**Assignment 1**

**1. Write a Hypothesis Statement**:

Our event management business mainly targets on corporate people who are looking for flawless and unforgettable events.In addition we would like to provide a full range of services including event planning,catering services,venue selection,theme and decoration choice.With the customizable choices, our pricing strategy is adaptable and meets the various needs and budgets of our corporate pricing.We use different social marketing resources and marketing campaigns to market our company and highlight our specializations and promotion.Our services are accessible through various online platforms.

Secondary Research

**1. Who is currently purchasing products or services in this industry?**  
The event management sector serves a wide spectrum of customers from different industries. In the event management sector, some typical customer types that buy goods or services includes:

1. Corporations and Businesses
2. Non-Profit Organizations
3. Government Agencies
4. Educational Institutions
5. Event Venues and Facilities
6. Individuals and Private Clients
7. Marketing and Advertising Agencies
8. Trade Associations and Professional Organizations

**2. What audiences will be interested in purchasing the product in future?**The following are targeted audiences about possible event management service:

**Entertainment Programs:** A lot of preparation goes into organizing concerts and entertainment and award shows. This market could be drawn to an event management solution with capabilities appropriate for big-scale productions.

**Wedding Planners**: Wedding parties can be organized with the features and related events would be beneficial to professionals who specialize in wedding planning.

**Hospitality Industry**: We can help with bookings, catering, and guest experiences for events held on their grounds and that would be of interest to hotels, resorts, and venues hosting a variety of events.

**Health & Wellness Organizations:** Events pertaining to wellness programs, Meditations and yoga, health and fitness may find a specialized market for event management tools made to meet their particular requirements.

**Government and Public Sector**: Target customers for event management tools designed for the public sector may be government organizations that plan official events, open houses events, or civic engagement initiatives.

**Private Sector:** Event management technologies that make corporate event planning and execution easier would be beneficial to businesses that host conferences, seminars, marketing pragrams, and team-management activities.

**Non-Profit Organizations:** There are lots of awareness programs and fundraising events are frequently held by charities, NGOs, and other non-profits organizations. Products that assist them in planning effective events to meet their objectives would be valuable to them.

**Educational Institutes** : There are many important lectures, workshops,convocations and alumni reunions are frequently held at schools, colleges, and universities. There may be a need for educational-focused event management software.

**3. What are the main reasons for not buying the product?**Several reasons could contribute to people choosing not to buy services from an event management company. Here are some common factors:

Budget Constraints

Inadequate Understanding of Services

Preference for DIY or In-house Solutions

Previous Negative Experiences

Lack of Trust or Credibility

Competitive Market Landscape

Internal Capacity or Resources

**4. Where would individuals purchase these products or services from?**For our business, individuals can get services from various sources as listed below:

1. Event Rental Companies
2. Online event platforms
3. Event Software provider
4. Entertainment organizations
5. Local event venues
6. Event supply stores
7. Event marketing companies
8. Advertisements

**5. Who is the main competitor?** Locally and Globally

However, several large and well-established companies often emerge as key players in the global event management sector. Here are a few examples:

Cvent

Eventbrite

GES (Global Experience Specialists)

Freeman

Maritz Global Events

BCD Meetings & Events

**6. How are these products/services – packaged, priced, advertised?**There are many ways to get details about our services such as :

1. Websites
2. Social media campaigns
3. Event packages
4. Seasonal promotions
5. Educational workshops
6. Blog contents
7. Advertising channels
8. Local community engagement

**7. What upgrades could be made to your products/service to make it better or different from what is out there now?**

To make better service we can give people the option to personalize how they engage with the system to create a more tailored experience and provide resources for thorough coordination, scheduling, and planning of events.Incorporate tools that help with organizing schedules, assignments, and due dates for various event components. Work along with venue management systems to improve coordination and communication between venue owners and event planners. Along with this,Give information about the amenities, capacity, and availability of the venue.

## Technological trends

What technology are you going to use?

For our event management business , we usually make website using with the use of frontend technology javascript and php as a backend and database for storing the data.

## Government regulations

Are there regulatory or legal regulations affecting your product/service or industry?

Yes , various regulatory or legal regulations can impact on event management business.To organize an event at particular place,we need permition to use public areas.For any events,health and safety is very important.This includes safety and security of staff,participants and attendees.Issues like emergency exits, crowd control, and first aid supplies may all be covered by regulations. To protect themselves from potential hazards connected to the event, event organizers may be obliged to carry a variety of insurance, including liability insurance.

## Primary Research

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