friendly Product • Products can easily be sold on multiple platforms 	<ul style="list-style-type: none"> • Product Awareness • Marketing Strategy • Limited Manpower
Opportunities	Threats
<ul style="list-style-type: none"> • Publicity • Increase Sales • Potential Investors 	<ul style="list-style-type: none"> • Unpredictable changes in Covid-19 rules and regulations • Competitive Market • More Established Competitors

Bespoke Memoirs aims to highlight the strengths of Sadhar Pty Ltd through this event, work on reducing the weaknesses through creative solutions, create business, investment, and sales opportunities and prepare ourselves for potential threats by creating contingency plans.

According to The Content Marketing Institute's 2018 Benchmarks, Budgets, and Trends, 56% of respondents rank in-person events as the top marketing tactic, even more so than digital advertising and email marketing. A vast majority of marketers reckon that live events are crucial to their company's success, according to another report. (4 Reasons Why Events Are Your Most Important Marketing Tool, 2019) An event allows for a face-to-face opportunity for Sadhar Pty Ltd to showcase your abilities, creates brand recognition, allows for personal and intimate connections with consumers to build, and opens up network opportunities.

EXISTING CLIENTS

Name of Client(s)	Description	Private/Commercial
J & T Fashion Week 2021	Virtual Fashion Event	Commercial
Augustine & Crystal	Wedding @ The Fullerton Hotel	Private
Christian & Sofia	Wedding @ Raffles Hotel	Private
Gaius & Jolene	Wedding @ Grand Hyatt	Private

SERVICE OFFERINGS

Bespoke Memoirs offers to run a two-day product launch event for Sadhar Pty Ltd.

The first day of the event will be a private soft launch event hosted for potential investors, partners, media and vendors. The event will be split into two sessions so to adhere with existing Covid-19 restrictions. Bespoke Memoirs recommends to hold this event from 2pm to 4pm followed by 4.30pm to 6.30pm.

The second day of the event will be open to public, campaign event will focus on introducing Sadhar Pty Ltd to their potential customers. Bespoke Memoirs recommends to run this event from 12pm to 6pm.

The package billed will include the following services to run this two day event:

- ❖ Five 1-Hour Consultancy Sessions
- ❖ Event Design and Styling
- ❖ Program Planning
- ❖ Vendor Sourcing & Management
- ❖ Guest List Management
- ❖ Reception for Traffic Control and Temperature Taking
- ❖ 10 Hours Actual Event Day Coordination

*Additional fees may apply if there are other requests required.

OBJECTIVES & DELIVERABLES

The objective of this project is to introduce the new repurpose clothing line to the market, create brand and product awareness, create publicity, provide more business opportunities and boost sales in the initial months of the launch. The deliverable, a two-day product launch event, dedicated to investors, media personnel, vendors, partners, and customers. Bespoke Memoirs will closely collaborate with Sadhar Pty Ltd to ensure that the entire event meets the expectation of the client.

SCHEDULE

Tasks	Timeline				
	August		September		October
	9-22	23-31	1-15	16-30	1-2
Client Meeting (Expectation)					
Research					
Brainstorming					
Basic Program Plan					
Basic Design & Style					
Budget Plan					
Client Meeting (Feedback)					
Refining of Design & Style					
Refining of Program Plan					
Proper Adjustment to Budget Plan					
Basic Event Scheduleing					
Client Meeting (Approval)					
Create Final Program Outline					
Sourcing of Vendors					
Vendors Confirmation					
Client Meeting (Brief)					
Vendor Meeting (Brief Expectation)					
Event Set-Up					
Launch of Event					
Event Coordination					

This project may not exactly follow the schedule due to the unpredictable nature of event planning phase and concurrent pandemic times. Unforeseen circumstances such as revisions to initial plan due to change of mind, delays in vendors products/services, change in Covid-19 rules and restrictions, etc, may impact the project.

PRICING & PAYMENT

PROFESSIONAL FEES

Description	Price
Consultation per hour (Additional)	\$80
Extension of Service during Day of Event	\$150

EXTENSION OF SERVICE

Research, brainstorming ideas, design and event style development, program planning, and sourcing of vendors are essential to executing this project. Five hours of consultation time will be covered under the package offered. However, if the process requires adjustment or amendment due to the client's demand, additional consultation fee may apply.

Due to the unpredictable nature of running an event, delays that require Bespoke Memoirs to extend our services will be chargeable if the two-day event service hours go beyond ten hours (covered under package).

TAX

All listed fees and charges are inclusive of the 7% GST, hence no additional tax will apply.

PAYMENT

Bespoke Memoirs will collect half of the project fee upfront and the remainder of the fees upon completion of the event.

LIABILITY

Bespoke Memoirs works closely with our clients to achieve the ideal event that each client envisioned, all aspects of the event will be overseen and approved by our clients before implementing it. Hence, for this reason, Bespoke Memoirs will not be liable for any loss of business, breaches of local rules and regulations, or any other legal breaches. Bespoke Memoirs will also not be liable for any delay or postponement of the event if it is due to the unpredictable change in Singapore's Covid-19 rules and regulations.

Insurances

Bespoke Memoirs is insured by AIG My Business Insurance which covers up to \$500,000 of Public Liability. In a case where any third party is involved in an accident due to the setting up of the event, the incident will be covered by Bespoke Memoirs.

TERMS AND CONDITION

Although Bespoke Memoirs strives to come up with the concept and vision that represents Sadhar Pty Ltd through close collaboration, Sadhar Pty Ltd shall agree and accept the creative freedom of Bespoke Memoirs to design, style, and plan this event. Meetings will be held in different stages in the planning process to ensure that the event plays out as per the client's requirements and expectations. Sadhar will be required to give approval to the final plan before commencement of the event, therefore, Bespoke Memoirs will not be liable for any loss of business or breaches in local laws and regulations.

Bespoke Memoirs does not offer any refunds for our service packages. A full refund will only be granted to Sadhar Pty Ltd if Bespoke Memoirs is incapable of providing our services due to injury or sickness of the owner.

In light of the current Covid-19 pandemic situation, Bespoke Memoirs will provide all our clients with the flexibility to postpone their event for up to three years.

Sadhar Pty Ltd will be required to make payment 30 days upon receiving the final invoice, two letter of remainders will be given during this time. A legal debt collector will be engaged for failure of receiving payment. Legal acts will be taken if payment is still not received after multiple attempts.

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