Business Name: Persistent Cookies Wedding Planning (PC Wedding Planning for short)

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Product/Service: Wedding planning packages and specialty bouquets

Need: Charlottesville is a college town, and many couples get married soon after graduation. Wedding planning is complicated even for fully established adults, and many soon-to-be-married graduates struggle (along with established adults) with the numerous logistics necessary to plan a wedding. However, some couples want the wedding completely planned for them, while others just want someone to handle the details on the day of the wedding—and there are many stances in between. Therefore, we are selling our services in wedding planning for three packages: a full package, for the entire process; a half package, for intermediate amounts of support; and a minimum package, for wedding-day support. We are also offering a bonus package for a “Chi Alpha wedding”; these are weddings between couples from the Christian fellowship Chi Alpha and are common post-graduation in a number of different ways. Since we have resources within Chi Alpha, we are also providing support for couples wishing to throw this specific type of celebration.

In addition to weddings, we also sell specialty bouquets. This is a niche product that consists of a bouquet-style presentation of flowers or other non-flower objects or foods (e.g. bacon, nuggets, or cookies) and meant to be given as a gift. These types of bouquets have become popular on the Internet for their novelty and the opportunity for specialization, and we chose to sell these because they could either accompany a wedding package as a unique addition or expand the market for our business beyond just soon-to-be-married couples to dating couples or even singles.