Website Structure Document for Bean Bag Affairs

## Brand Overview

Bean Bag Affairs is a premium event management and commercial film production brand based in Kolkata, India, with plans to expand PAN India and internationally. The brand specializes in elite Indian weddings, luxury events, and high-end commercial ad films.

## Website Language

English

## Primary Location

Kolkata (expanding to PAN India and overseas)

## Website Features

- Enquiry Forms

- Live Chat

- Downloadable Brochures or Price Guides

- Portfolio Showcase

- Social Media Integration

## Proposed Website Pages

# 1. Home

- Hero banner with a carousel or video (weddings, event setups, BTS of ad shoots)

- Introduction to the brand

- Two primary action buttons: Plan an Event, Create an Ad Film

- Highlight video teaser

- Testimonials slider

- Featured clients or affiliations

- Call-to-action for consultation and brochure download

# 2. About Us

- Brand origin story

- Founders' vision and leadership

- Team introduction

- Value proposition and unique strengths

- Geographic presence and future expansion plans

- Focus on elite clientele

- Visuals and behind-the-scenes insights

# 3. Our Services

This section is split into two main categories with detailed subpages:

# 3.1 Wedding & Event Management

# 3.1.1 Full Wedding Planning & Coordination

- End-to-end execution

- Timeline, budget, and vendor management

- Destination weddings and ritual compliance

# 3.1.2 Theme-Based Decor & Ambience Design

- Custom wedding themes

- Floral design, lighting, mandap and stage setup

- Cultural and ritual-specific decor

# 3.1.3 Photography & Videography

- Pre-wedding and candid shoots

- Cinematic wedding films and drone footage

- Photo albums and social media-ready content

# 3.1.4 Food & Beverage Catering

- Pan-Indian and global cuisine options

- Live counters and curated dining experiences

- Hygiene and gourmet-grade service

# 3.1.5 Make-up, Styling & Grooming

- Professional make-up artists

- Bride and groom styling

- Guest grooming services

# 3.1.6 Entertainment & Musical Events

- Artist bookings (DJs, classical musicians, folk performers)

- Stage and sound setup

- Celebrity performance coordination

# 3.1.7 Venue Selection & Setup

- Indoor and outdoor options

- Luxury resorts, banquet halls, palaces

- Legal permissions and logistics

# 3.1.8 Accommodation & Hospitality

- Premium guest accommodations

- Bridal suites and hospitality teams

- Concierge services and welcome kits

# 3.1.9 Logistics & Guest Movement

- Luxury travel and guest transfers

- Airport pickups and scheduling

- On-ground staff and 24/7 coordination

# 3.1.10 Custom/VIP Services

- Personal concierge and assistants

- Guest security and privacy management

- Wedding websites, gift registries, international guest handling

# 3.2 Ad Films & Commercial Productions

# 3.2.1 Concept & Script Development

- Brand storytelling

- Scriptwriting and storyboarding

- Creative consulting

# 3.2.2 Production Services

- Filming logistics, crew, and technical setup

- Locations, props, set design

- Costume and styling

# 3.2.3 Talent Management & Casting

- Casting models, actors, voice-over artists

- Influencer and brand ambassador booking

- Legal documentation and NDAs

# 3.2.4 Post Production

- Editing, VFX, background scoring

- Color grading and visual polishing

- Final delivery for broadcast and digital use

# 3.2.5 Brand Promotion Add-On (Optional)

- Digital ad strategy

- Content deployment on platforms

- Influencer collaborations

# 4. Portfolio / Showreel

- Gallery separated by categories: Weddings & Events, Ad Films & Commercials

- Filterable layout with images and embedded videos

# 5. Client Testimonials

- Written and video testimonials

- Star ratings and event names

- Carousel display format

# 6. Brochures & Packages

- PDF downloads: Wedding Packages, Destination Wedding Guides, Ad Film Production Pricing

- CTA to request custom quotes

# 7. FAQs

- Split into Wedding and Ad Film sections

- Example topics: Destination wedding planning, Urgent commercial shoots, Decor previews and mockups

# 8. Contact Us

- Custom enquiry form

- WhatsApp, phone, and email contact

- Embedded Google Map

- Consultation booking feature (optional)

# 9. Work With Us

- Freelancers, vendors, creatives can apply

- Form submission with portfolio link

# 10. Privacy Policy & Terms

- Standard policy and legal documentation

## Optional Future Enhancements

- Blog/Insights for SEO

- Client portal for project timelines

- Interactive quizzes (e.g., wedding theme selector)

- Multi-lingual support for overseas expansion