1. **Description**: ASM Event Planning is a full-service event planning company that specializes in planning kids’ birthday parties. ASM Event Planning is unique in that we give our clients an online facility to book an event for a birthday party rather than physically going to catering and tent services company. We listen to their needs and work with them to create the event of their dreams. Our clients' wishes become our commands.
2. **Objective**:

* To create a service-based company whose #1 value is exceeding customer's expectations.
* To increase our number of served clients by 20% per year through superior service.
* To develop a sustainable, profitable start-up business.

1. **Structure**: Initially this will be a home-based business; however, by Year 2021, we intend to expand our facilities into a well-equipped and operational office.
2. **Products** **and** **Services**: We are a full-service birthday event planning group and provide the services to our clients by hiring vendors and providing on-site staffing. ASM Event Planning will provide Lahore with high quality catering and tent services for celebration of birthday parties of their loved ones.
3. **Target** **Market**: ASM Event Planning has two distinct target populations:

* Middle class clients. This group of people does not have huge amounts of disposable income, recognizes that it is costly to sponsor a birthday party, and is willing to incur the expenses, but will try to minimize them.
* Upper class clients. This group has intertwined values throughout their lives and is willing to spend whatever it takes to throw a high-end birthday function. Typically, this group is characterized by a wealthy one-income family where the male works and the female does not. The female of the household typically thoroughly enjoys the planning of these events.

1. **Target Market Segment Strategy:** The target market segment strategy will not be significantly different to address the two different groups. Both groups, regardless of income typically belong to the same group of religious congregations. Therefore, to reach the different groups does not require a distinctly different strategy. What differentiation it will require is different tent service and menu offerings needed to satisfy the different groups. The upper-end tent service and menu items are cost prohibitive for the middle-class target segment.
2. **Service Business Analysis:** Competition in event planning is fierce. Lucky for ASM Event Planning Company, the majority of the event planning is for birthday events. There are no companies that specialize in specific types of birthday events.
3. **Marketing**: ASM Event Planning will increase company visibility through a website. Our website will be quite detailed and provide a visitor in-depth information about the services we offer, the corresponding high level of quality, and the cost savings that can be achieved by using our website.
4. **Sales Forecast:** The first month will be used to set up the website and do advertisement. There will be no sales activity during the first month. Within three to four months we will see few orders, but still will not be a significant source of income. Within six to seven months we will see a steady increase in sales. Word will have gotten out from the advertising that ASM Event Planning is the new birthday planning company in town and offers a very high-quality service. Throughout the year it is forecasted that sales will incrementally grow in size until profitability is reached toward the end of year one.