



*Wedding*  
CONSULTING AGENCY



HULT  
INTERNATIONAL  
BUSINESS SCHOOL

# *Our Team*



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# *Our Agenda*

## 1. FINAL CLIENT PROPOSAL

- Vision board interpretation, including wedding theme
- Wedding options with respect to wedding size and budget level.
- Our recommendation on which wedding option to choose, including its cost breakdown.
- Our top two insights in regards to the cost of a wedding.

## 2. REFLECTION QUESTIONS

- Client Satisfaction
- Cost breakdown and estimation
- Improvements for next clients



#9CA28C

#C8D2B9

#B69880

#DEC2AB

*Vision  
Board*

# *Natural and Forest Theme*

EARTHY COLOR SCHEME BASED OUR VISION BOARD



#9CA2BC

RGB 154, 162, 140



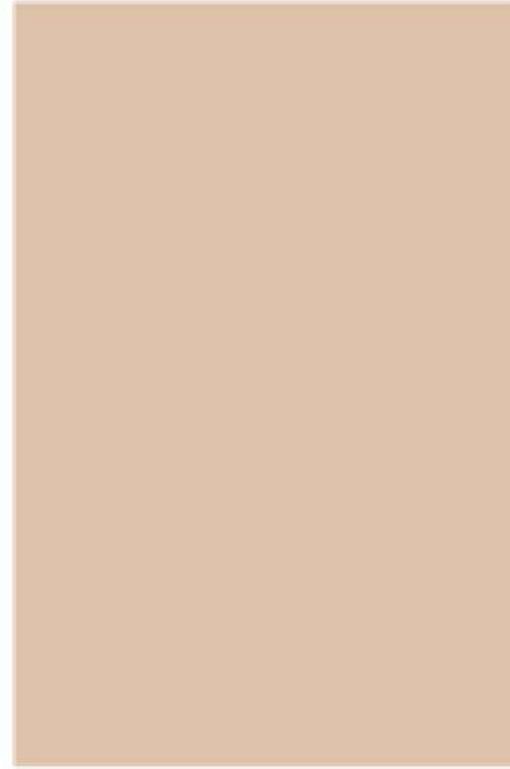
#C8D2B9

RGB 205, 210, 185



#B69880

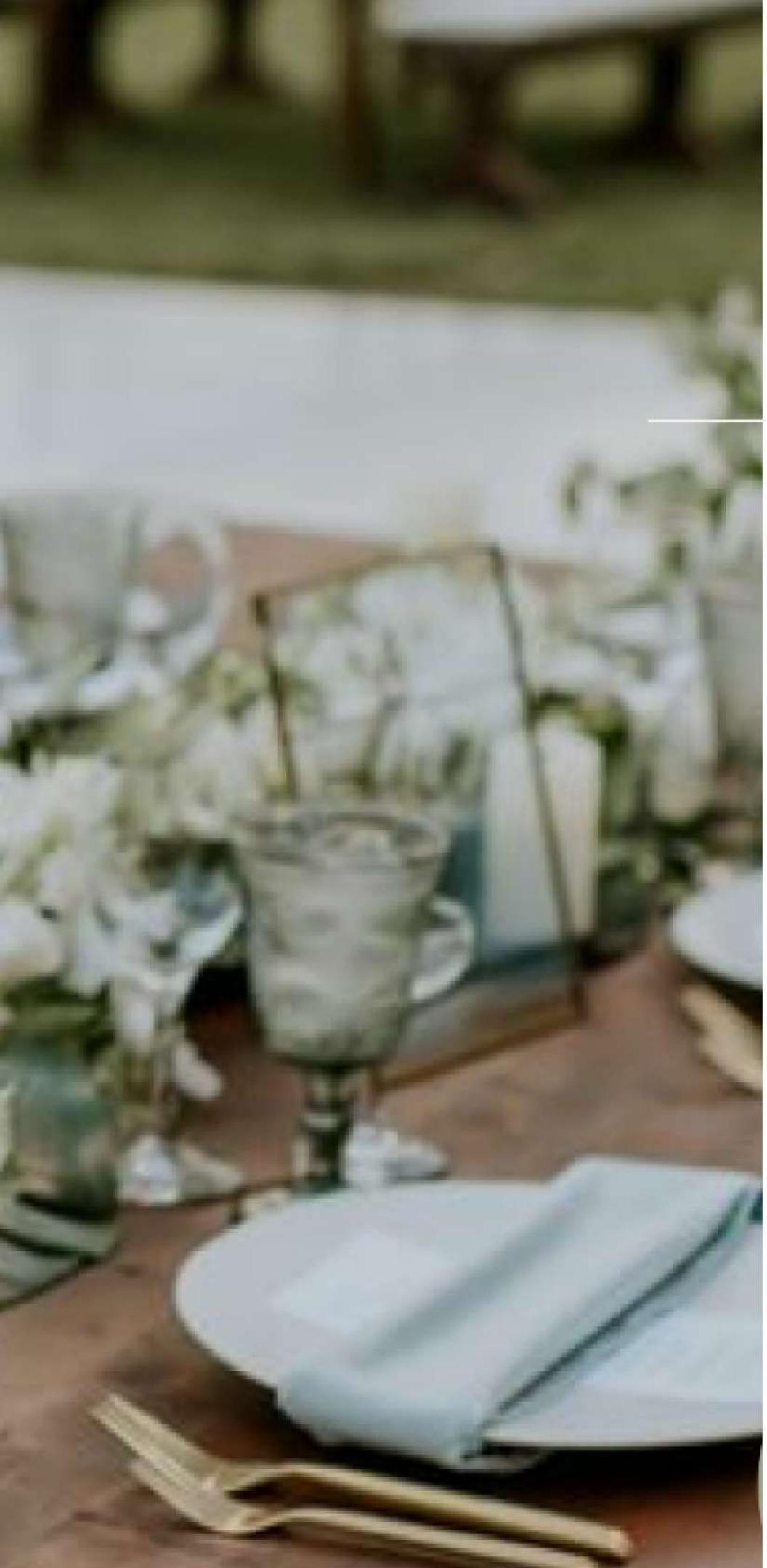
RGB 182, 152, 128



#DEC2AB

RGB 222, 194, 171

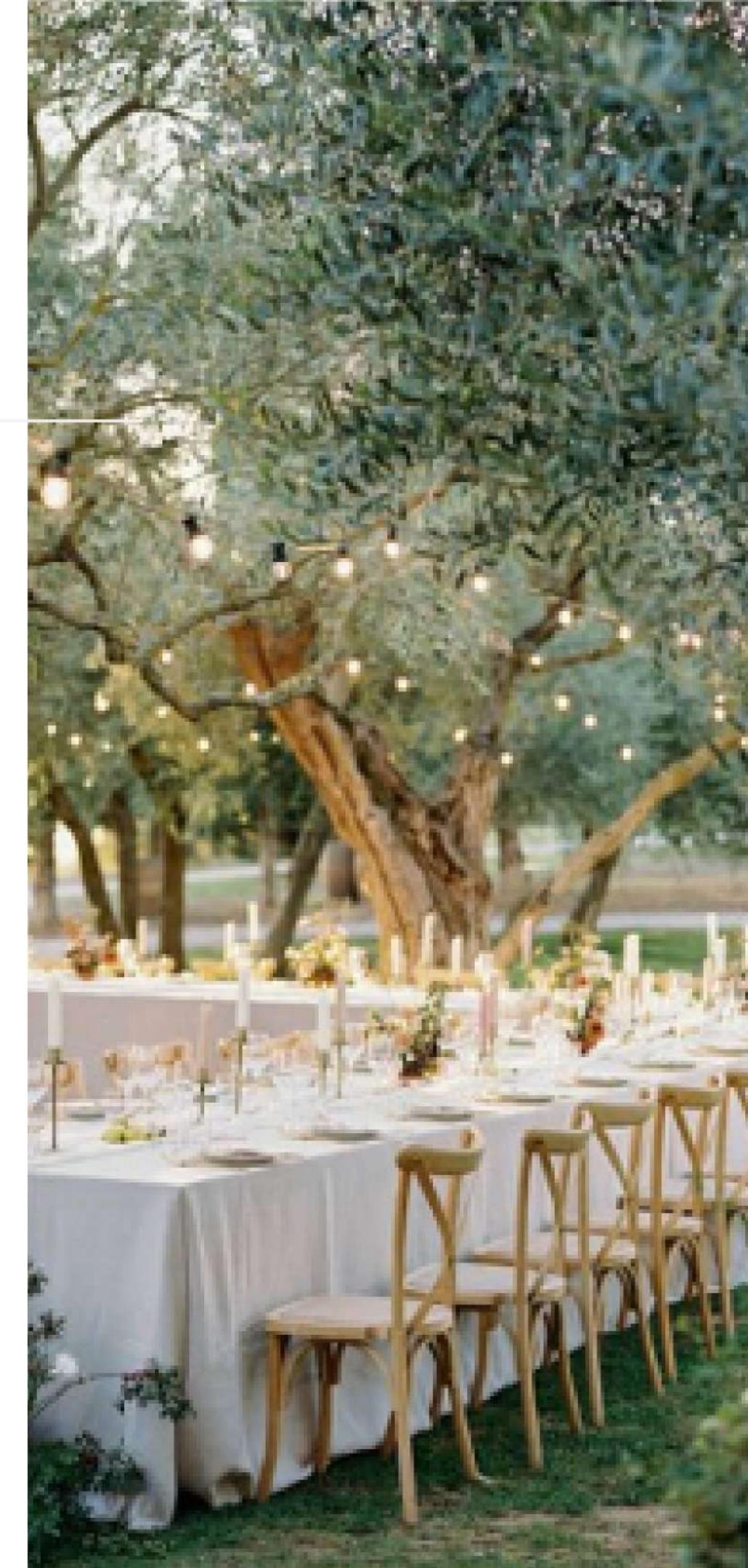
TEAM 12



## *Where the magic happens*

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- Outdoor scene, possibly in a forest or garden venue.
- Wood tables and chairs, ethically sourced white and ivory flowers, green plants as décor.
- Rentals for tables, chairs, lights, candles, and a tablecloth for the cake table.





# *Delicious Vegetarian Food*

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- Catering focus on a vegetarian and farm-to-table menu.
- Consideration of vegan options in bakeries with a minimalistic cake design.

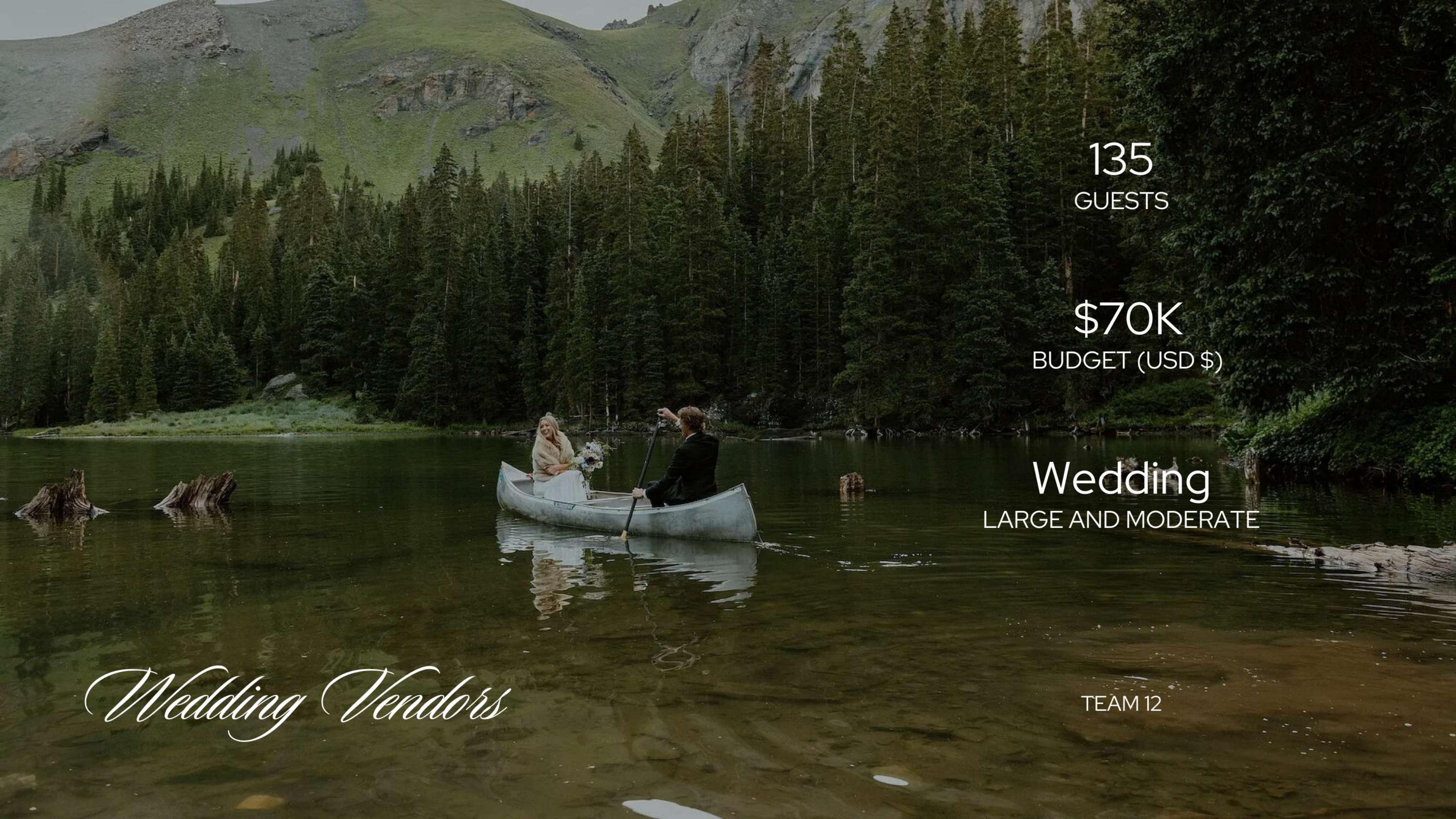
TEAM 12



TEAM 12

## *A memento for life*

- Preference for sustainable vendors, especially for invitations.
- Considering a relaxed and natural look for the bride and groom. Considering the wedding dress and the groom's tuxedo.
- Desire to capture the feeling of the wedding with photos and videos, resembling a photo album/home movie at a grandma's house.

A photograph of a couple in a small blue canoe on a calm lake. The woman, wearing a white wedding dress, sits on the left holding a bouquet of flowers. The man, in a dark suit, sits on the right, holding a paddle. They are positioned in front of a dense forest of tall evergreen trees and a rocky mountain slope. The water is a deep greenish-blue.

135  
GUESTS

\$70K  
BUDGET (USD \$)

Wedding  
LARGE AND MODERATE

*Wedding Vendors*

TEAM 12

# Own Proposal



- Delighting palates with over 30 years of expertise in custom cakes, where Karen Del Bonta's passion for pastry artistry enhances your special day with elegance and flavor



- Ensuring a lively and memorable wedding with top-notch DJ services.
- **Accolade:** Highly rated for wedding entertainment.



- Crafting exquisite wedding bands that symbolize your eternal bond.
- **Accolade:** Celebrated for exceptional craftsmanship.



- Artistic floral designs from bouquets to centerpieces, enhancing the wedding's color and theme.
- **Accolade:** Praised for innovative and eco-friendly designs.



- Preferred for their affordable price range in the area as well as comprehensive and stylish rental options that transform spaces into elegant settings.
- **Accolade:** Known for exceptional quality and variety.



- Their proven track record in providing seamless and meticulous event coordination ensures a worry-free celebration..



- Provides a diverse collection of designer bridal dresses, ensuring every bride finds a gown that aligns with her wedding vision.
- **Accolade:** A favorite among brides for exclusive collections.



**MAKEUP X MICHELLE**

- Offers natural makeup and hairstyles, with a price range tailored for elegance and affordability, ensuring the bride looks her best.



**adelineandgracephoto**



- Gourmet catering with a flair, featuring fresh, seasonal ingredients tailored to each wedding.

**Calligraphy by Raoul**

- Offers elegant, handcrafted calligraphy services (invitations), adding a personalized and sophisticated touch to wedding stationery.



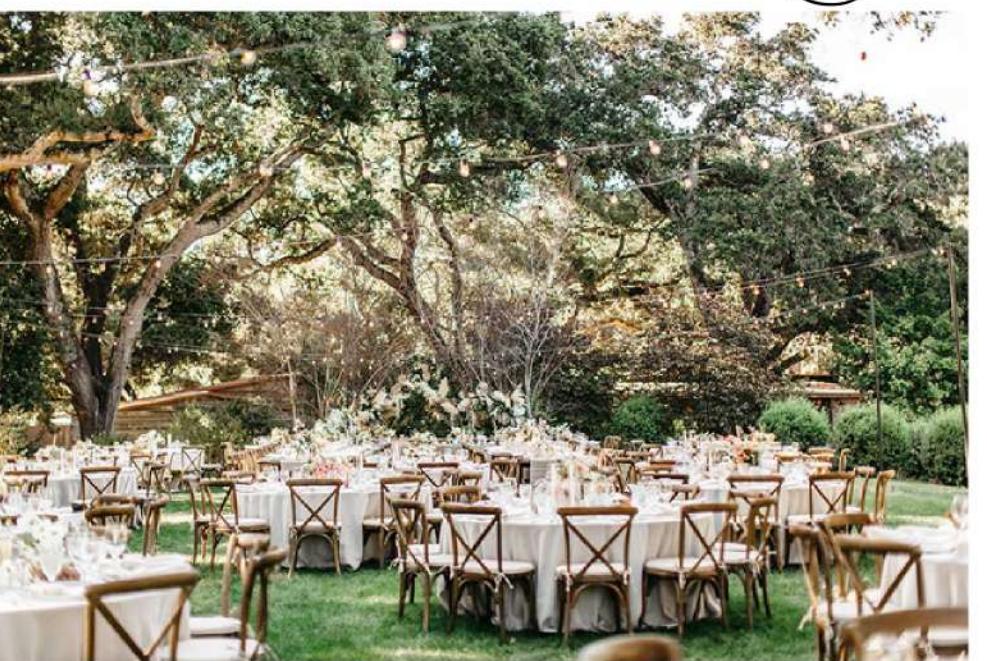
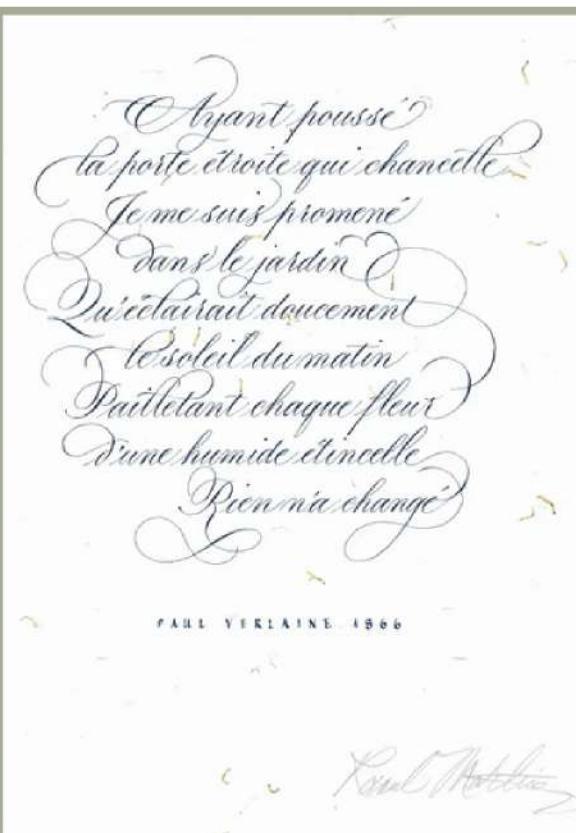
**STEMPLE CREEK RANCH®**

- Provides a stunning outdoor garden venue, a natural backdrop for a picturesque wedding, accommodating a large guest list with competitive per person pricing.
- **Accolade:** Highly rated for wedding Accolade: Awarded for outstanding natural beauty and services..



- Among competitors, her attention to capturing the essence of each moment stands out, making her the ideal choice for wedding photography.

# Our Vision Board



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# Wedding Options

## Budget Allocation



**Catering service** priced per person for food stations

**Total Cost: \$11,475** (\$85 per person)



**Wedding cakes** with butter cream frosting

**Total Cost: \$810** (\$6 per piece)



**DJ services** including consultation, MC, disco ball, and sound/PA system

**Total Cost: \$1,495**



adelineandgracephoto

**Photography package** with high-resolution images, photo albums, and video

**Total Cost: \$5,000**



**Floral services** such as bridal bouquet, reception centerpieces, and ceremony structures

**Total cost for floral services: \$5,760**



**Day-of wedding coordination**

**Total Cost: \$3,800**



**STEMPLE CREEK RANCH®**

Outdoor garden **venue rental**

**Total Cost: \$16,000** (or \$118 per person)



**Event rentals** including tables, tents, linens, lighting, and dancefloor

**Total cost for rentals: \$4,620**



MAKEUP X MICHELLE

Natural **makeup and hairstyle** for the bride

**Total Cost: \$135 - \$150**

**Calligraphy by Raoul**

**Calligraphy service** for envelopes and placecards

**Total Cost: \$1.40 per envelope, \$14 for 10 placecards**

**TRUDYS**  
BRIDES | SPECIAL OCCASIONS

The "Other White Dress" by Morilee - Nadira **Wedding Dress**

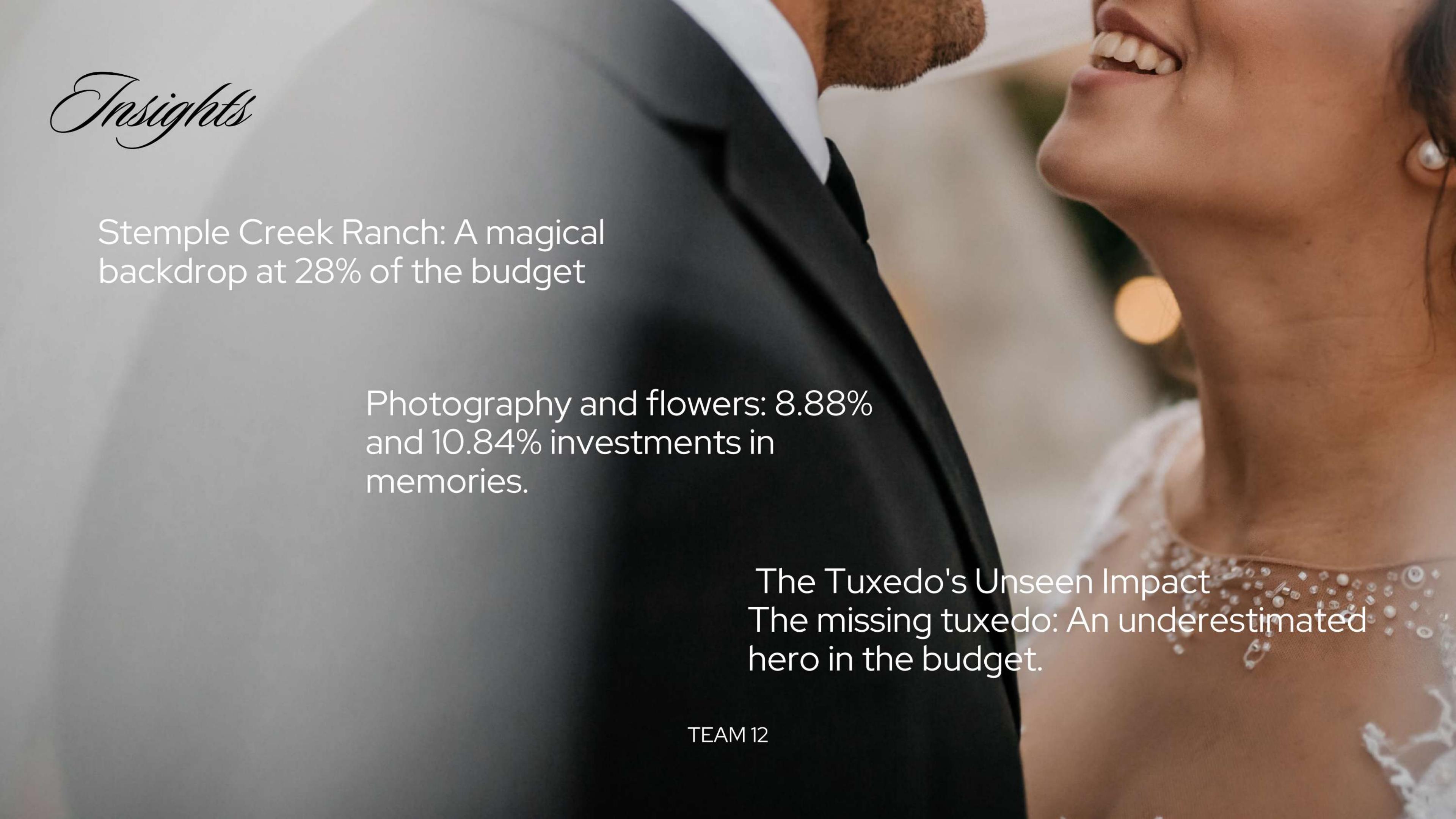
**Total Cost: \$1,200**

**SAUSALITO**  
JEWELERS

Sausalito Jewelers  
Bride's **wedding band**  
**Total Cost: \$1,550**

**Total Cost for Wedding Services: \$56,483.50**

# Insights

A close-up photograph of a bride and groom smiling and laughing together. The bride is wearing a white lace wedding dress and a pearl necklace. The groom is wearing a dark tuxedo. They are outdoors with a blurred background.

Stemple Creek Ranch: A magical backdrop at 28% of the budget

Photography and flowers: 8.88% and 10.84% investments in memories.

The Tuxedo's Unseen Impact  
The missing tuxedo: An underestimated hero in the budget.

# *Reflection*

## **Client Satisfaction and Interpretation:**

Natural and garden-themed wedding based on the client's vision board

## **Estimates vs. Final Cost:**

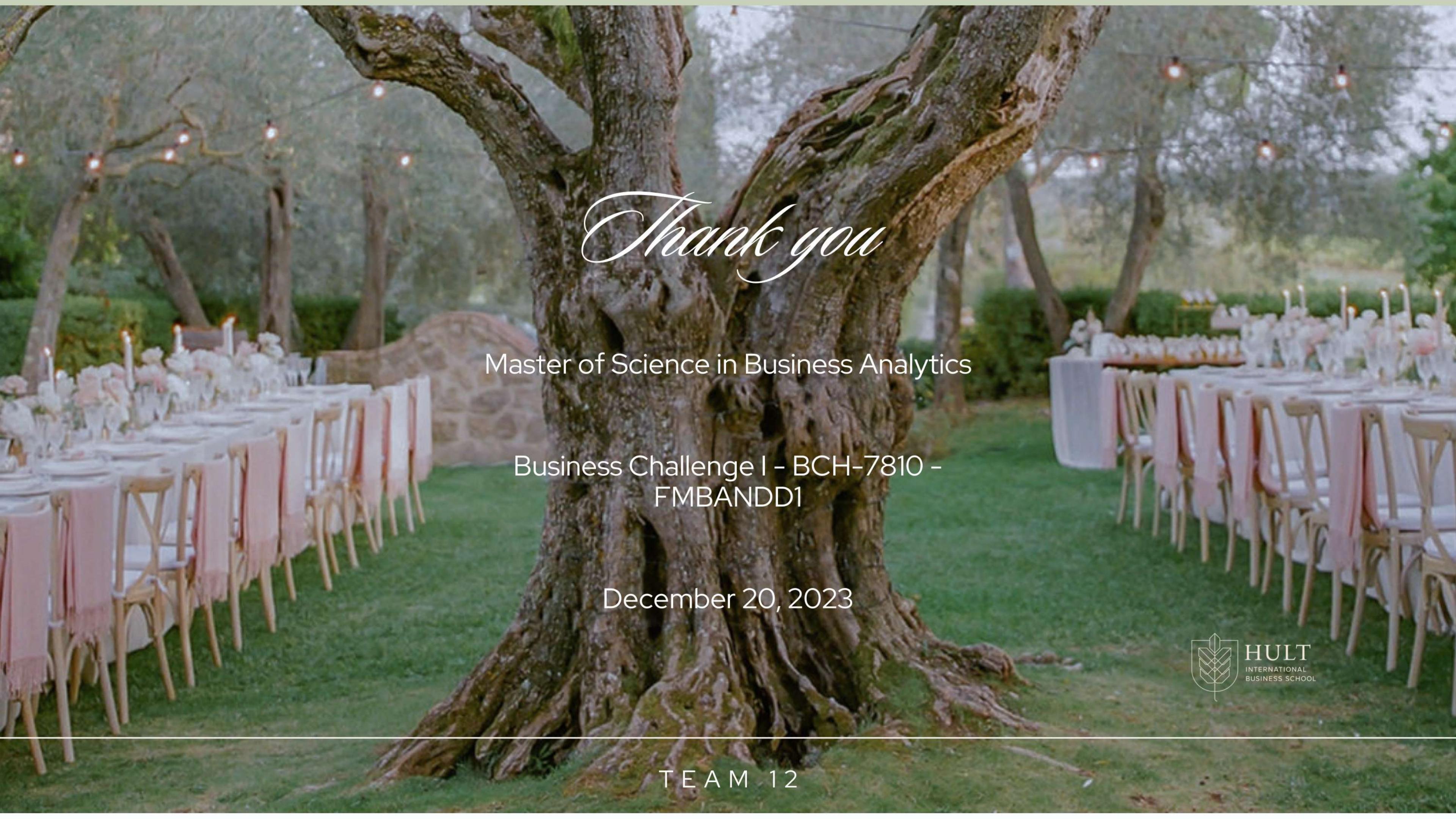
The total estimated cost of these services was \$56,483.50, which was within the client's budget of \$70,000.

## **Process Improvement:**

Regular Check-ins

Digital Collaboration Tools

Vendor Coordination



*Thank you*

Master of Science in Business Analytics

Business Challenge I - BCH-7810 -  
FMBANDD1

December 20, 2023

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# *Resources*

- NOWACK, H. (2023, JULY 21). 25 AMAZING WEDDING THEMES THAT STAND THE TEST OF TIME. THEKNOT.COM. [HTTPS://WWW.THEKNOT.COM/CONTENT/WEDDING-THEME-IDEAS#FOREST-WEDDING-THEME](https://www.theknot.com/content/wedding-theme-ideas#forest-wedding-theme)
- WEDDINGWIRE | FIND VENDORS, READ REVIEWS, GET INSPO & MORE. (2023). WEDDINGWIRE. [HTTPS://WWW.WEDDINGWIRE.COM/](https://www.weddingwire.com/)
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- LEE, H., & MITCHELL, E. (2023, JULY 5). HOW MUCH DO WEDDING FLOWERS COST? BRIDES. [HTTPS://WWW.BRIDES.COM/STORY/HOW-MUCH-DO-WEDDING-FLOWERS-COST-CARMEL-VALLEY](https://www.brides.com/story/how-much-do-wedding-flowers-cost-carmel-valley)
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- RAOUL MARTINEZ CALLIGRAPHY - INVITATIONS - SAN FRANCISCO, CA - WEDDINGWIRE. (2020, JUNE 19). WEDDINGWIRE. [HTTPS://WWW.WEDDINGWIRE.COM/BIZ/RAOUL-MARTINEZ-CALLIGRAPHY-SAN-FRANCISCO/DOE1236F42D00F18.HTML#GALLERY](https://www.weddingwire.com/biz/raoul-martinez-calligraphy-san-francisco/doe1236f42d00f18.html#gallery)
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