



O N C E I N A
W E D D I N G

Business Model Canvas

Designed for:

Once in a wedding

Designed by:

salma

Date:

Version:

<p>Key Partners </p> <ul style="list-style-type: none"> • Venue Partnerships • Vendor Network: top-tier caterers, florists, photographers, videographers, DJs, and entertainment providers. • Luxury Suppliers 	<p>Key Activities </p> <ul style="list-style-type: none"> • Concept Development • Vendor Coordination • Budget Management <p>Key Resources </p> <ul style="list-style-type: none"> • Experienced Team. • Vendor Network. • Brand Reputation. 	<p>Value Propositions </p> <ul style="list-style-type: none"> • Providing exclusive, customized weddings that reflect the client's unique style and taste. • One-Stop Shop • Ensuring the highest quality of vendors and services for a luxurious experience. • Stress-Free Planning. 	<p>Customer Relationships </p> <ul style="list-style-type: none"> • Dedicated Personal Assistance. • Regular Communication • Post-Wedding Follow-Up <p>Channels </p> <ul style="list-style-type: none"> • Building relationships through referrals. • Online Presence. • Partnerships. 	<p>Customer Segments </p> <ul style="list-style-type: none"> • Class A "engaged" and "in a relationship females". • The mothers of the engaged females.
<p>Cost Structure </p> <ul style="list-style-type: none"> • Marketing Costs. • Vendor Fees. 	<p>Competitors </p> <ul style="list-style-type: none"> • Local Wedding Planners: <ul style="list-style-type: none"> ◦ The wedding flair ◦ By nihal metwally ◦ By passant elwerdany ◦ Atoz events 		<p>Revenue Streams </p> <ul style="list-style-type: none"> • Planning Fees. • Earning commissions on vendor services booked through the company. • Offering extra services (e.g., honeymoon planning, custom decor) for additional fees. 	



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Value Proposition

7 CS

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SWOT ANALYSIS



Strength

We target a specific niche

- High quality pictures
- High quality materials
- We offer everything venue suggestions, decorations, DJ, photographers videographers, & catering suggestions
- Customized packages
- Members of our team have experience

Weakness

- we don't post on time
- We don't post consistently
- We want to have a social media presence
- We don't have a team
- We have another job, so we're not able to give it our 100%



Opportunities

- Expand social media presence
- % of people getting engaged / married in Egypt is 800k per year
- Culture of collaborations with venues, photographers is more popular
- Trends in weddings that people want to copy
- Hotels getting expensive so people would go more to open air weddings

Threats

- A lot of competitors,
- Legal threats
- The inflation, and petrol price changes
- Devaluation of the Egyptian currency
- Drops with suppliers can happen
- Culture of accepting a wedding planner instead of a hotel



SMART OBJECTIVES

- Book 100 clients between October 2024 and October 2025.
- Make 1 million profit between October 2024 & October 2025
- Post twice a week on Instagram & Facebook
- Gain 50,000 followers between October 2024 & October 2025 on Instagram
- Hire a content creator by the end of 2024



Strategy





BUYER PERSONA (bride)

RSVP



Amira
Designer

Age: 24-35 years

Sex: Female

Marital status Engaged

City: Cairo

Education: Graduate

Occupation: Designer

BARRIERS

- Not enough trust in small business
- Budget
- Wanting specific decor

NEEDS

- Their Dream engagement
- Wedding custom made to her standards
- Manage her wedding planning without taking over her life

GOALS AND OBJECTIVES

- Being responsive
- Trying to provide everything even if custom made

ONLINE BEHAVIOR

- Engage with wedding planner accounts on social media
- View wedding planning educational videos
- Searching Pinterest for inspirations

TASTES AND HOBBIES



ART



PHOTOGRAPHY



TRAVEL

BUYER PERSONA

(Bride's mother)

W
ONCE IN A
WEDDING
WEDDING PLANNER



SAMIRA HADID

Stay at
home
mom

Art

Music

Design

Travel

ABOUT

🎂 50 years old

♀️ Male

💍 Married

📍 New Cairo

BARRIERS

- . Not enough trust in small business
- . Hard to convince of new innovations
- . Wanting a specific vision to her daughter

GOALS & OBJECTIVES

Design Thinking

Resourceful

Analytical

NEEDS

- . Their daughter's dream wedding
- Aligns with culture and what she's used to
- . Customized as her vision

ONLINE BEHAVIOR

- . Facebook
 - Facebook groups and pages

VALUE PROPOSITION

Ready to have an exceptional once in a lifetime experience?

We Once In A Wedding help brides to bring their vision to life!

You can customize your wedding from home without any physical interaction from your side.

Send us your Pinterest mood-board and we'll take care of the rest.



7 CS

Customer Profile: engaged or in a relationship females

Cost Strategy: adding 15% as a profit over the cost

Convenience: provide stress-free experience

Communication: Instagram & Facebook

Credibility: Testimonials

Customer Service: Our response time is within 5 minutes

Connection: We collaborate with event venues

CALENDAR



Week	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Week 1	Inspirational Monday: Dreamy wedding venue	Tip Tuesday: Budgeting tips for couples	Wedding Wednesday: Showcase a popular wedding theme	Throwback Thursday: Classic wedding inspiration	Fabulous Friday: Introduce a new wedding package	Weekend vibes: Share a couple's love story	Sunday Funday: Poll about wedding preferences
	Behind the scenes: Planning process	Tip Tuesday: Choosing the perfect wedding dress	Wedding Wednesday: Highlight a popular wedding color palette	Throwback Thursday: Vintage wedding inspiration	Flashback Friday: Before and after wedding transformation	Weekend vibes: Share a couple's engagement story	Sunday Funday: Quiz about wedding traditions
Week 3	Inspirational Monday: Destination wedding ideas	Tip Tuesday: Wedding guest etiquette	Wedding Wednesday: Showcase a unique wedding ceremony	Throwback Thursday: Royal wedding inspiration	Fabulous Friday: Introduce a new wedding vendor partner	Weekend vibes: Share a couple's honeymoon destination	Sunday Funday: Share a wedding planning meme
	Behind the scenes: Decor planning	Tip Tuesday: Managing wedding stress	Wedding Wednesday: Highlight a popular wedding cake design	Throwback Thursday: Black and white wedding photo	Flashback Friday: Client testimonial	Weekend vibes: Share a couple's wedding hashtag	Sunday Funday: Wedding planning challenge

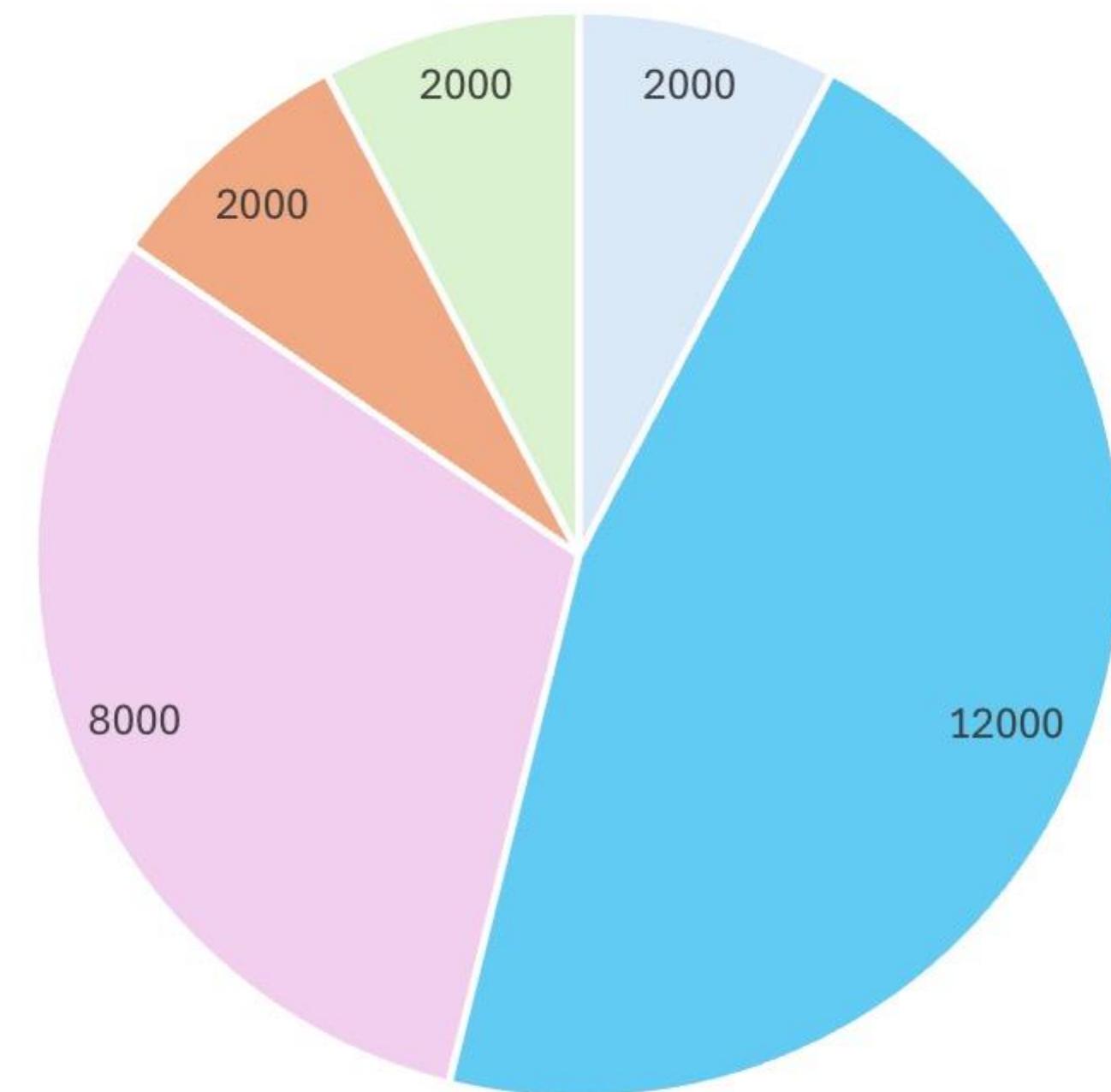


Contact Us

- Instagram: once.inawedding
- Facebook: once in a wedding



Monthly action plan



- Ads instagram & facebook
- Content creation: 12 reels per month
- Assets: flowers and arches
- Workers who tend to stored assets

Pages

ONCE IN A WEDDING
wedding planner

ONCE IN A WEDDING
WEDDING PLANNER

Once.in a wedding

2 likes • 3 followers

Once in a weeding to create unforgettable memories which is the heart of life .

[See dashboard](#) [Advertise](#) [...](#)

once.inawedding • 6 posts 4 followers 10 following

Once in a wedding
Event Planner
Once in a weeding to create unforgettable memories which is the heart of life .

Professional dashboard
23 views in the last 30 days.

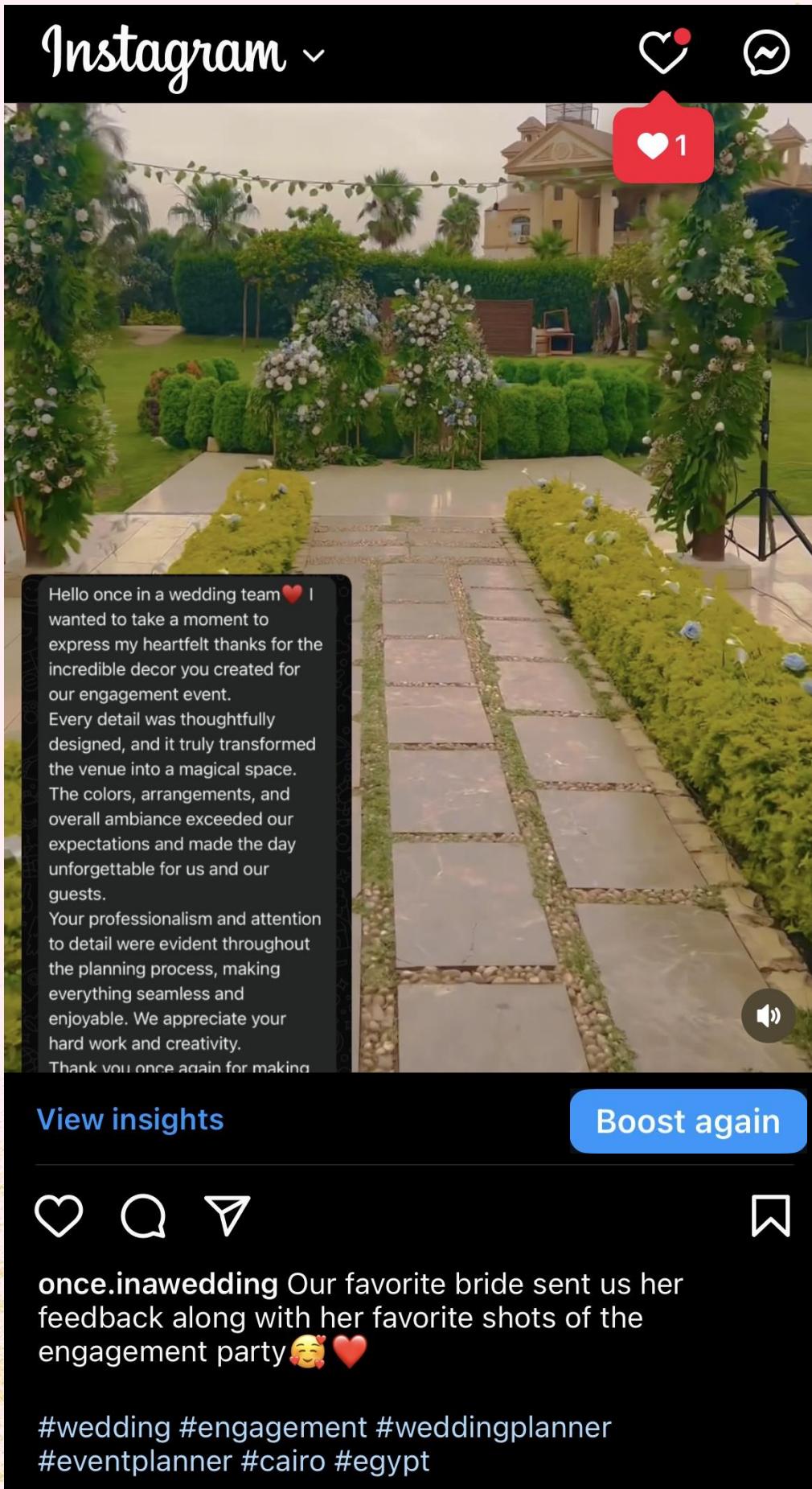
Edit profile Share profile

[Grid](#) [Video](#) [Profile](#)

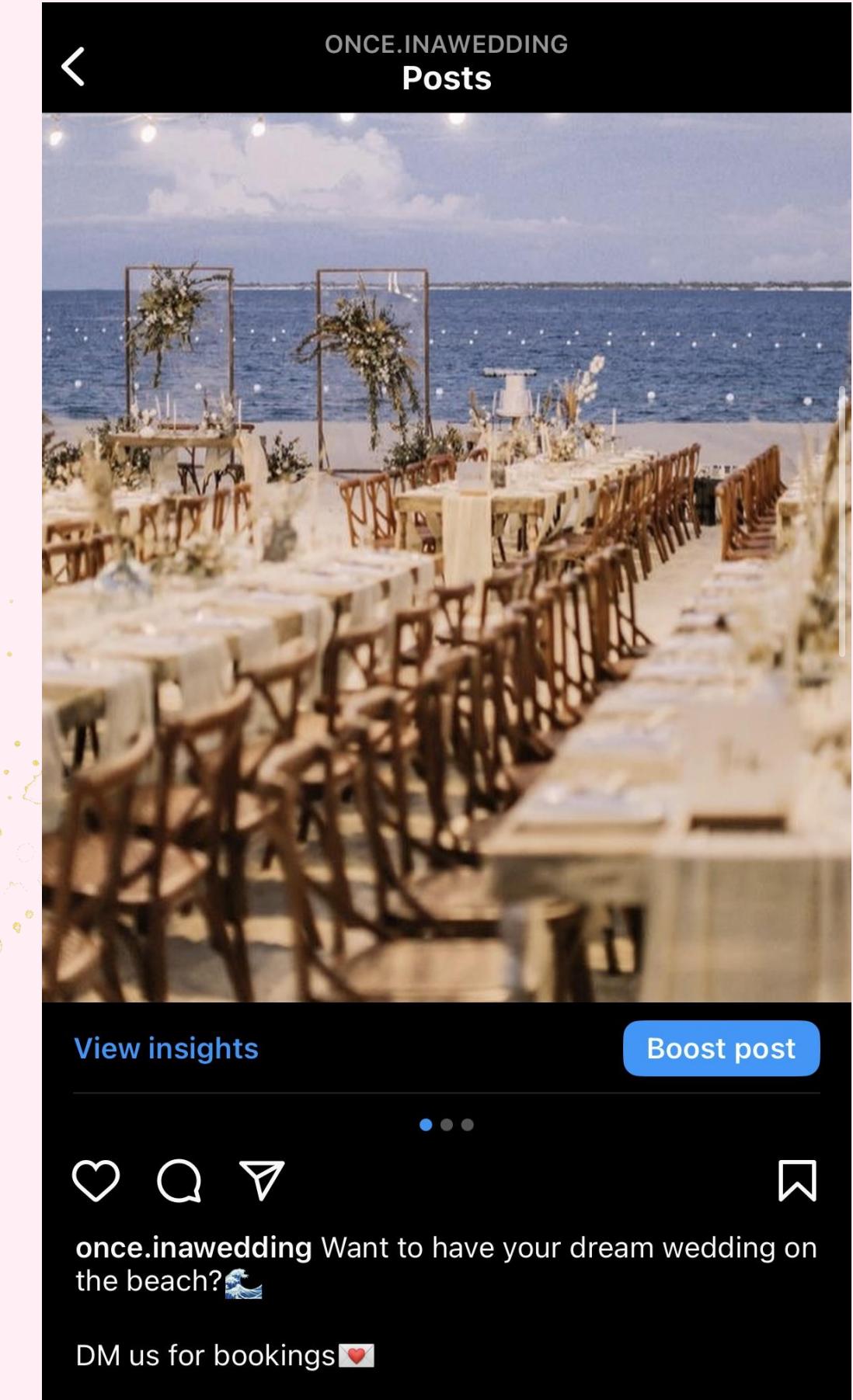
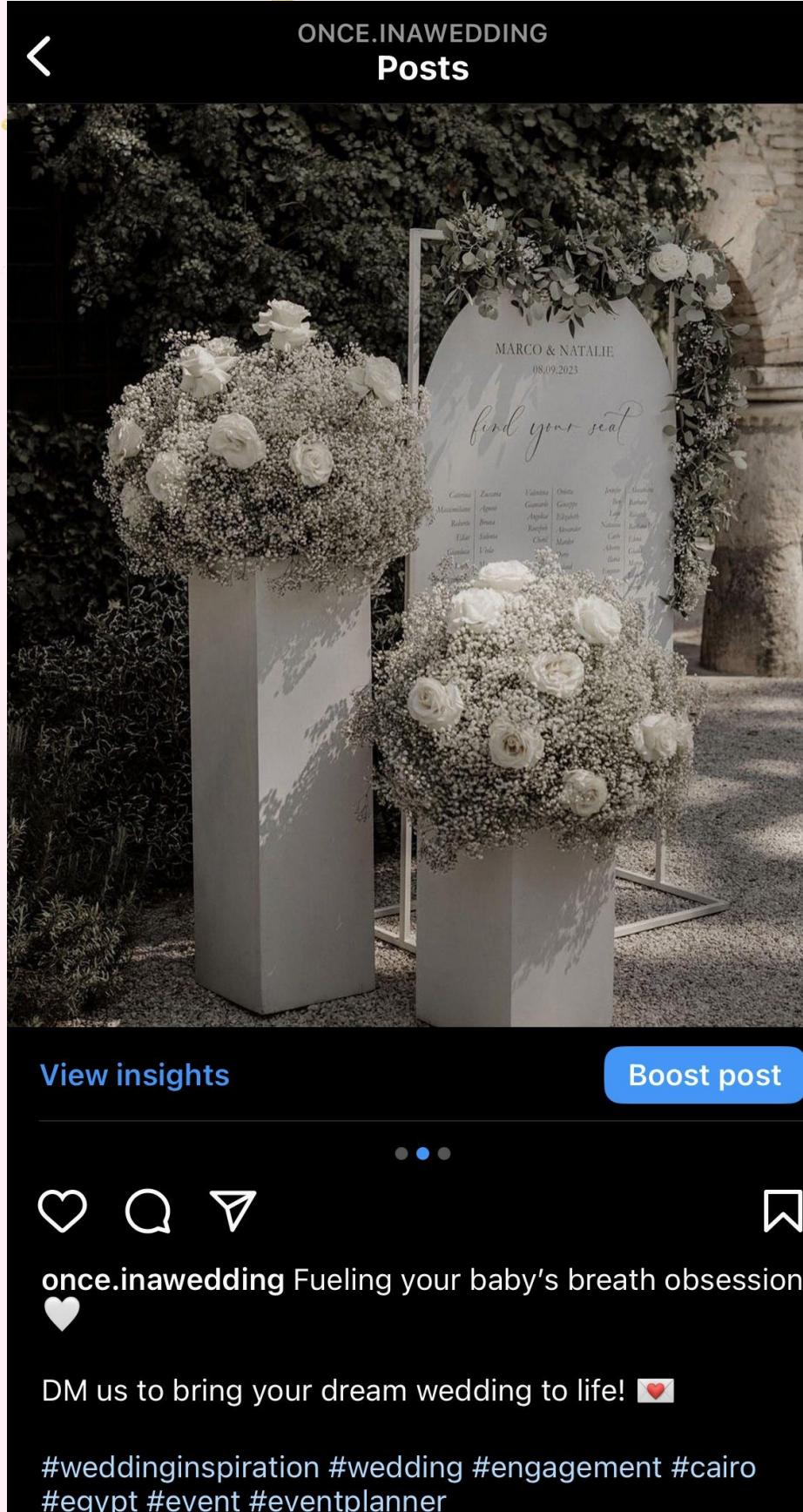
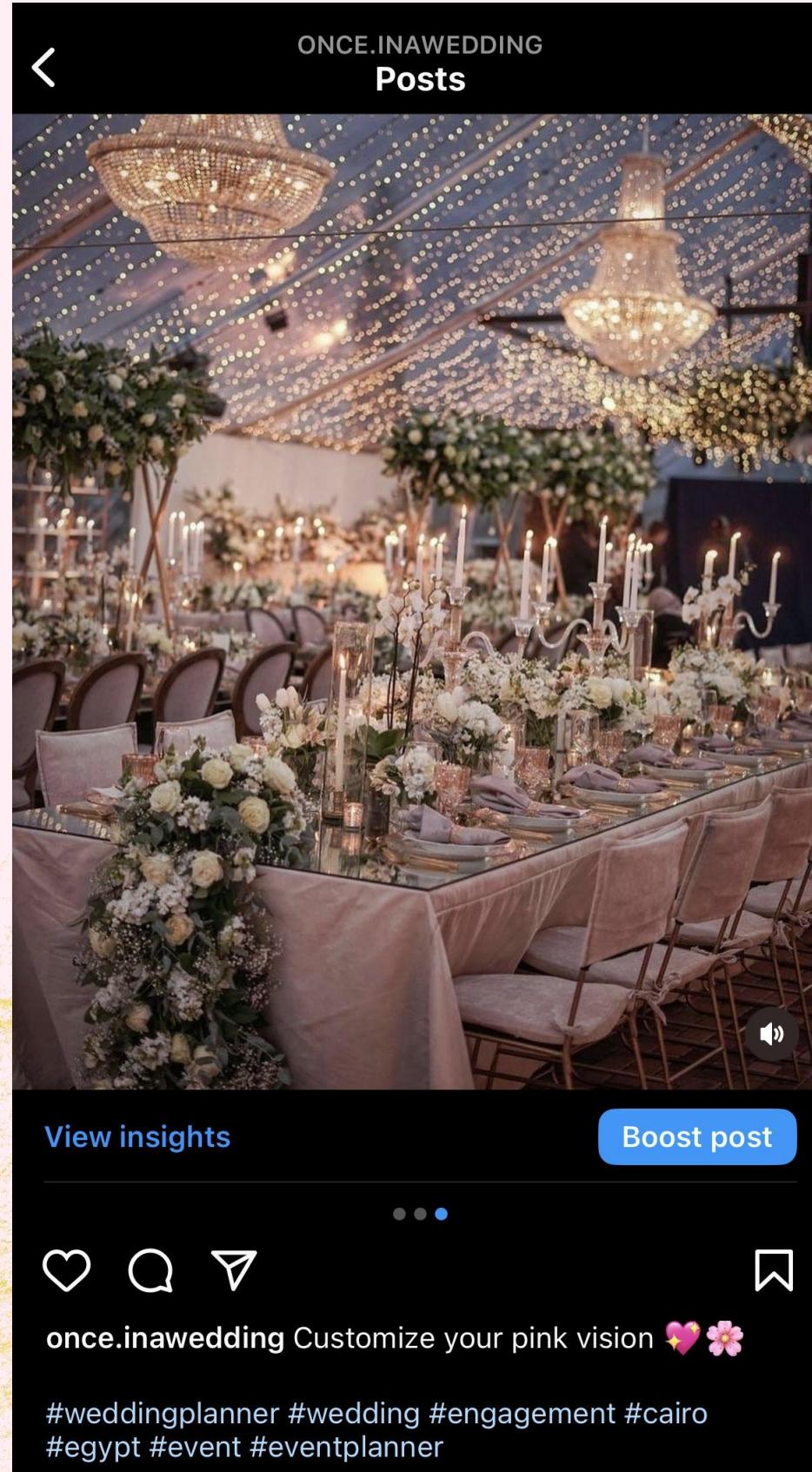
Joe & Olivia
TOGETHER WITH THEIR FAMILIES INVITE YOU
TO THEIR WEDDING CELEBRATION
FEBRUARY 17 09.00 AM 2024

Kai & Da
NOVEMBER 20

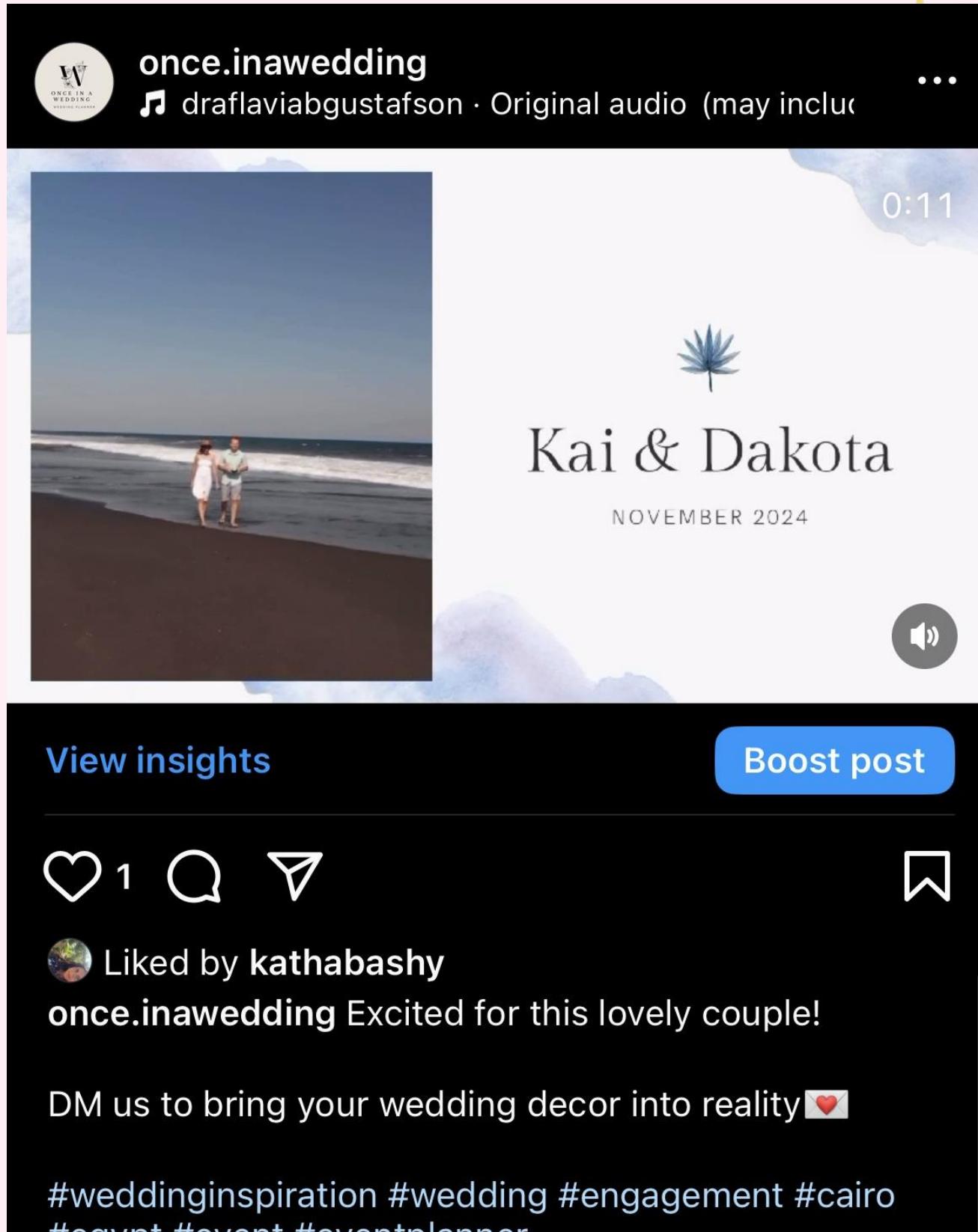
Posts: UGC (User generated content)



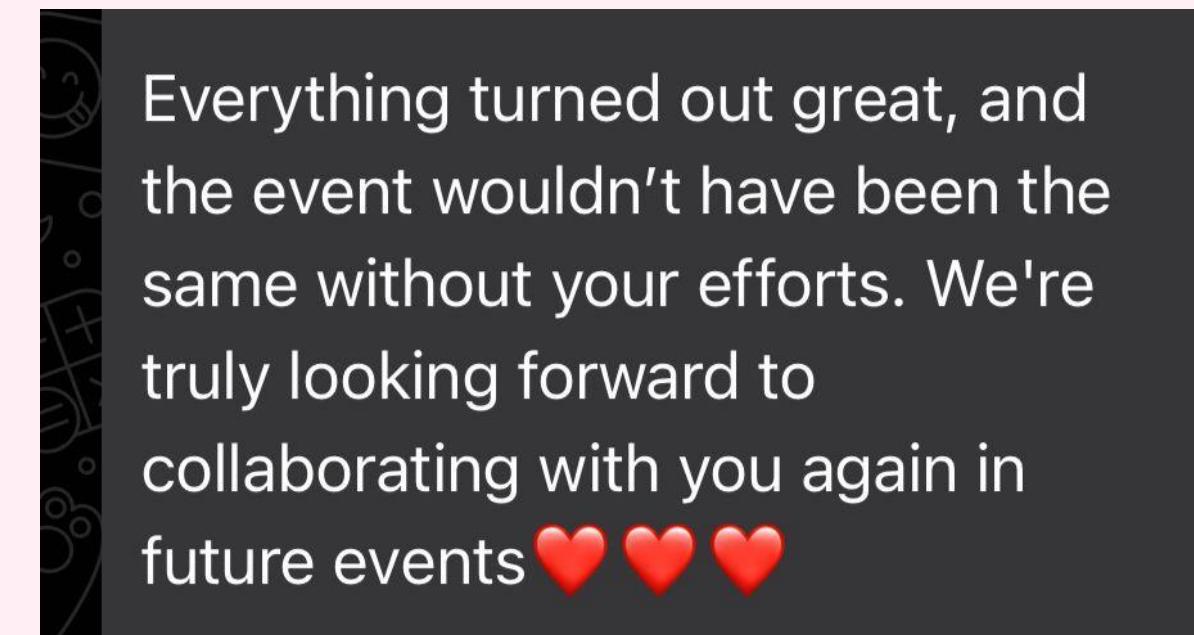
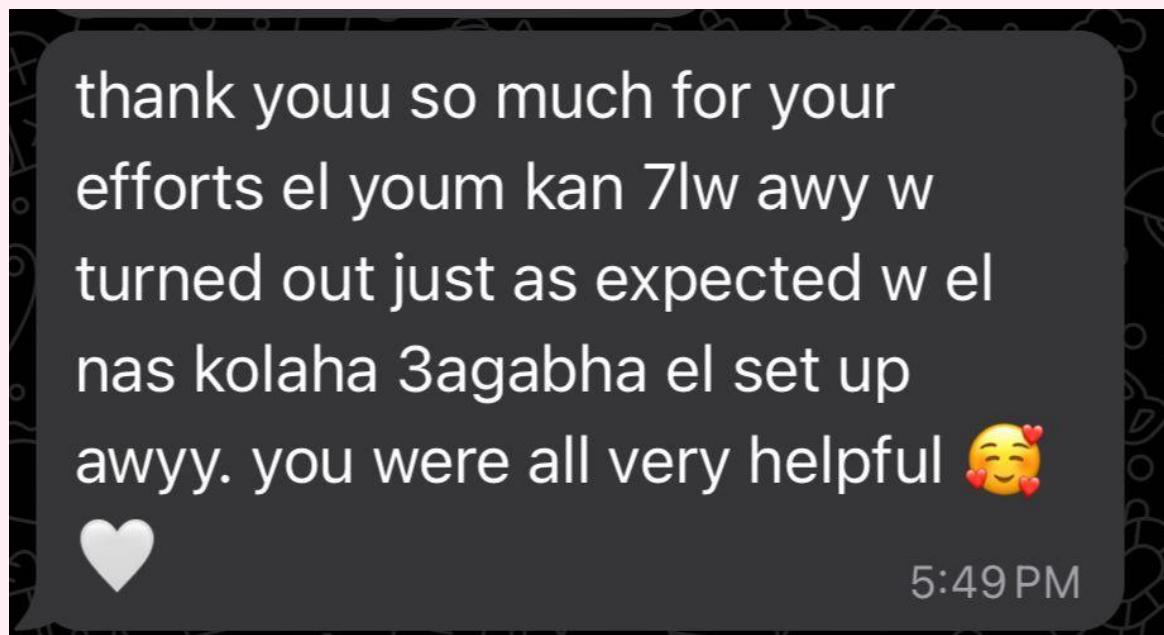
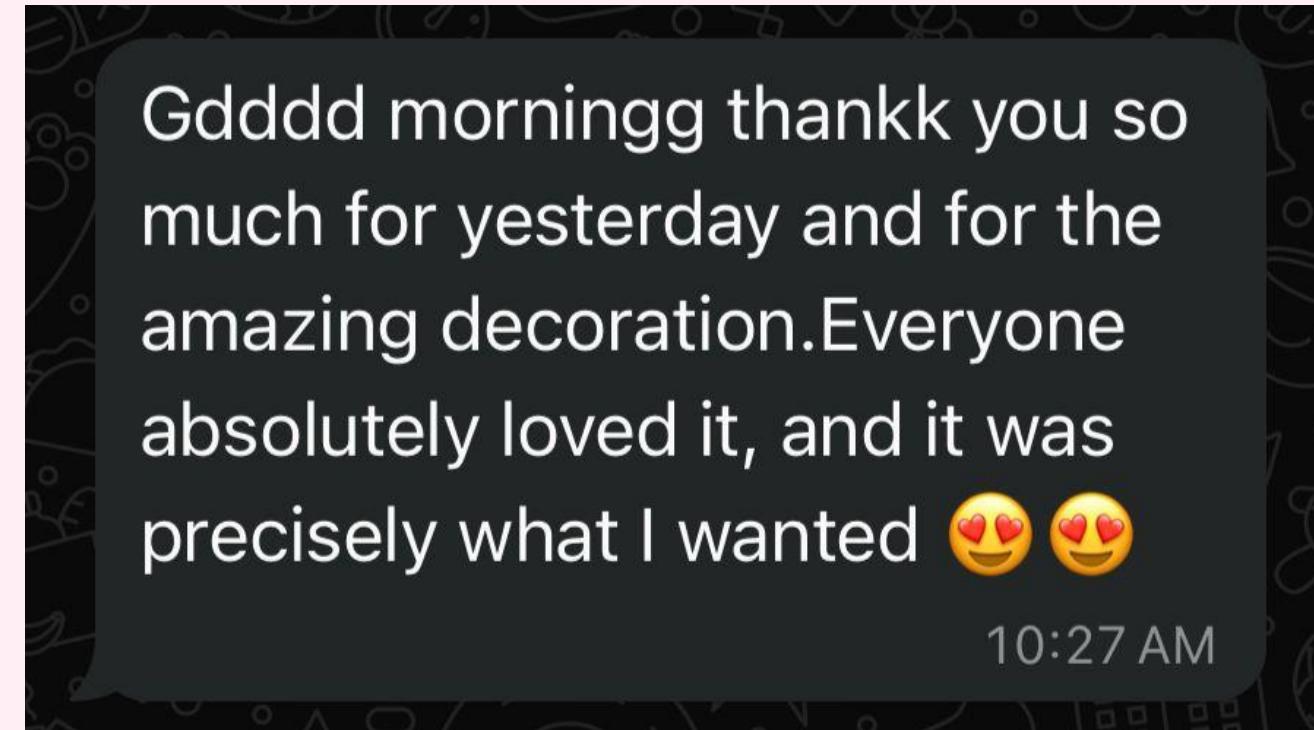
Posts: mood-boards



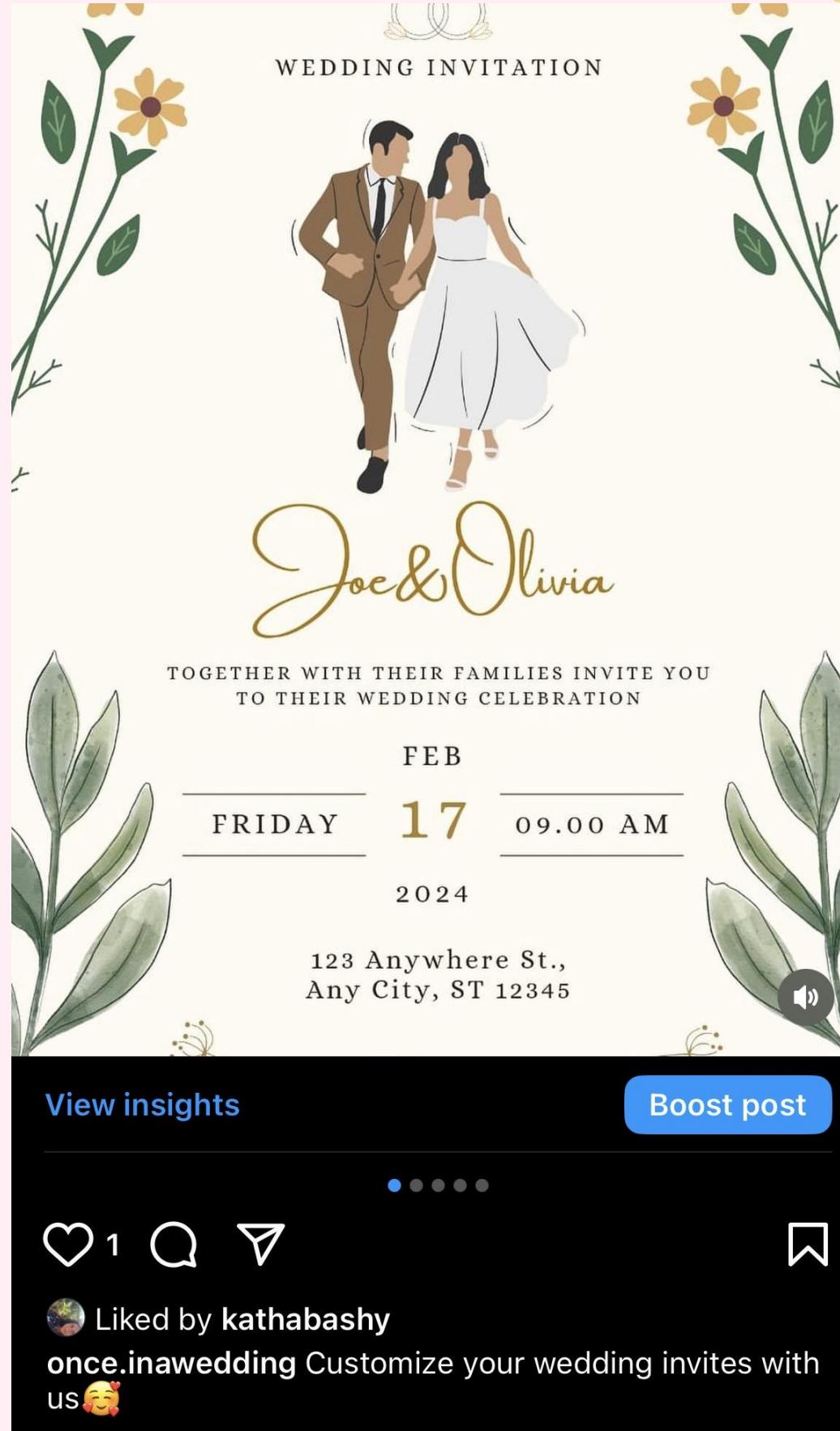
Posts: reels (teaser for upcoming events)



Testimonials



Posts: wedding invitation service



Competitors Ads analysis

RanaX Aly 🌟
Wedding planner : @dreamy.weddings_
Photogrpher : @eslamaref_
Video : @hera.films.eg
Makeup : @aya_elbatt
Hairdresser: @mostafa_tantawy.1
Dj : @djnehadtelbany...



INSTAGRAM

Send Messa...



INSTAGRAM

Send Messa...

"Dreamy" 🌟
When love , intimacy & simplicity meets elegance !
Check our latest wedding setup
Photographer @hamzaweddings
Makeup @glam.byeman
Hairstylist @hemajoe_hairstylist
Light system @creations.std...



INSTAGRAM

Visit Instagr...



INSTAGRAM

Visit Instagr...

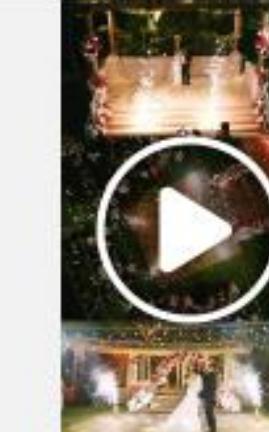


INSTAGRAM

"Jardin Rosé" 🌸

1.00

We plan for your event from scratch , We Create Happiness 🌟
DM us for reservations or WhatsApp us on 01095269540



INSTAGRAM.COM

Rim Hécham Events Planner

Visit Instagr...

Ads

< Insights

Post Ad

Ad overview ⓘ

Reach	1,612
Goal	
Messaging conversations started	43

Reach ⓘ

1,612
Accounts Centre accounts reached

Impressions	3,020
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Profile activity ⓘ

Profile visits	254
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Ad ⓘ

< Insights

Post Ad

Ad ⓘ

43
Messaging conversations started

Cost per messaging conversation started EGP9.98

Ad details

Status	Completed
Spend	EGP429.00 of EGP429.00
Duration	3 days
Audience	People you choose through targeting

Gender



Ad audience

Top Locations



Age Range



KPI's for October 2024 - October 2025

Here are KPIs for SMART objectives:

- 1.Book 100 clients between October 2024 & October 2025:** Track the number of clients booked monthly, aiming for approximately 8-9 clients each month.
- 2.Make 1 million profit between October 2024 & October 2025:** Monitor monthly profit margins and set a target of roughly 8000 profit per month.
- 3.Post twice a week on Instagram & Facebook:** Measure the frequency of posts weekly, ensuring at least 2 posts each week.
- 4.Gain 50,000 followers between October 2024 & October 2025 on Instagram:** Track weekly follower growth, aiming for about 960 new followers each week.
- 5.Hire a content creator by the end of October:** Set a timeline for the hiring process, with specific milestones like job posting, interviews, and selection by mid-October.

Recommendations for ads & content to

improve

1. Use Great Photos or Videos: Eye-catching visuals are essential to grab attention and make a strong first impression. They can help convey the atmosphere and quality of your services.
2. Have a Clear Next Step: A straightforward call-to-action, like “Book a Free Consultation,” encourages people to take immediate action and helps turn interest into leads.
3. Target the Right People: Aim your ad at recently engaged couples or people interested in weddings. Reaching the right audience increases the chances of getting inquiries.
4. Show What Makes You Different: Highlight what sets your services apart, like personalized packages or unique themes, to give potential clients a reason to choose you over competitors.



Thank You