

Auction Report - Previous Auction 1

Auction Date: March 15, 2022

Venue: Grand Hall, City Center

Items Auctioned:

1. Antique Vase

- Starting Price: \$1,000
- Final Price: \$5,500
- Winning Bidder: John Doe

2. Vintage Car

- Starting Price: \$15,000
- Final Price: \$45,000
- Winning Bidder: Jane Smith

3. Diamond Necklace

- Starting Price: \$10,000
- Final Price: \$25,000
- Winning Bidder: Sarah Johnson

Financial Summary:

- Total Revenue: \$75,500
- Total Expenses: \$20,000
- Venue Rental: \$5,000
- Marketing: \$10,000
- Staff: \$5,000
- Net Profit: \$55,500

Audience Demographics:

- Total Attendees: 150

- Average Age: 45
- Income Bracket: High-income individuals
- Interests: Antiques, Luxury Items

Marketing Strategy:

- Social Media Campaigns
- Email Newsletters
- Partnerships with Local Influencers

Observations:

- High engagement on social media platforms
- Positive feedback from attendees
- Recommendations for better parking facilities