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Vision Statement

Wedding Directory was created out of a desire to have all Wedding Industry Business Vendors available in one app. The idea is to connect Businesses and Couples together in one place where couples can search all Wedding Industry Businesses available in the region they are getting married. The app allows Wedding Business Vendors to control their own profile by adding their own pictures and description.

The Couples can register and create a profile where they can search specific Regions for Wedding Businesses and add them to their wish lists. The couples can contact the Wedding Business through the apps messaging service or contact them via telephone. Wedding Directory facilitates growth for Wedding Industry Bussiesses as it provides more publicity and a chance to be discovered by potential Couples wishing to use their services.

"Creating a global Wedding Directory where couples can search and find Wedding Business Vendors in all locations and regions"



The Macro Environment

The Wedding Industry is a growing Industry in Denmark. This is due to cultural influences. Wedding Directory Believes the macro environment is not likely to change drastically and therfore a steady business can be created through the app

Industry Conditions, Market Opportunities

There is a large gap in the Wedding Industry Market when it comes to finding Wedding Businesses. It is difficult to find Wedding INdustry Businesses in specific areas or they are very hard to find. Wedding Directory facilitates the connection between these Businesses and Couples, eliminating the need for Couples to Google, or search on social media. Wedding Directory noticed the need for this app and saw a great marketing opportunity to grow a businees in this industry.

Focus and Purpose

The purpose and Focus of the app is to connect Wedding Indusrty Businesses with Couples. For this the app is broken into two sections, one for Businesses and one for Couples.

The Wedding Business registers their business on the app creating a Business Profile where they can add pictures, upload a description and contact details.

An Interesting Topic

The topic of creating an app for this niche market is interesting as it has such a great potential for growth. The app facilitates this growth and would be a must have for all Couples when planning their big day.

The app would also be essential to any Wedding Industry Business to appear on as it would be an important way for Businesses to establish a connection with a broader market.

Research

Wedding Directory has researched for another app in the Wedding Industry that offers the same service and is yet to find one doing the eaxact same thing. Bryllup.dk dominates the industry in Denmark at the moment but their website offers little in the way of showing what is available to couples unless the Business is one of the larger couples located in Copenhagen. We at Wedding Directory would like to change that and open the market to smaller busineses located all over Denmark.

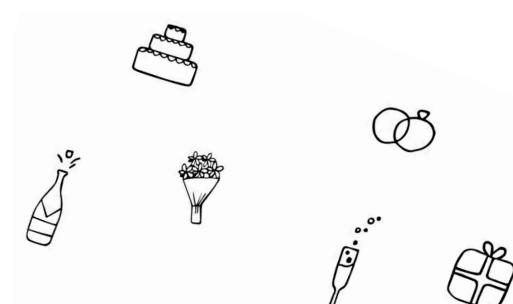
Competitors Website Research

Nobody is doing what we are doing! We are offering a new product set to revolutionise the wedding industry and how businesses and couples interact with eachother.

www.bryllup.dk

The Knot

Lady Mary



Mission Statement

Our app facilitates in creating a direct link between Wedding Industry Business and Couples searching for options.

"Conneting Wedding Industry Businesses with Couples, our ultimate purpose its to aid couples in their decision making for their Wedding Day and to help Businesses generate more business and become more visible to potential clients who are wishing to use their services"

Wedding DIrectory is focusing on Denmark at the moment but has a goal of expanding to the rest of Copenhagen and eventually other parts of the world.

If the organization is successful the app would be an intergral part of the wedding industry allowing businesses and couples to connect no matter their location. It would allow for destination wedding planning to be made easier whilst also helping business on a local scale too.



Values

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If the organization is successful the app would be an intergral part of the wedding industry allowing businesses and couples to connect no matter their location. It would allow for destination wedding planning to be made easier whilst also helping business on a local scale too.

Wedding Directory Values are:

Communication

Communication is essential for Wedding Directory to succeed. As a company we have set values of Respect between management and employees and if a problem occurs to communicate and work it out.

Connecting

We work hard with our Clients with both Businesses and Couples benefiting from using the Wedding Directory App to connect with eachother resulting in growth for Wedding Industries Businesses and Happy Couples using Wedding Directory in planning their big day.

Vision & Mission

The Company vision and mission should be adhered to and kept in mind when considering any decisions involving how the company should grow and develop. We have clear set goals and how to achieve them

The Principles of the Company's Culture are:

Caring

Caring is about the desire to make a positive difference in the lives of Couples searching to find the right Businesses to cater to their wishes

Quality

To offer a Quality product that appeals to both Bussinesses and Couples which they can be sure to reccommend to friends and family. Creating a quality areana where Wedding Industry Businesses can offer the best quality of thir products.

Transparency

We are an honest transparent company which does not descrminate. We open our comany to all Couples and Businesses who wish to use our App.



Target Audiences

Our target audience can be broken in to two categories - Wedding Industry Business and Couples getting Married

Couples

The majority of our users are mostly Danish women between the ages of 27 and 37 years old. Danish women place their education first and have high career aspirations. In Denmark it is rare to meet a girl above 26, who is finished with her education. They think the school system informs them in more worldly views and it is very important for them. It is also one of the main reasons why they do not want to settle down before the age of 30. According to statistics, most marriages occur at the age of 32 in Denmark.

Women in Denmark are very intelligent, highly educated, travel a lot and like to take care of their health and fitness with sports and healthy eating. Everyday biking to school or work is a part of their daily routine. Therefor they are for the most part, skinny, fit figured, strong and au-naturel.

Danish women contribute towards public society and are accorded the same respect that men are given. Danish women acquire an equal measure of consideration and respect. The upside of their liberal attitudes, is that men are not expected to bear the entire financial burden in a relationship. Due to this factor, it is quite normal for a Danish woman to offer to pay for a dinner or a movie on a date. This form of social equality is also seen when asking someone out on a date. It is quite normal that a woman asks a man out in Denmark

Businesses

Wedding Industy Businesses are part of our Target Audience due to them having to register on the app. It is greater exposure for the business and generates more revenue.



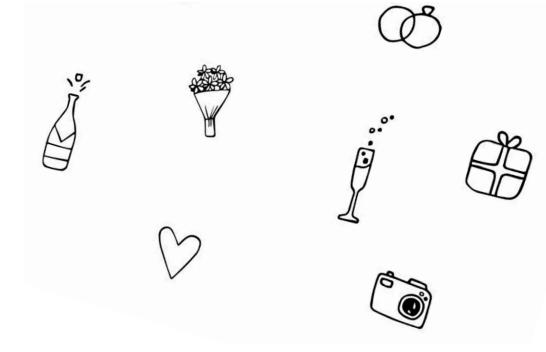
Case Studies

Eida:

27 years old, still studying, good looking, sporty girl. Her world is her future career, but now also a man, who she loves and wants to marry. She doesn't want to have an ordinary wedding, where every flower is a rose and everything is decorated using white and pink. Eida wants something special, with good taste, minimalistic and stylish. But she doesn't have much time to spend on going from store to store and searching for the best fit that adhears to her wishes. That is why she loves our wedding app and orders every item through our site.

Jessa:

35 years old. She finally wants to settle down, start a family and marry the man of her dreams. She is a high earning, well educated, sophisticated Danish woman, who is used to being treated equally as her male counterparts in every situation. She wants to have a perfect and unforgettable wedding, but also wants to go to work as a director of a small business. In her free time she would like to relax and do pleasant activities. Therefor she doesn't have time to search for the best option to have her dream wedding.



Greta:

31 years old, Mom of a 5 year old boy. She takes care of herself quite a lot, so she looks incredible. She also has a full time job, so due to the many activities she is in charge for, she doesn't have much time left to choose the best cake for her and her boyfriends big day. That is why, she has chosen our app to help her with all of these decisions.

Erik:

29 year old guy, who wants to celebrate his big love to his partner by commiting to marriage. Erik is Danish, but his partner is international. Erik has a full-time job, but in his free time he is taking some education courses to be ahead in his business. In his free time, he likes to spend time in the city center with his partner and enjoy a nice day. He is kind of a fashion guy, so he needs to have a very fashionable wedding with the right style. Our app will help him select all items that fit with his ideas of the big day.

Customer Journey & Digital Service Concept

By analyzing the customer journey we have found potentional risks and obsticles, which could appear when using our app. We figured how potentional customers think and what their feelings are. We used this knowledge to make our app really easy to use. e. g. Planning your wedding is already a stressfull period and we want to make this easier, so the app is gonna have a calendar and to do list. The app and our website will be designed in calming colors.

I	BEFORE	DURING	AFTER
ACTIONS	Customer goes to web browser searching good wedding websites that will help them organize their weddings.	 customers finds our web site easily and goes there explore how the websites works choosing products planning: style of the wedding, quests, 	 our app is so interesting that the customer want s/needs to upload it the customer actually use the app the customer to like it and share it
THOUGHTS/ EXPECTATIONS	- make unique wedding - nice place - good memories - everything goes smoothly	 customer want's the best wedding ever big party everyone having a good time love forever easy to make the wedding happen with our website not to forget anything 	 calm feeling after uploading our app planning the wedding is easy customer trusts our company customer knows where to ask if they have any questions

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Short Term Goals

Our main goals is to make wedding planning easier and less stresfull. In Denmark there really is a lack of wedding directories and companies which provide wedding services. We're gonna collect all wedding industry services and products and have it available all in one place. So the goal is to cover this hole in a market in Denamrk. We want to give a chance to smaller companies or even individuals and help them to make their business more visible, so it is a win win.

Long Term Goals

Expanding to other parts of Scandanavia and later maybe even to another parts of Europe. After we have achieved our short-term goals, we would like to keep our place in the market as a sustainale business that Wedding Industry Businesses and Couples alike can use long into the furure when planning their Wedding day.

"START WITH GOOD PEOPLE, LAY OUT THE RULES, COMMUNICATE WITH YOUR EMPLOYEES, MOTIVATE THEM AND REWARD THEM. IF YOU DO ALL THOSE THINGS EFFECTIVELY, YOU CAN'T MISS."

LEE IACOCCA

Lifehack Quotes

Communication Plan

To Contact Clients - Businesses

Wedding Directory offers a special place where Wedding Businesses can sell online wedding products or services. The benefit comes with the same target audience as WD's potential clients. Therefore there is a bigger probability for people planning their weddings to come to Wedding Directory, than to look for each company who sells wedding products or provides wedding services separately.

Special Customer Relationship / Partnership

For Bussinesses, who are the best sellers on Wedding Directory, we offer a special position on the app layout, so customers can see their service/product as one of the first products/services available. The partnership created between WD and The companies would also involve being mentioned in the newsletter and WD's social sites.

Advertising on Client's Websites

Clients could advertise WD on their social media and company website. It ensures that Wedding Directory has a wider audience and visibility for a small cost.

To become Visible for Couples who will Wed

Google – to be displayed in first position when couples are looking for wedding items.

Facebook – set up a FB page, paying advertisement.

Instagram – set up a profile with wedding pictures of WD's clients or with our own pictures with wedding themes, different styles and tips.

Pinterest – Due to search trends of wedding inspiration on Pinterest, we would have a profile there, to increase audience and potential customers.

Events – be part of a wedding festival or organize one to present clients.

Newsletter Subscription – to create a community by subscribing to our newsletter, where there will be inspiring photos, new styles, wedding trends and new companies to order from. Wedding Directory can monitor couple clients and businesses.

App store

Physical Advertisement – Billboards, Magazine Advertisements, Flyers at Events or in Physical Stores.

USP/ESP

USP= Unique Selling Proposition

Marketing consept that explains a pattern among succesful advertising compaigns. Good advertising is to make the customer become brand faithful. Diffirentation is one of the most important strategic and tactical activities in which companies must constantly engage. What makes business unique: personal brand. Strategic intent: What needs are you trying to fulfill for your customer? Is your product different and why?

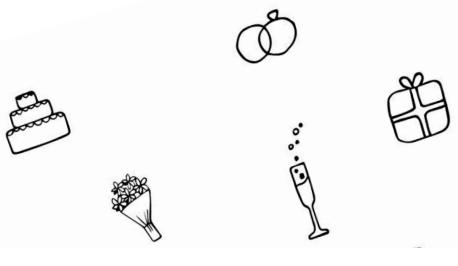
ESP=Emotional Selling Point

Something that makes it different "in mind" the added value differentiates it from other similar products on the market. Your ESP's are your products/service/companies emotional levers that help the prospect to buy. They are the "beneath the service" triggers that creates emotion.

Advertsiing/Selling

Every advertisement has to make a proposition to the customer, words are not enough anymore. Good advertising and selling is based on a unique idea. Company and Brand has to be unique and strong so they will move masses and attract new customers all the time. A good example for a unique business idea is a company called Karst, it's paper but made out of a stone. It is a great idea and something new. It's also environmentally frendly and actually better than paper made out of trees. Here is a text from their website:

"We could kill trees too. But why should we have to? It's possible to make paper without timber and water, without chlorine or acids, without waste, using only a third of the carbon footprint. So we did. Our paper is made of stone. It's smoother, brighter, and more durable than traditional paper. We don't compromise. Neither should you."



Our Company - Wedding Directory

Our business is different than others because in Denmark there is nothing like this (USP). We have created a company/ web platform for weddings but instead of being wedding planners we give power to the customer. We have created a website that has every service for planning a wedding but in same place. Our website has dresses, cars, venues, jewelry, hairdressing, wedding cakes etc..- everything you need to plan your wedding. It works a little bit like Pinterest. Customer can just scroll down the website and like photos. Then the customer can go to a "liked" section and see everything in there and then contact the businesses

From the beginning, we have an original idea (USP), so it alone will attract attention. Of course, our company has to market it through the right channels to gain visibility. These would be wedding magazines, facebook, wedding fairs, Instagram, etc. We also need to make it clear that there is no other service that is similar. In our business we sell feelings of love (ESP) because our business is about weddings and weddings are automatically really emotional. We are focused on the emotional value and we want to sell to the customer a feeling that everything is gonna be just like they have planned for their wedding. But we are also selling a stress free and the best day of your life –kind of day. We must think beyond the rational proposition. The neocortex governs the intellect. To put it another way: we shop with our heart.

Project Kanban Chart

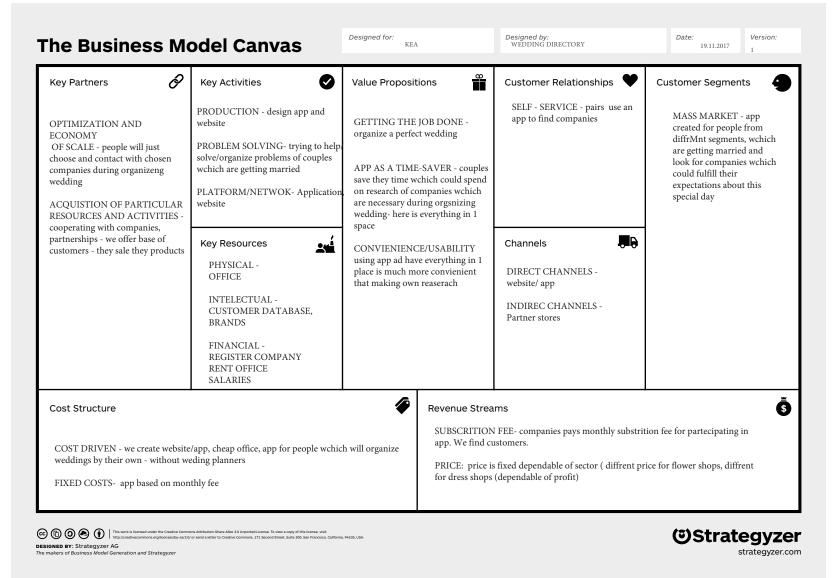


Business Model Game



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Business Model Canvas



Conclusion

Wedding Directory is working towards achieving it's short term goals while keeping it's long term goals in mind. Through creating this report we have gained a greater understanding of what our Company's Mission, Vision and Goals are.

We have also gained a greater understanding of what our Target audience is and how we will market our App.

Trough partaking in The Business Model Game we discovered how we would generate revenue for our business and how we would apply our revenue back into the company.

