# 

Topic

Bookavenue.pk



***By:***

***Saima Anoosh***

*F18BBAH078*

***Aqsa Erum***

*F18BBAH050*

***Ujala Abbasi***

*F18BBAH*

***Javaria Murtaza***

*F18BBAH062*

***Arham Sheikh***

*F18BBAH*

**FACULTY OF MANAGEMENT SCIENCES**

**FOUNDATION UNIVERSITY ISLAMABAD**

**(Spring 2022)**

# DECLARATION

The substance of this project report is the original work of the author and due references and acknowledgements have been made, where necessary, to the work of others. No part of this report has been already accepted for any degree, and it is not being currently submitted in candidature of any degree.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Saima Anoosh)

F18BBAH078

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Aqsa Erum)

F18BBAH050

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Ujala Abbasi)

F18BBAH

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Javaria Murtaza)

F18BBAH062

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Arham Sheikh)

F18BBAH

# Executive Summary

Bookavenue.pk is a platform for people where they can easily book event venues. It helps people analyze and compare venues including event halls, marques, yards, cafes, pools, farm houses and just any other type of venue based on different factors. Normally whenever there is an event taking place, be it a wedding, a birthday party, a business party, any kind of religious function or just a normal friends get together, people visit a number of different venues to decide which one will best suit them. They goat the help desk for information and still some of their questions remain unanswered. “Book a venue” is going to solve this problem for people by providing them with a single platform where they will easily be able to compare different venues side by side based on different factors of their preferences. Further,

People will also be able to check the booking schedules of the venues for availability and then book them through our website.

# 

# LIST OF ABBREVIATIONS&ACRONYMS

# 

# KEYWORDS

Venue, marques, pools, farm houses, halls, celebrations, events, parties,

# LIST OF USEFUL WEBSITES

# TABLE OF CONTENTS

[DECLARATION ii](#_Toc97629868)

[Executive Summary iii](#_Toc97629869)

[LIST OF ABBREVIATIONS&ACRONYMS iv](#_Toc97629870)

[KEYWORDS iv](#_Toc97629871)

[LIST OF USEFUL WEBSITES iv](#_Toc97629872)

[TABLE OF CONTENTS v](#_Toc97629873)

[CHAPTER ONE: BUSINESS OVERVIEW 1](#_Toc97629874)

[1.1 Business and Idea Description 1](#_Toc97629875)

[1.2. Founders and Key Management 1](#_Toc97629876)

[1.3. Explain the problems addressed by the business? 1](#_Toc97629877)

[1.4. why is this such a great idea? 1](#_Toc97629878)

[1.5. Competitive Advantage 1](#_Toc97629879)

[1.6. Strategic Advantages 1](#_Toc97629880)

[1.7. Business Model 1](#_Toc97629881)

[1.8. How Business adds value to society and environment? 1](#_Toc97629882)

[1.9. Vision 1](#_Toc97629883)

[1.10. Mission(s) 1](#_Toc97629884)

[1.11. Strengths 1](#_Toc97629885)

[1.12. Weaknesses 1](#_Toc97629886)

[1.13. Opportunities 1](#_Toc97629887)

[1.14. Threats 1](#_Toc97629888)

[CHAPTER TWO: INDUSTRY AND MARKET ANALYSIS 2](#_Toc97629889)

[2.1. Target Client and Customers 2](#_Toc97629890)

[2.2. Industrial Analysis 2](#_Toc97629891)

[2.3. Barriers to Entry in Market 2](#_Toc97629892)

[2.4. Marketing Plan 2](#_Toc97629893)

[CHAPTER THREE: PRODUCT or service 3](#_Toc97629894)

[3.1. Explain your product and service in detail. 3](#_Toc97629895)

[CHAPTER FOUR: FINANCIALS 4](#_Toc97629896)

[CHAPTER FIVE: DEVELOPMENT, Milestones & Exit plan 5](#_Toc97629897)

[5.1. Past milestones 5](#_Toc97629898)

[5.2. Future Milestones 5](#_Toc97629899)

[5.3. Long-term Goals 5](#_Toc97629900)

[5.4. Exit Plan 5](#_Toc97629901)

[Appendix 6](#_Toc97629902)

[Company logo, Flyers, Brochure. 6](#_Toc97629903)

# 

# CHAPTER ONE: BUSINESS OVERVIEW

## Business and Idea Description

It often happens that we want to celebrate a dear one's birthday or anniversary, we can not decide the venue, specially when we have less time and a lot of other things to do, selecting a venue can be a tiring job. Or let's talk about weddings or just any other occasion that we want to celebrate. Often when the wedding or festive season is at the peak, we find it too difficult to book a venue as mostly the venues are fully packed and not easily available. How does a person know which venue is available at their desired time slot and nearest to their location too? How does a person decide which among so many options will be the best for their big day? Which venue will best suit our requirements and is easily approachable by most of our guests?

In today's dynamic lifestyle, who has time to visit different venues, collect different information from each venue and then compare them to make a choice? Sometimes we like the venue but another problem that we may face is that whether the marque or hall has their own catering and decor service or do they also allow the customer to hire a caterer of their choice?

We have come up with a perfect solution for this problem.

Bookavenue.pk is a platform for people where they can easily book event venues. It helps people analyze and compare venues including event halls, marques, yards, cafes, pools, farm houses and just any other type of venue based on different factors. Normally whenever there is an event taking place, be it a wedding, a birthday party, a business party, any kind of religious function or just a normal friends get together, people visit a number of different venues to decide which one will best suit them. They goat the help desk for information and still some of their questions remain unanswered. “Book a venue” is going to solve this problem for people by providing them with a single platform where they will easily be able to compare different venues side by side based on different factors of their preferences. Further,

People will also be able to check the booking schedules of the venues for availability and then book them through our website.

People will be able to compare different venues based on their capacity, booking prices, catering services, decor options and other relevant factors. Bookavenue.pk will make the booking process as easy as a click by giving customers all the available options of venues around their desired locations and compare them side by side to make the analysis easier. People will no more have to visit different venues one by one and waste their time and energy.

The hotals, marques, yards and halls at our panel will update their booking schedules so the customers can know whether a venue is available or not. Moreover we will add profiles of the venues with detailed pictures and all sort of information helpful for the customers.

## 1.2. Founders and Key Management

Finance team

**CFO**

**Javaria Murtaza**

**Head IT**

**Arham Sheikh**

IT Team

**CEO**

**Saima Anoosh**

Marketing and PR team

**Head Marketing and PR-aqsa erum**

**Head HR**

**Ujaa Abbasi**

HR team

**Saima Anoosh ( CEO)** : Saima Anoosh is the founder and CEO of the company. She is incharge of the the company’s overall operations and the key management functions. As a CEO, she plays a major role in the strategic management , policy making and implementation and decision making. Moreover, she is also responsible for communicating with the BOD and major stakeholders. The CEO is also responsible for leading the development and execution of long term strategies and provide greater value to the stakeholders, evaluating the work of the key management, maintaining awareness of competitors and ensuring that all ethical standards are being followed. CEOs also define the vision, mission and objectives of a company.

**Javaria Murtaza ( CFO)** : Javaria Murtaza is the chief financial officer of the company. She is responsible of all the financial operations of the company. As a CFO, she is responsible for managing company’s finances, future financial planning and its risk management also keep records of financial reports of the business. She, along with her team, is responsible for proposing budgets for each department keeping in mind the company’s financial conditions.

**Arham Sheikh ( Head IT)**: As the head of the IT department, arham is responsible of all the technological functions of the company, he is incharge of the systems and the applications of the company. Moreover, as our business is also based on website, Arham and his team will take care of the website, making sure that the interface is user friendly and error free. All sorts of innovations and updates are responsibility of the IT tram.

**Aqsa Erum ( Head Marketing And PR)** : as the head of the marketing and PR team, Aqsa is responsible for Marketing campaigns, advertisements, promotions in every creative way to attract customers and increase sales of the organization. She and her team will be managing the alignment of marketing strategies with our company’s goals. The team will take care of digital mediums, communicating with the public in order to understand their mindsets and then designing advertisements accordingly. She will also be responsible for managing the relationship with the stakeholders and represent the company in the general public.

**Ujala Abbasi ( head HR)**: Ujala Abbasi is the head of the human resource team. She is incharge of recruitment and selection of employees for the company. She is responsible for day to day planning and execution of HR strategies, including recruitment strategies and conduct exit interviews. Along with her team, she shell also ensure that all the labor laws and regulations are followed . all the HR related functions are a responsibility of her team.

## 1.3. Explain the problems addressed by the business?

It is a very common problem that whenever a person or a family has an event coming up, they find it difficult to decide a venue. This might be because of a number of reasons. Sometimes the festive season is at the peak, most of the venues are fully booked and one doesn't know how to find that one venue that is available on the day and time you need. Will it be practical to visit all one by one, or check each website on by one? How does one know which venue is available at the desired time slot and nearest to the location too? How does one decide which among so many options will be the best for their big day? Which venue will best suit our requirements and is easily approachable by most of our guests?

In today's dynamic lifestyle, who has time to visit different venues, collect different information from each venue and then compare them to make a choice? Sometimes we like the venue but another problem that we may face is that whether the marque or hall has their own catering and decor service or do they also allow the customer to hire a caterer of their choice?

When it comes to booking a venue for just any event, there are a number of factors that one might consider before making the final decision.

## 1.4. why is this such a great idea?

In our opinion, Bookavenue.pk will help make the overall booking process easy for people. We’re providing a platform for addressing this problem. Our website will help the customers in booking their desired venue for their event and the hotel vendors will be able to get more customers for their venue. People will no longer have to visit each venue one by one or visit each venue’s website one by one for the desired information. All the information including reference pictures and booking schedules will be available on the website. For the venues, we aim to help reduce the information/ help desk task by doing it for them. Moreover, if a single question will be asked more then 5 times, we will add that information to the website understanding the customers needs. In this way, we aim to create a win- win situation for the customers as well as the venues on our panel. Customers will easily be able to compare all the available venues within a particular premises, based on different factors on a single website. This will not only save their time but energy too.

**1.5. Competitive Advantage**

Our main competitive advantage is that we’re an innovative idea in itself. We have the “first mover advantage” since there's no such idea in the market. We are bringing both customer and venues in same platform and both parties are getting benefit from this. No such platform is doing this. The venues them selves may have been our competitors, but since they are also benefiting from us, we no longer have any threat from them.

## 1.6. Strategic Advantages

Our strategic advantage is that we are creating a first mover advantage. We will create a win win situation for each party let it be the venues, the customers or us(the owners). The venue's will not have to manage a help desk as all information will be provided at our plates. And the customers will not have to go places to select the best suitable venue. Moreover,

• Business is unique and has the potential grow faster.

• Our future strategy is to add maximum

• We focus on improving our business performance.

## 1.7. Business Model

## 1.8. How Business adds value to society and environment?

Bookavenue.pk is a new market entrant that will not only benefit itself but also help others to have an easier access to the desired information.the whole booking process that initially used to take ones time and energy is just a click away now. This provides society the ease of doing the whole process while sitting back at their home, they will not have to specially take out time and go out for this particular purpose. Also, the business provides a secure service free of risks or spam.

Moreover, our business is online based no paper work has to be done regarding Hence the business is environmentally friendly.

* We bring an all in one package to the table and we make sure that everything comes together seamlessly, on time and within budget by providing all the reverent information
* We look after all the various aspects of the whole planning process

Besides all this we are also benefiting the environment as fewer people will be visiting venues, reducing the traffic on roads, this will play a part in reducing the pollution.

## 1.9. Vision

To digitalize the venue booking system which is very much hectic and time consuming if done manually.

## 1.10. Mission(s)

Our main aim is to become the market leaders. We have set up our strategic advantages that will give us a competitive edge.

## 1.11. Strengths

* All detail available on a single platform
* Large market share,
* First mover advantage
* Strong research and development,
* Low startup cost
* Low maintenance cost
* advanced technology/ innovative idea
* more knowledge due to good R and D
* less labor needed

## 1.12. Weaknesses

* People book their venues long time before and then cancel them at the moment when the hotel management has done most of the preparations which can cause a loss
* We do not have any previous experience in this field
* Since there is no such platform existing, there are no guidelines for us to follow
* New in the industry
* Uneducated audience
* Society is Resistant to change

**1.13. Opportunities**

* We will start with Rawalpindi and Islamabad and then we can expand our program to other major cities of Pakistan
* We can get an official letter of trust from the hotel and marquee federation after taking their top leadership into confidence
* After getting established, we can increase our commission rate when we become a trusted brand of both the customers and the hotel owners
* Low level of competitor,
* immature market

## 1.14. Threats

* It will be difficult to convince the owners to collaborate with us
* Because we are new in the market and people fear working with new firms
* Threat of new entrants

# CHAPTER TWO: INDUSTRY AND MARKET ANALYSIS

## Target Client and Customers

Our main target is to cater the audience which is busy in their daily work routine and don’t have time to go and visit each place and handle the hustle of dealing with the hotel management on their desired terms. We also target the people who prefer online mediums and make online orders.

Quite often , it gets difficult for people to find a good venue for celebrating their events which is financially suitable for them and suits all their requirements . Also , it is not possible to survey each venue to make a suitable choice especially when one has a busy life schedule . Then the need for such a platform arises where you can find a long list of venues so one can easily choose the one exactly according to the requirement and financial comfort . Bookavenue will provide a reliable platform to people seeking for a suitable venue to celebrate their big events . in addition to this , Book Avenue will be a great online platform for hotel businesses and restaurants to find and interact with clients and promote their business like never before as the clients will be able to easily contact them and see their adornment and location through pictures and necessary description . Bookavenue will provide services to both, the general public as well as the venues/ businesses. We aim to create a win win situation for both the parties, and the people who book the venues. We aim to target the people who actively celebrate events, be it birthdays, weddings, social gatherings or religious gatherings.

## Industrial Analysis

In our country celebrations are done on a large scale be it a religious function , social function or family function . People celebrate it to their fullest and highest possible level . Taking wedding functions as an example ,in our country people extend their wedding celebrations from 3 to 5 days and spend as much money as they can afford on menue , decorations , wedding themes , wedding halls and marquees etc .Similary , nowadays celebrating birthdays on big scale is in trend . Some trends from western culture are also adopted by our society in these recent years such as baby showers , bridal showers , bachelor parties etc are now being celebrated for which fancy location and elegant decoration is the utmost demand . Moreover, business parties, seminars, annual parties are hosted by different companies for their special customers and major stakeholders. Even if we talk about religious festivals like Eid Milad un Nabi , Aqeeqa , Muharram, mailads or majlis events now take place at a large scale in grand venues since a vide number of people attend such events . Therefore , it is a big and diverse market where clients have numerous grand functions to celebrate.

## Barriers to Entry in Market

In our country mostly people are not much aware of technology and are resistant to e-businesses . So, any new online business is not trusted easily in our society . Our business will also have to face similar resistance in the beginning . People will be reluctant in trusting the venues that they only see online which they have never visited before . They will definitely hesitate in making advance payments for booking etc . on the other hand, gaining the trust of the businesses/venues will also be a barrier for us as in our country people are initially reluctant to adopt technological advancement.

## Marketing Plan

As BOOK AVENUE is a E-business idea . We have our own website with the name bookavenue.pk . we will also make our services available on other social media networks such as Instagram with the handle bookavenue.pk and facebook with the same name i.e bookavenue.pk . All necessary details of our business , services , e-mail , contact numbers will be updates on our social platforms . We will keep our customers updated with recent trends and trending resorts through our timely posts .

Initially starting off with website and later on we’ll be launching a mobile application for our customers. We will market it digitally on social media as it can target specified segments. We’ll do SMS marketing as well to our targeted customers.

# CHAPTER THREE: PRODUCT or service

## 3.1. Explain your product and service in detail.

Bookavenue.pk is an online platform which will facilitate people in choosing desirable venues for their celebrations and events. This platform will help people compare different venues based on different factors including the capacity , price per head, decor and catering service and more. This website aims to reduce the total time taken during the decision making hustle. People will no longer have to visit places and waste their time and energy . Bookavenue.pk will help them compare, analyze and then book the venue that best suits their requirements. This will make the whole booking process as easy as a click.

# CHAPTER FOUR: FINANCIALS

# CHAPTER FIVE: DEVELOPMENT, Milestones & Exit plan

## 5.1. Past milestones

In Pakistan, there are a lot of event management businesses running from decades physically and online as well like Facebook and on others websites, but there is no such platform where people can book their venue online with bargaining power ease and have all the event management companies at one place. Due to low awareness of digital markets of this sector, from years people have to go to the venues and negotiate with the event managers to get their menu booked according to their choice.

## 5.2. Future Milestones

Venus booking is something that is faced by every individual at any point of life and book a venue is going to cater this need. We aim at becoming the most trusted and recognized brand for venue booking nationally. We will give greater value to our customers by giving them more ease and convenience. We will add more new features in our website and try to follow the new trends in this industry. We are planning to launch an application for our business in near future and set up our offices in different cities. One of our aim is also to build an extensive range of partners all around the country.

## 5.3. Long-term Goals

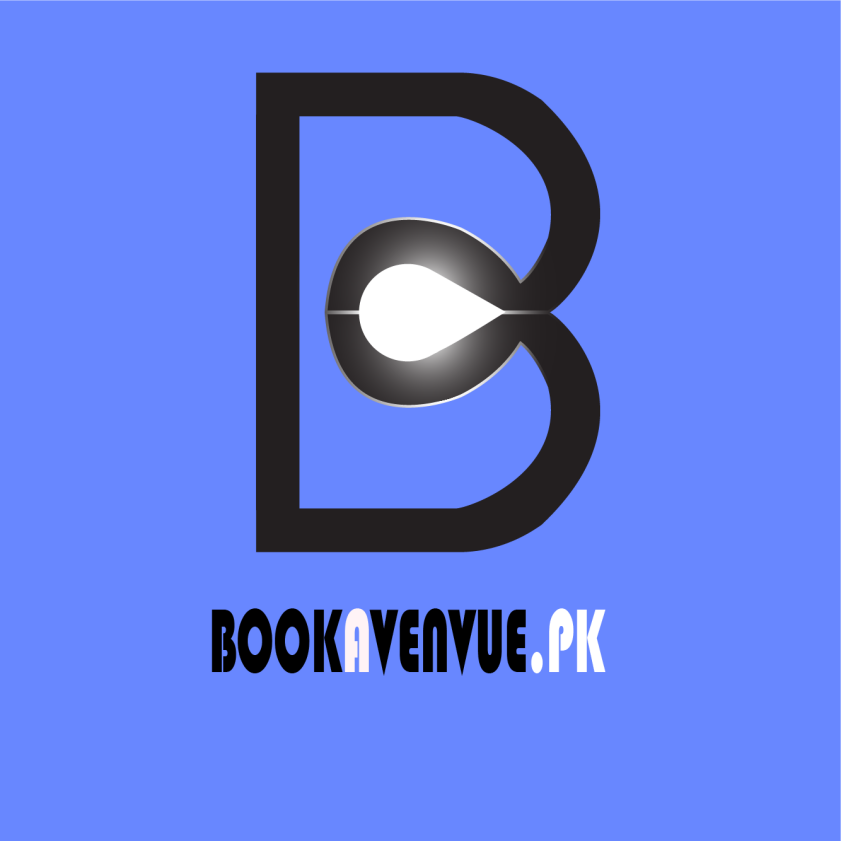
* To digitalize the venue booking services in Pakistan
* To extend our portfolio as much as we can
* To add up more of the leading venues as our business partners
* To become the first preference of the customers and other people for booking venues
* To expand our business throughout Pakistan
* To go global/international after establishing our self in our home country

## 5.4. Exit Plan

The business “BOOKAVENUE” is under a team of 5 people. In case of any life changes, business decline, Partnership dispute, or a new opportunistic sale we will make a contract to either sell the business to goods hands on the stage where our website holds great earnings, low risk and great records or will make distributions of the earnings earned and provide earnings equally in order to avoid any major conflicts.

# Appendix

## Company logo, Flyers, Brochure.



General Notes:

1. Insert footnotes wherever you would like to explain something to the reader immediately.
2. Do not introduce lines before or after the heading.
3. Do not have blank lines in between text except paragraphs in continuity.
4. Be precise no one needs you to write tons of tons of useless text.
5. Do not change the margins of this document.
6. The red text in the document **will not part of your work.**
7. Comprehension, Vocabulary and Grammar should be carefully checked.
8. Do not change font size of headings and text as in this document.
9. All text must be **justified**.
10. Submit 3 copies with the Manger Projects, FMS for evaluation. **No colored copies** please.
11. Submit 2 copies with the Manger Projects, FMS as final submission. **Colored copies** please.
12. The activity outlined in this document can be conducted by at max 5 students and minimum 3 students.
13. Groups cannot be similar to the teams for other final year project activities.
14. Student will be evaluated through a VIVA by team of experts.