



MARKETING PLAN PROPOSAL

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GROUP 6

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Executive Summary

The marketing plan for Pixie Party Planners, a birthday party service in Richardson, Texas, outlines a comprehensive strategy to penetrate the competitive event planning market. The plan begins with an extensive situational and environmental analysis, considering factors such as competitors, economic climate, cultural trends, technological changes, and legal aspects. Pixie Party Planners positions itself uniquely through innovative themes and flexible customization options, offering a customer-centric approach to party planning.

The company's SWOT analysis identifies competitive pricing, new themes, and a customer-focused strategy as key strengths, while acknowledging limitations such as limited resources and brand awareness challenges. Opportunities for growth include service diversification and technological integration, while competition and changing market trends are noted as potential threats.

Marketing objectives include achieving a sales target of \$200,000 through 72 birthday parties, generating new leads, ensuring customer satisfaction, and establishing partnerships with local vendors. The target market consists of families in Richardson with a specific focus on diverse cultural backgrounds and lifestyle preferences. The plan positions Pixie Party Planners as a unique provider of personalized birthday experiences.

The service offerings are divided into three main bundles: Value Plus, Personal Touch, and Adventure Quest, each tailored to different customer needs and budgets. Add-ons and customization options are available for further personalization. The pricing strategy is package-based, with transparent pricing and referral discounts to foster client relationships.

Promotional strategies blend push and pull tactics, utilizing targeted advertising, flyer distribution, strategic partnerships, and active online community engagement. Sales promotions and referral programs are employed to drive bookings and customer loyalty.

The distribution strategy focuses on convenient and attractive venues, collaborations with local businesses, and a strong online presence. A streamlined booking and approval process ensures efficiency and adaptability.

Implementation of the plan is outlined over the year, with monthly themes and strategies for increasing brand awareness, customer engagement, and revenue. The income statement projects a promising financial outlook, with detailed revenue and expense breakdowns supporting the viability of the business plan.

In summary, Pixie Party Planners' marketing plan is a well-structured approach to establishing a distinct presence in the birthday party planning market. It combines innovative services, strategic marketing, and financial planning to capture the target market and achieve business success.

Situation and Environmental Analysis

A situation and environmental analysis comprehensively examines the internal and external factors influencing a company's performance. In this section, we will investigate the elements of competitors, economic factors, cultural trends, the impact of technological changes, political factors, and the natural environment that will impact the success of Pixie Party Planners.

Competitors

In the complex landscape of modern business, imagine a strategic battlefield where companies engage in an intense rivalry, vying for market dominance and survival. This arena is marked by dynamic forces, shifting alliances, and constant innovation – a realm where businesses face challenges akin to a high-stakes chess game. This report delves deep into this strategic contest, exploring the multifaceted competitive forces shaping industries today. The intricacies of rivalry, market saturation, emerging threats, and disruptive innovations will be unravelled. Just as generals strategize their battlefield moves, businesses navigate challenges and opportunities. This exploration will shed light on the art and science of competition in the contemporary business world, offering insights into the tactics that separate industry leaders from the rest.

Competitors will be classified based on the competitive forces as Brand, Product, Generic, and Budget. In this case, competitors were identified in and around Richardson or those who cater to the Richardson market, providing similar services to Pixie Party Planners target market. Social Llama Events (SLE) is a full-service design and production company that comes under Product Competitor, where it competes in the same product class but markets different features, benefits, and prices. SLE offers three packages for themed birthday parties: 'Phone A Friend,' 'Social Chair,' and 'Full Service.' 'Phone a friend' costs the most minor \$500 + cost of items along with a discussion via phone call on the vision. Upon confirmation, things are ready to be collected 48 hours before the start of the event. 'Social Chair' costs \$1500 + 20% of the overall budget; SLE takes care of the design, on-site execution, negotiation, and everything up till the start of the event. Finally, the 'Full Service,' the premium service SLE provides, costs around \$3500 + 20% of the overall budget, covering the complete event without customer involvement. SLE is a premium option with a wide variety of services and experience organizing themed birthday parties in and around Dallas.

Coming to Generic Competitors, MainEvent birthday parties have packages ranging from \$12 per guest to \$30. They solve the exact needs of the customer, however, not in the same space as customized birthday parties. Each package curates different games targeted at toddlers and young teens, with a dedicated party host to run the event. Food is customizable from a bucket of options with unlimited fountain drinks. MainEvent, however, has this service running with certain specifications, like a few packages run between Monday-Thursday or Any day but Saturday.

The final Budget Competitor fitting close to the service provided is the Richardson Gymnasium. This provider takes care of the complete service from invitations, setting up arrangements, having a dedicated party host, and cleaning up. It includes budget pricing with options starting

from \$125 for two staff and <10 children, \$160 for 11-20 children with three teams, and \$185 for 21-30 children with four staff; if the count exceeds 30, they charge \$10 per child. This service, however, is available during specific time slots on Saturdays and does not provide much customization for a birthday party.

Looking at the business's competitors in and around Richardson, clear distinguishability can be seen between the types of competitors with their pricing strategy and operational methodology along with services provided. Pixie Party Planners will position accordingly and take a standby charging for the event as a whole or by count. As a new service provider, the business will have to steal market share by coming in at an attractive price point with pristine customer satisfaction.

Economic Factors

The environmental analysis for a Birthday Party Planning service in Richardson, Texas, indicates a generally favorable economic climate:

In Richardson, Texas, the economic conditions for initiating a Birthday Party Planning service are favorable, as evidenced by the state's Gross State Product (GSP) reaching an outstanding \$1.9 trillion in 2023, with a significant growth rate of 28.6% over the last five years, suggesting a thriving economy conducive to increased consumer spending (*Texas Workforce Commission*). Despite the inflation rate in Texas being slightly higher than the national average (4.6% versus 3.2%), the impact is potentially lessened in Dallas due to the high percentage of skilled workers; 60% of the workforce have a college degree or higher, surpassing the national average (*Dallas Regional Chamber*).

Employment trends further support a positive economic forecast. Dallas's unemployment rate stands at a favorable 3.3%, lower than the national rate, reflecting a robust job market (*Bureau of Labor Statistics*). Texas's employment growth is also notable, leading the nation in job creation with an addition of 391,500 jobs from October 2022 to October 2023, indicative of a dynamic economy beneficial for service-based businesses (*Texas Workforce Commission*).

However, the Consumer Confidence Index (CCI) in the Dallas-Fort Worth metroplex has seen a decline, which could signal a dip in consumer spending (Federal Reserve Bank of Dallas). Yet, the strong employment sector and ongoing regional development may counteract the negative effects of such a decline. Financially, Dallas households have a considerable amount of disposable income, with median incomes providing about \$3,100 monthly after essential expenses, and the lack of state income tax potentially increases discretionary income (U.S. Census Bureau).

Demographically, Texas boasts a substantial portion of the population with higher education degrees (33.8%), alongside a diverse ethnic makeup, offering a broad target market for the Birthday Party Planning service. Despite the modest annual population growth rate in Dallas since 2018 (0.2%), there remains potential for market expansion (ibis world). Collectively, these

economic and demographic elements create a promising backdrop for a Birthday Party Planning service in the area.

In conclusion, the economic factors in Richardson and the broader Dallas area are conducive to the success of a Birthday Party Planning service, with strong indicators like GDP growth, employment rates, and disposable income. However, attention should be given to the declining consumer confidence and the effects of inflation, requiring strategic marketing and pricing to maintain demand for discretionary services.

Cultural/Social Trends

Birthday parties, marking the passage of another year in one's life, hold significant cultural and social importance. The tradition of celebrating birthdays has a long history, with the concept of children's birthdays dating back to 16th-century Germany, known as "kinderfeste" ("[Medium](#)"). In the 20th century, these gatherings were recognized as helping children adjust to the physical and social changes that come with growing older ("[Survey](#)").

These celebrations bring people together, strengthening social bonds and fostering a sense of community. They are rich with customs and traditions that reflect a culture's values, from the food and music chosen to the activities planned. Birthday parties also highlight the importance of individualism, emphasizing personal milestones and self-expression. In modern societies, they often underscore consumerism and the pressure to meet certain celebration standards.

In Richardson, Texas, where a diverse population resides, birthday celebrations vary based on cultural backgrounds. For many families, these gatherings go beyond mere rituals; they embody values of hospitality and community. They often feature elaborate themes, extravagant decorations, and a strong focus on family togetherness. Traditional aspects like making wishes, blowing out candles, cutting the cake, and sharing it with loved ones are commonly practiced. Some view blowing out candles as a symbolic way to ward off evil spirits, while others simply find it fun. Giving and receiving birthday presents also play a vital role. Gifts teach children about generosity, emphasizing the act of giving as more important than the gift itself, especially among low-income families ("[CNN](#)").

In summary, birthday parties play a multifaceted role in shaping social interactions and cultural norms, serving as opportunities for communities to come together, celebrate individual milestones, and pass down important values from one generation to the next.

Impact of Technological Changes

The birthday party planning industry is experiencing significant transformations due to increasing technology integration, bringing about noteworthy impacts on businesses within this domain. These tech trends have multifaceted effects on typical operations:

Digital Marketing and Social Media play a pivotal role in heightened online visibility and engagement. Capitalizing on this impact, businesses are encouraged to utilize social media platforms like Facebook, Instagram, WhatsApp, YouTube, and Pinterest. Tools like Google Ads, Hootsuite, and Canva can assist in creating compelling content and targeted advertisements. Maintaining an active and engaging online presence, including showcasing past events and customer testimonials, is crucial for success.

Implementing Online Booking and Management Systems is another transformative trend, streamlining booking and management processes. Businesses are advised to adopt online booking systems for clients and leverage project management software like Trello and Asana for internal coordination, aiding in managing tasks, deadlines, and vendor relationships efficiently.

E-commerce and Online Payments are shaping a landscape of more accessible and more secure financial transactions. To align with this trend, businesses should ensure that their services accept secure online payments, utilizing platforms like PayPal and Zelle.

Technology-enhanced entertainment is witnessing increased demand, with clients seeking high-tech options. Advisable actions for businesses include providing clients with the latest entertainment technology, such as AR-VR gaming setups, music/light shows, digital photo booths, and QR code digital invitations. Partnerships with local AR/VR/Gaming Arcades, interactive photo booths, and venues offering music/light shows can enhance the business's offerings.

Remote Collaboration Tools are proving to be efficient in coordinating with clients and vendors. Conducting meetings and updates via video conferencing and collaborative online tools like Google Meet and Zoom is especially useful for interactions with clients who cannot meet in person.

The utilization of Analytics and Big Data is impacting decision-making and trend analysis positively. It is crucial for businesses to leverage analytics tools such as Google Analytics to understand market trends and customer preferences. Additionally, securing data storage options like iCloud for Business and Dropbox for Business is recommended.

Staying informed about Emerging Technologies is emphasized, as being aware of new trends is vital for business success. Keeping up with technologies like blockchain for contracts or drones for photography is crucial. Tools like Google Trends, Google Alerts, and Crayon can aid businesses in staying abreast of emerging trends.

Political/Legal Factors

Starting a business is no small venture and there are multiple steps that must be considered and planned carefully for the idea to blossom into a successful one. The first step is, obviously, to come up with a business plan, the next, and one of the most important ones is to choose a legal structure. Each type of legal entity comes with specific requirements and restrictions, and only certain types of corporations may apply to your particular business needs. If help is needed, a corporate attorney or experienced business accountant can offer timely and accurate advice for creating the proper legal structure for your proposed company.

There are other legal issues that must be considered as well like getting your business registration, licenses, and tax identification. Obtaining registration includes getting an Employer Identification number from the IRS, and according to the business location, there will be a need to get any permits, or licenses that are needed like health permits, event planning licenses, etc. There is also a need to create contracts for your services such as terms and conditions, payment arrangements, liability disclaimers, etc. Liability insurance is also needed in case of any accidents or injuries at the event, and it can help cover costs in case of a lawsuit. In case personal information like name and contact details are collected from clients, then the business should comply with data protection regulations like the General Data Protection Regulation (GDPR), the Children's Online Privacy Protection Act (COPPA) if offline services are offered, etc.

If food is going to be served or different equipment like bounce houses is going to be used, then food safety regulations and other safety standards need to be kept in mind. Under the Food Safety Modernization Act enforced by the USDA, more than 20 laws are applied to our food supply and must be strictly followed for everyone's safety at big events, especially those involving children.

As the business will involve interaction and care of children to a certain extent, childcare licensing regulations will also need to be complied with.

Some of the main legal issues that kid's businesses must face these days are related to liability for accidents or injuries, data privacy and security, food handling and safety, event cancellations, and refunds. Legal issues are bound to arise if you need to cancel an event or if the client asks for a refund. Robust contract policies and cancellation terms will help address these in a safe way.

Another important aspect to consider is advertising and marketing to children, as using misleading or unethical marketing practices is liable to be seen as illegal and may lead to a lawsuit. It is also necessary that your events be accessible to individuals with disabilities in compliance with the Americans With Disabilities Act (ADA). Copyright and Trademark protections are also important as protecting your own intellectual property like your business name, logo, event design, etc will prevent others from imitating your name or work.

Natural Environment

Dallas boasts a rich tapestry of neighborhoods that cater to a range of families, especially those with children under 17, encompassing areas such as Richardson, Plano, Frisco, Allen, and McKinney. Data from the U.S. Census Bureau highlights that Dallas is home to 224,191 families with children under this age bracket.

A significant proportion of these families, 70%, are dual-parent households, while single mothers and single fathers head 26% and 4% of families, respectively. This demographic pattern underscores the prevalence of dual-income households within the city.

The economic contribution of these families is considerable, given their role in driving consumer spending, which supports an array of local businesses including childcare services, educational institutions, and retail establishments. The presence of such a substantial number of families with young children underpins a vibrant consumer base, essential for the Dallas economy.

SWOT Analysis

A SWOT analysis is a strategic tool that comprehensively assesses a business' internal strengths and weaknesses, as well as external opportunities and threats. This section will explore each element of the SWOT analysis that will serve as a valuable tool to guide our decision-making, set strategic goals, and position our business for sustainable success and growth in the birthday planning service.

Strengths

- **Competitive Prices:** The birthday party service boasts competitive pricing, offering affordability without compromising on the quality of the experience. This positions the service as an attractive option for a broad range of customers.
- **New themes- innovation:** The ability to offer unique and imaginative birthday party experiences sets the service apart from competitors. Constantly introducing new themes showcases a commitment to innovation, attracting customers seeking a fresh and exciting celebration for their special occasions.
- **Flexibility/Customization:** A key strength lies in the service's flexibility and customization options. Tailoring party offerings to individual preferences ensures a personalized and memorable celebration for each client. This adaptability allows the business to cater to a diverse range of tastes and preferences, making it a go-to choice for a wide customer base.
- **Customer-centric approach:** Pixie Party Planners is committed to a customer-centric approach. This means placing the needs and desires of clients at the forefront of the business. From the initial planning stages to the execution of the event, the focus on

customer satisfaction enhances the overall experience and fosters positive reviews and referrals.

- **Environmental:** The high demand for event management services in the area, particularly in a community like Richardson, presents a significant strength. As people in the region actively seek professional event planning services, the business is well-positioned to capitalize on this demand, ensuring a steady flow of customers and opportunities for growth.

Weaknesses

- **Limited Resources (Manpower, Capital, Technical Expertise):** The business has a limited budget so it will be hard to compete with larger event planning businesses and manpower is also in short supply, as it has only five members, so handling multiple events will be a challenge. As newcomers in the event planning industry, lack of experience is a shortcoming that will need to be addressed. Resources like office equipment, transport facilities, etc. are in minimal quantity.
- **Low Brand awareness. Saturated Market:** Attracting customers will be hard initially, as brand awareness is low, so the business will need to depend on spreading info through word of mouth and referrals. Establishing the business as a brand will take time as a strong marketing strategy will need to be developed first. It may be hard to penetrate the market in such a situation as it is already saturated.
- **No physical location for the birthday party:** This small business specializes in event planning for kid's birthday parties, but on the premise that the event is held at the customer's house. This is a limitation as there are customers/parents who would like it better for the party to be held at some other location. Our competitors have an advantage over us, as some of them provide a physical location to host the parties, instead of the customer's house.

Opportunities

- **Diversification:** Expanding the company's services to include other domains including wedding, corporate events etc.
- **Partnerships:** Collaborate with local businesses related but not direct competitors like bakeries, supplies and entertainment locations like Adventure Land, MainEvent.
- **Technology Integration:** Leverage to enhance customer engagement through virtual invitations and efficient marketing strategies, expanding the reach of the service.

Threats

- **Competition:** Saturated market might be difficult to handle with competitors offering multiple locations and diverse pricing.

- **Changing Trends of Market:** Exposure to shifts in consumer preferences and party trends, requiring adaptability to stay relevant.
- **Seasonal Challenges:** Risks associated with external environmental factors, such as adverse weather conditions, affecting outdoor events or environmental crises impacting overall party planning.
- **Partnerships:** While collaborating with local businesses, their inefficiencies may impact our service as they are not in our control.

Marketing Objectives

The following section outlines the seven key marketing objectives for Pixie Party Planners that will drive our efforts toward achieving our organizational goals.

- 1. Sales Target of \$200,000 through organizing 72 Birthday parties throughout the year.**
- 2. Generate 100 new leads every quarter through all marketing channels by monitoring engagement through online and offline marketing efforts.**
- 3. Aim to collect positive testimonials from at least 50% of our customer base within the first six months.**
- 4. Create awareness amongst families in Richardson, Texas.**
- 5. Ensure customer retention by establishing a solid customer base.**
- 6. Collaborate and establish partnerships with at least three local vendors or businesses within the first quarter.**
- 7. Generate 100 new leads every quarter through all marketing channels by monitoring engagement through online and offline marketing efforts.**

Target Markets

The company has strategically selected families residing in Richardson, Dallas, TX with children below the age of 18 as its target market for several compelling reasons. Primarily, parents are the key planners for their children's parties, and given the higher-than-average per capita and median household incomes in Richardson (*Census Reporter*), these families are likely to have the disposable income necessary for such services. The smaller average household size suggests that parents may be more inclined to invest in their child's birthday celebrations, focusing on creating memorable experiences. (*Census Reporter*)

The psychographic profile of this target market aligns well with the company's service offerings.

Values and Beliefs:

The prevalent family-oriented values, emphasis on quality family time, and the importance of celebrating milestones resonate across the major ethnic groups in the area — Hispanic, White, and Black — all of which are known for their deep-rooted family traditions (*www.ehow.com*). These three ethnic groups account for a majority of our target market.

Lifestyle Preferences:

Lifestyle preferences for convenience and efficiency, particularly among working parents, underscore the demand for full-service party planning that alleviates the burden of organizing such events.

Social Status:

The significance of social status within these communities also presents an opportunity for the company to leverage referral programs, tapping into the same social circles through referral programs for new business.

Media Consumption Patterns:

Children from the age of 13, engage extensively on social media platforms like YouTube, Instagram, and Pinterest. This heightened online presence establishes a precedent for uniquely themed birthday celebrations among children. The resulting demand for specialized event coordination, coupled with the challenges of busy parental schedules, positions our party planning service as the ideal solution. Pixie Party Planners offer a budget-friendly option that not only meets but exceeds children's expectations, sparing parents the hassle of coordinating the perfect celebration.

Why Richardson?

Richardson is selected due to its numerous schools and its reputation as a safe neighborhood, which is appealing to families with children. The community's well-educated and relatively affluent background suggests a market that is likely to invest in quality experiences for family celebrations.

Ethnic and Cultural Preferences:

Since the following ethnic groups make up a huge portion of the company's target market, preferences have been analyzed when it comes to their children's birthday party.

Hispanic Traditions:

Hispanic families in America often blend traditional Latin cultural elements with American customs in their birthday celebrations. Parties may feature an array of foods from traditional Latin dishes like tamales and paella to American picnic foods like hot dogs and hamburgers.

Activities commonly include games like pin the tail on the donkey and culminate in the iconic piñata. Decorations are vibrant, with fresh flowers and colorful paper crafts. A significant milestone is the quinceañera, celebrated when a girl turns 15, marking her transition into young adulthood with elaborate festivities. (www.ehow.com)

White American Traditions:

For White American families, the birthday traditions might include theme-based parties, special birthday cakes, and the singing of the "Happy Birthday" song. Decorations may vary widely from minimalistic to themed settings, often involving balloons and streamers. Milestone birthdays like the 1st, 16th (especially noted as 'sweet sixteen'), and 21st birthdays are often celebrated with greater fanfare.

Black American Traditions:

Black American birthday parties often incorporate a mix of cultural traditions with modern American trends. Celebrations may include large family gatherings with music, dance, and a special emphasis on communal foods. Milestone birthdays such as the 1st, 16th, 18th, and 21st are typically celebrated with larger gatherings and more elaborate parties.

Asian American Traditions:

Asian American birthday parties may incorporate specific cultural customs depending on the family's country of origin. Common decorations might include lucky colors like red and gold, and activities could have educational or prosperity-themed games. Milestone ages in many Asian cultures include the 1st and 100th birthdays, with grand celebrations known as the 'first moon' and 'century' celebrations, respectively.

After considering the above-mentioned factors, this target market i.e., Families in Richardson, Tx fits as an ideal audience for Pixie Party Planners service.

Positioning

The tagline of Pixie Party Planners is "Because Every Birthday should be as unique as you are". The mission statement of Pixie Party Planners is "Our wish to design and execute exceptional birthday parties that capture the crux of our client's dreams. Our mission is to transform dreams into reality, crafting moments that will be cherished for a lifetime.". The key differentiators that separate the business from its competitors are:

Every birthday is as unique as the person celebrating it. The company's party planners work closely with clients to understand their preferences, ensuring a fully customized experience that mirrors their personality, style, and dreams.

From the decorations and theme to catering and activities like games, Pixie Party Planners offers a comprehensive range of customizable options. Clients have more fun when they get to handpick every element of the celebration, creating a truly memorable event.

The team is dedicated to turning your dreams into reality. Whether it's a fairy-tale princess party or a Halloween-themed ghost party, they will do their very best to bring your vision to life.

The team understands that it's the little details that make a big difference. Their meticulous planning and attention to detail guarantee a stress-free experience so that clients can enjoy their big day without worrying about the orchestration. Pixie Party Planners are constantly exploring new ideas to ensure that their client's birthday celebration is not only personalized but also reflects the latest in party trends.

Service

Value Plus Bundle

Pixie Birthday Planning Services offers the Value Plus Bundle, a comprehensive solution for clients seeking both creativity and value in their event planning. This package encompasses a full range of services, from the initial ideation and meticulous execution of the party concept to the provision of custom digital invitations. These invitations are crafted to not only invite but also excite guests about the upcoming event.

The bundle includes bespoke decorations that are specifically tailored to align with the client's chosen theme, effectively transforming the event space. Additionally, clients benefit from Pixie's strategic partnerships with local vendors, availing themselves of exclusive discounts on cakes and an array of birthday gifts. The entertainment provided is varied and includes activities such as DIY projects, indoor movie screenings, magic and fashion shows, ensuring engagement and enjoyment for all attendees.

Pricing Structure: The Value Plus Bundle is offered at a price of \$400, supplemented by an additional 10% of the overall budget. This pricing strategy is designed to ensure the delivery of a high-quality service that also remains economically viable for the client.

Personal Touch Bundle

The Personal Touch Bundle, presented by Pixie Birthday Planning Services, is an embodiment of the company's commitment to delivering personalized and unforgettable events. The service begins with a collaborative process of ideation, where the client's vision is carefully woven into the event's execution plan. The bundle features unique digital and video invitations, each tailored to echo the theme and essence of the event.

Moreover, the decorations are custom designed, ensuring that every aspect of the venue reflects the theme selected by the client. The package also includes exclusive access to discounts on cakes and gifts from Pixie's network of esteemed local partners. A diverse array of

entertainment options is available, ranging from interactive DIY activities to enchanting magic shows, each selected to cater to the preferences and enjoyment of the event's attendees.

Pricing Details: This bundle is priced at \$700, with an additional charge of 15% of the overall budget. This pricing reflects Pixie's dedication to providing a bespoke service that is tailored to each client's individual requirements.

Adventure Quest Bundle

The Adventure Quest Bundle, curated by Pixie Birthday Planning Services, is tailored for clients who seek a blend of excitement and unique experiences in their event planning. This package is distinguished by its focus on creating an adventurous and engaging atmosphere, starting from innovative digital invitations to theme-centric decorations.

Clients choosing this bundle will experience a variety of outdoor gaming activities, including visits to arcade centers, waterparks, and VR gaming studios, each selected to add an element of excitement to the event. An in-house photographer is included to capture and immortalize the memorable moments of the celebration.

Investment Information: The Adventure Quest Bundle is available for \$800, plus an additional 10% of the overall budget. This price point is reflective of the bundle's focus on delivering a dynamic and memorable event experience.

General Add-Ons for All Packages:

- Extra Customized Partyware (\$2 - \$5 per guest): Offer additional customized plates, cups, napkins, and tablecloths matching the party theme.
- Cake Customization and Toppings (\$20 - \$100 (based on complexity)): Provide options for extra cake customization, including special toppings, figures, or edible images.
- Additional Snack and Beverage Options (\$50 - \$200 (depending on selection)): Offer a range of extra snack choices, like a popcorn bar, candy buffet, or a fancy mocktail station for kids.
- Balloon Bouquets and Arches (\$50 - \$200 (depending on size and design)): Include options for extra balloon decorations like themed bouquets, arches, or personalized balloon creations.
- Party Games and Prizes (\$50 - \$150 (depending on the number of games and prizes)): Add more games and activities, with prizes for winners.
- Themed Party Costumes (\$10 - \$30 per costume (rental), \$20 - \$50 (purchase)): Provide rental or purchase options for themed costumes for the birthday child and guests.
- Special Lighting and Sound Effects (\$100 - \$300): Offer additional lighting like disco balls or special sound effects to enhance the party atmosphere.

- Extra Seating and Comforts (\$5 - \$20 per seat): Include options for extra seating arrangements, like themed bean bags or chairs, and comfort amenities like fans or heaters (depending on the weather).
- Customized Music and Entertainment (\$150 - \$500 (for DJ service)): Add a DJ service or a customized playlist tailored to the birthday child's music preferences.
- Guest Transportation Services (\$100 - \$400 (depending on the service type)): Provide transportation services for guests, ensuring everyone arrives and leaves safely.
- Extended Time Slots (\$100 - \$200 per additional hour): Offer the option to extend the party duration beyond the standard time.
- Special Food Requests (\$50 - \$150 (additional to standard food cost)): Cater to special dietary needs or preferences with additional food options like gluten-free, vegan, or allergy-friendly items.
- Interactive Food Stations (\$100 - \$300 (depending on the station type)): Set up interactive food stations like a build-your-own pizza or taco bar, an ice cream sundae station, or a chocolate fountain.
- Craft and Activity Kits (\$10 - \$30 per kit): Provide extra craft and activity kits for additional entertainment, suitable for various age groups.
- Goody Bag Upgrades (\$5 - \$20 per bag): Offer premium goody bag options with additional items or higher-end products.
- On-Demand Photo Booth (\$200 - \$500 (depending on booth type and duration)): Set up a photo booth with props and backdrops for instant photo memories.
- Post-Party Cleaning Services (\$50 - \$150 (depending on the size and condition of the venue)): Offer thorough post-party cleaning services for home-based parties.
- Virtual Party Integration (\$50 - \$150 (depending on the platform and setup complexity)): For distant relatives and friends, provide a virtual party integration service where they can join the celebration online.

Price

Pixie Party Planners will focus on using package-based pricing which would include a base service fee + a percentage of the overall budget (the overall budget being the budget required to buy all the necessary decorative items including things like cake and food). Packages mentioned in the Services section will be priced differently based on the number of and kind of services provided in each package. The first package which is the most affordable one, the **Value Plus Bundle** will be priced between \$400 + 10% of the overall budget. The **Personal Touch Bundle** will be priced between \$700 + 15% of the overall budget. The **Adventure Quest Bundle** will be charged between \$800 + the cost of activities.

Customers will also have the convenience of requesting more items other than what is provided if they wish to. These will be billed as **Add-Ons**, which could include things like extra utensils, decorative items, extra food, pinata, more cake toppings, return gifts, etc. There is also an added option of **Customization**, should the customer want to add something to the package that is not provided, like requesting DIY activities, movies, garden parties, etc.

The buyer will have to pay half of the base service fee upon ordering the package as a deposit, which will be non-refundable, and the rest will be paid after the completion of the event. Clients refer the business to others, and should that person decide to become a client by ordering a package, then both parties will be given a referral discount of 10%-20% which will be valid for 12 months. This will help bring in more clients, as well as establish a sense of community.

Pixie Party Planners will practice a transparent pricing system, which means that all the prices will be listed clearly on the website/blog and any marketing materials like pamphlets. The exact price will also be communicated to the client immediately after the order is given, and should anything be added like customizations and/or add-ons, then the updated price will also be communicated to them.

Promotion

In the pursuit of achieving a revised revenue target of \$200,000 by organizing 72 birthday parties throughout the year (averaging six parties per month), our marketing plan employs a combination of push and pull strategies to ensure a comprehensive and practical approach.

Push Strategies:

Strategic Advertising Investment: The push strategy begins with a strategic allocation of \$25,000 for the year, which is ~12.5% of revenue, to enhance our advertising efforts. This budget will increase visibility in local parenting publications and high-traffic websites. Emphasizing the convenience, expertise, and unique themes offered by our birthday party business, advertisements will highlight the personalized experience and stress-free planning process for parents. This targeted approach helps to capture the audience's attention through channels that resonate with them.

Expanded Flyer Distribution: The plan is to expand flyer distribution efforts to extend reach further. These visually appealing materials will be strategically placed in neighbourhoods, community centers, parks, and toy stores, specifically focusing on areas boasting a high concentration of families with young children. Collaborative efforts with local businesses will facilitate cross-promotion, creating a network that amplifies our presence.

Strategic Partnerships: Identifying and establishing partnerships with complementary local businesses, such as children's clothing or party supply stores, forms a crucial aspect of our push strategy. Through cross-promotion and joint events, the aim is to diversify the company's promotional reach and provide added value to our customers by offering discounts or incentives through these partnerships.

Pull Strategies:

Brand Identity Reinforcement: The company's pull strategies are strengthening our brand identity to attract customers organically. We will invest in professional branding materials, including a distinctive logo, an engaging website design, and visually appealing social media graphics. This cohesive brand image aims to resonate with our target audience and establish a memorable presence in their minds.

Active Engagement in Online Communities: Participating in online forums and parenting groups related to children's activities in Richardson is a core element of our pull strategy. By providing valuable insights expert advice, and encouraging positive reviews and testimonials from satisfied customers, the company seeks to build a community around its brand and establish a reputation as a trusted and knowledgeable resource.

Sales Promotions: The company's sales promotions incentivize bookings and foster customer loyalty. Initiatives include:

- An introductory discount for new customers booking their birthday party with a special offer in January.
- Themed party packages with special deals.
- Early bird discounts for advanced bookings.
- Starting a referral program offering existing customers incentives for bringing in new business.

In conclusion, Pixie Party Planners's holistic approach, integrating push and pull strategies with targeted advertising and enticing sales promotions, positions the birthday party business to achieve the set revenue target of \$200,000 for the year, by continuously evaluating and refining our promotional efforts, they ensure adaptability and alignment with our business goals in the dynamic market landscape.

Place (Distribution)

In Richardson, Texas, Pixie Party Planners strategically positions itself to meet unique customer needs, including home-based celebrations. The business prioritizes selecting centrally located and attractive venues, ensuring convenience for residents in areas such as CityLine Market, Custer Pkwy, etc. The venues are carefully curated to provide the right ambiance for various party themes and sizes, accommodating Richardson's diverse community.

Collaborations with local businesses are central to the business's place strategy. Partnerships with Richardson-based bakeries, florists, farmer's markets, family-owned businesses, and event-related services enhance the overall party experience, contributing to the community and offering customers a seamless planning process.

Embracing the digital age, the business maintains a crucial online presence. A user-friendly website showcases services, available venues, and past events, facilitating informed decisions. Social media engagement further connects the business with the local community and promotes upcoming events.

To address the time-sensitive nature of birthday parties, the business implements a streamlined booking and approval process. Efficient communication channels with venue owners and local authorities expedite approvals, allowing clients to secure preferred dates promptly. Unlike businesses facing lengthy approval processes, this streamlined approach enables quick introductions of new themes and offerings, keeping the business aligned with the latest trends. This agility ensures the services stay in demand, giving the business an edge in the Richardson event planning scene.

Implementation

In the first quarter (January - March), our marketing activities are focused on creating more awareness and acquiring more customers as we are entering a saturated market, we need to dig our pedestal.

1. January (New Year, New way to celebrate your child's birthday):

- a. Distributing flyers by targeting parents dropping off/ picking up their children near local schools during weekdays, parks, and recreational centers like adventure landing dallas, MainEvent along with setting up boards indicating our new business launch.
- b. Setting up social media presence and set up accounts through platforms like Facebook, Google Business, Instagram, TikTok and X.
- c. Starting weekly tradition of visiting Four Seasons Farmers Market at Richardson, establishing partnership with the vendors for future events. ([Four Seasons Market](#))
- d. Running a New year promotion, offering a 24% discount for the first 24 booked birthday parties throughout the year as a launch discount for our business entering into 2024 with a bang.

2. February (Because your child is your forever Valentine):

- a. Creating a social media contest encouraging parents to share photos of their children's cutest Valentine's Day moments. Offering prizes such as free birthday party planning services, or themed party supplies. Entries must mention hashtags #CupidsArrowContest and #PixiePlanners to promote the contest.
- b. Designing a special Valentine's Day party package with discounted pricing which includes themes like "Love is Sweet," "Be My Valentine," or "Cupid's Carnival". Promoting the package through social media, email blasts.
- c. Start buying small ad blogs on Facebook, Instagram and X promoting our contest.

3. March (March Madness)

- a. Host free party planning workshop for parents, to increase involvement and give back to the community.
- b. Introducing spring themed packages, this includes themes like wildflower, unicorn, Saint Patrick's.
- c. Kicking off the bi-annual referral system as part of our introductory offer, "Refer a Friend, win a Free Birthday Consult" between March 1st to September 30th, with winners being announced on June 15th and September 30th will receive a free birthday party consultation, redeemable within one year along with free vouchers redeemable with our partnered businesses.
- d. Continuing Email and social media marketing, along with ad blogs, and bi-weekly distribution of flyers rather than going every week.

4. April (Exclusive for April Babies):

- a. Keeping in mind of the special occasions like Easter, we'll partner with local bakeries for offering bunny theme cupcakes and cookies at a slightly discounted price.
- b. Also offering special touch from us on April fool's day, incorporating prank inspired decorations, themes and surprises for guests.
- c. Starting up with the DIY stalls in birthday parties offered exclusively across the year with different themes. Theme for this month is TIE DYE.
- d. Running a campaign for encouraging ecofriendly birthdays, along with a hashtag #growingupgreen and #greenbirthdayfun, where parents who book our services will get a GoGreen badge with a plant for building a better future together.

5. May (Start of the Summerrr)

- a. Partnering with local celebrities born in May for collaborations to add a unique touch to keep it local and try keeping within Richardson centric.
- b. On Mother's Day, parties booked on that day will receive a postcard and 10% discount.
- c. In mid-May we'll introduce a special Cinco de Mayo theme into May birthday parties which includes Mexican-inspired decorations, food, and drinks.
- d. Sending out customer satisfaction surveys along with getting additional information like number of children per household to start target marketing activities.
- e. Pet themed parties is our special offering, where we will collaborate with the Animal Services department of Richardson where children can play around with animals (of course under supervision) and choose to adopt after completing all formalities.

6. June (Ghosh! How hot is it)

- a. Announcing the first winner of the “Refer a Friend, Win a Free Birthday Consult” program and creating a buzz in social media platforms.
- b. **DIY add on** for this month would be, “Make your own, PIXIE Popsicle!”.
- c. Celebrating Father’s Day, birthdays booked on this day receive a 10% discount.
- d. Starting off the extensive media pull strategy by:
 - i. Featuring the Birthday of the month throwback post on social media pages, starting from May 30th to June 27th on every Thursday.
 - ii. Father’s Day discount promotion with testimonials from father’s sharing their best birthday experience with their children. Along with sharing the best dad joke contest, where joke with most likes gets merchandise and feature on our page.

7. July (The last stretch):

- a. Considering National Ice Cream Day, along with continued social media posts, we are offering a 5% discount on birthdays featuring ice cream themed events such as DIY sundae bar, ice cream cakes etc.
- b. Pull strategies will be implemented with social media revealing Pixie Planners logo in a red-white-blue theme for the 4th of July.
- c. Start posting new modes of digital content through reels, shorts, tiktoks showing behind scenes of a birthday party planning service, cleanup after party, best handmade decorations etc.
- d. Engage followers in sending in best moments over summer to be featured in our summer series, will be given free Pixie Popsicles.

8. August (Back to school!):

- a. Launching **back to school** promotion, where children starting school for the first time and celebrating their birthday with us will receive a flat discount of \$50.
- b. Team will set up stalls at drop off and pick up locations where parents can interact with us for more information and receive free cupcakes. Limited merchandise will also be available to subscribers.
- c. The Adventure Quest bundle will be available at a 5% discounted price as we are dedicating this to our partners Adventure Land and MainEvent.
- d. Share going to school moments, stepping into school for the first-time moments, will be featured on our social media pages to ensure engagement is maintained.

9. September (9th monthiversary celebrations)

- a. **Happy 9-month celebration** is a celebration with all our local partners to felicitate the strong partnership built and the start of our business. Here we will announce the permanent referral program built where each successful referral will amount to 5% and will be stacking for up to 4 referrals equivalent to 20%.
- b. Announcing the final winner for “Refer a Friend, Win a Free Birthday Consult”, inviting to our celebrations and handing them coupons and vouchers along with hampers without partners.
- c. Participate in local fall festivals and other events to increase brands visibility and attract potential customers. Setting up booths while offering our merchandise and other engagement opportunities like spin the wheel.

10. October (October, more like Spooktober):

- a. Incorporating local talents like magicians, singers into the birthday parties for more engagement and fun.
- b. Bringing back the DIY add-ons with haunted houses and pumpkin cravings into our packages.
- c. Collaborating with local costume shops for discounts on costumes for party attendees for our special costume parties.
- d. Run a contest where parents feature their children Halloween moments with a hashtag #pixiebirthdayboo. Contestants will need to tag 2 friends and like our social media posts and tag PPP on their social media to be entered.

11. November (Thankful November)

- a. Collaborating with local businesses to provide Thanksgiving treats or decorations for parties.
- b. Sending out Thanksgiving-themed email newsletters expressing gratitude to customers and offering exclusive discounts for November bookings.
- c. Giving back to the community by organizing workshop for finding best thrifts for decorations and how to organize a budget party.
- d. Childrens Day, is a special day for kids and we will be featuring snapshots of the best moments from all our parties and most liked post would receive a discount in our services.

12. December (Ho! Ho! Ho!)

- a. Collaborating with local toy stores for potential partnerships, providing discounts on party favors or gifts for party attendees.
- b. Launching a holiday season promotion, offering discounts for parties booked in December and January.
- c. Hosting a "Letters to Santa" activity as a DIY add-on, where children can write and send letters to Santa during their party.
- d. Summarizing the year, with a note of thank you for a successful Year 1. Start off a hints of deals and sneak peek into what is there to offer for 2025.

Income Statement with Detailed Financial Projections for the First 12 Months

Pixie Party Planners Income Statement for the period January 1, 2024, to December 31, 2024 (amounts in US Dollars) with detailed financial Projections

Revenue	
Service Revenue	\$221,520
Net Revenue (a)	\$221,520

Expenses	
Cost of Goods Sold (COGS)	
Decoration Supplies	\$31,200
Transportation and Misc	\$9,360
Total COGS	\$40,560
Salaries and Wages	\$40,000
Rent and Lease Expenses	\$12,000
Utility Expenses	\$3,000
Marketing and Advertising	\$24,367
Insurance	\$504
Miscellaneous Expenses	\$1,200
Legal Fee	\$10,000
Net Expenses (b)	\$91,071

Income before Taxes (EBIT) (a-b)	\$130,449
Income Tax Expense (30%)	\$39,134.7
Net Income or Profit	\$91,314.3

Assumptions:

1. Pixie Party Planners, a birthday party start-up service business, offers planning services for birthday parties.
2. The revenue is projected based on an average of 6 parties planned per month.
3. Three levels of party planning services are assumed: Value Plus Bundle, Personal Touch Bundle, and Adventure Quest Bundle, with price points of \$400, \$700, and \$800+\$400 (additional activities), respectively.
4. The proportions of sales for the three packages are assumed to be 30% for Value Plus Bundle, 50% for Personal Touch Bundle, and 20% for Adventure Quest Bundle.
5. The average cost per party is projected to be \$130, including the cost of decorations, materials, and transportation.
6. Employees are assumed to have the necessary skills and experience for efficient party planning.
7. The business operates in an area with a stable demand for birthday party planning services, and external factors like the economy or weather are assumed not to significantly affect projected revenues.

Description for Income Statement Accounts:

1. **Service Plans:** Pixie Party Planners provides three levels of party planning services.
 - Value Plus Bundle: \$400
 - Personal Touch Bundle: \$700
 - Adventure Quest Bundle: \$800
2. **Service Revenue:** Projected revenue from planning birthday parties.
 - Estimated Proportions: Basic (30%), Standard (50%), Premium (20%)
 - Estimated Monthly Parties: 6 parties
 - Estimated Monthly Revenue:
 - Value Plus Bundle: $\$400 * 6 * 30\% = \720
 - Personal Touch Bundle: $\$700 * 6 * 50\% = \$2,100$
 - Adventure Quest Bundle: $\$1200 * 6 * 20\% = \$1,440$
 - Estimated Annual Revenue: $\$4,260 * 52 \text{ weeks} = \$221,520$
3. **Cost of Goods Sold (COGS):** Costs directly associated with planning parties.
 - **Decoration Supplies:** \$100 per party
 - **Transportation and Miscellaneous:** \$30 per party
 - **Total COGS:** \$130 per party
 - **Estimated Annual COGS:** $\$130 * 6 \text{ parties} * 52 \text{ weeks} = \$40,560$
4. **Salaries and Wages:** Cost of salaries and wages for employees.
 - Projected Salaries: \$8,000 per employee
 - Total projected salaries and wages expense: $\$8,000 * 5 \text{ employees} = \$40,000$

5. **Rent and Lease Expense:** Rent and lease costs for the business office and storage.
 - Annual Office Lease Cost: $\$1,000 \text{ per month} * 12 = \$12,000$
 - Total rent and lease expense: $\$12,000$

6. **Utility Expense:** Projected cost for utilities used at the business office.
 - Estimated utility expense: $\$250 \text{ per month} * 12 = \$3,000$

7. **Marketing and Advertising:** Projected cost of marketing and advertising.
 - Estimated marketing and advertising expenses: $\$2,030 \text{ per month} * 12 = \$24,367$
([Hubspot](#))

8. **Insurance Expense:** Estimated cost of insurance for the business.
 - Projected insurance expense: $\$42 \text{ per month} * 12 = \504
([insurance](#))

9. **Miscellaneous Expenses:** Other business expenses not covered in the above categories.
 - Projected miscellaneous expenses: $\$100 \text{ per month} * 12 = \$1,200$

10. **Legal fee:** Expenses associated with licensing and permits
 - Projected Legal expenses : $\$833.3 \text{ per month} * 12 = \$10,000$ ([legal fees](#))

Evaluation and Control

Quarter 1 (January to March):

Strategy

- Promote birthday planning services to local parents through targeted flyer distribution at schools, parks, and community centres.
- Assemble an efficient and effective presence at Richardson's Four Seasons Farmers Market, build relationships with vendors and the local community for the possibility of future collaborations.
- Launch a dedicated WhatsApp broadcasting channel for direct communication and solidify online presence through Instagram, Facebook, and Google Maps.
- Kickstart the quarter with a New Year promotion, offering a 24% discount for the first 24 party bookings, celebrating the start of the year.

- Boost February engagement with a Valentine's Day social media contest, #CupidsArrowContest, and unveil a themed party package at a special rate.
- Introduce a spring-themed party package series that reflects the season's vibrancy and reflects the essence of springtime.

Evaluation

- Prioritize customer feedback collection to gauge satisfaction levels and adapt services promptly.
- Ensure social media engagement is monitored to determine the effectiveness of digital marketing efforts.
- Marketing campaigns targeting Richardson's parents should be escalated if sales targets aren't met.
- Increase customer reach and service offerings by partnering with local businesses such as bakeries and gift shops.
- In the event that advertising ROI declines, shift focus to more cost-effective marketing such as word-of-mouth and referral marketing.
- Keep service quality and profitability in mind when reassessing promotional strategies. Focus on providing value-added experiences rather than discounts.

Quarter 2 (April to June)

Strategy

- Partner with local bakeries for special occasions like Easter to distribute cookies and cupcakes
- Offering special packages for April-fools Day, initiating DIY stall options for parties, and running a campaign for encouraging eco-friendly birthdays
- Partnering with local celebrities, and creating a May birthday club where special discounts will be offered.
- Introduce the Cinco de Mayo theme in mid-May, and start customer satisfaction surveys to get additional information and feedback.
- Introducing summer-themed decorations with beach and tropical elements, and sharing testimonials from clients on social media.

Evaluation

- Host live Q&A sessions on Instagram to give tips on how to organize a birthday, to create the feeling of a community.
- Encourage customers to share their party planning experiences with incentives like discounts or freebies.
- Prioritize customer feedback collection to gauge satisfaction levels and adapt services promptly.

- Participate in more community events to increase brand awareness and visibility.
- Encourage customers to leave online reviews as this can boost your reputation.
- Get back in contact with previous clients through email by encouraging them to share behind-the-scenes of the party planning and their stories.

Quarter 3 (July to September)

Strategy

- Introduce a novel birthday package with partial involvement, promptly assessing customer feedback and demand.
- Infuse a red, white, and blue theme for July birthdays, offering delightful treats like cupcakes, cookies, and candies.
- Leverage National Ice Cream Day with a 5% discount for ice cream-themed birthdays, closely monitoring its impact on bookings.
- Amplify digital content creation on platforms like reels, shorts, and TikTok, evaluating audience engagement and adjusting the strategy.
- Collaborate with MainEvent and Adventure Land, monitoring the success through redeemed coupons and gathering customer feedback.
- Execute a Back-to-School promotion in August, ready to adjust marketing efforts if targets are unmet.

Evaluation

- Monitor the success of the innovative package through continuous assessment of customer feedback and demand.
- Track the impact of the red, white, and blue-themed parties on social media engagement and gather insights from customer reviews.
- Assess the effectiveness of the National Ice Cream Day promotion on bookings and overall customer satisfaction.
- Evaluate the performance of digital content in reaching the target audience and make adjustments to the content strategy.
- Measure the success of the collaboration with MainEvent and Adventure Land through the redemption of coupons and customer feedback.
- Analyse the response to the Back-to-School promotion, being prepared to adjust marketing efforts if set targets are unmet.

Quarter 4 (October to December)

Strategy

- Infuse local talents into October birthdays for heightened engagement, measuring success through continuous customer feedback.
- Revive the DIY add-ons with haunted houses and pumpkin carvings, closely monitoring social media engagement.

- Embrace the Halloween spirit with special spooky-themed party packages, tracking bookings, and collecting valuable customer feedback.
- Run an engaging Halloween contest for user-generated content, contributing to increased brand visibility.
- Launch a heartwarming "Thankful November" campaign, assessing customer participation and gauging social media metrics.
- Collaborate with local businesses for Thanksgiving-themed treats, measuring success through valuable insights from customer feedback.

Evaluation

- Measure the success of incorporating local talents into October birthdays through a continuous analysis of customer feedback.
- Assess the response to the Halloween-themed DIY add-ons and packages through vigilant monitoring of social media engagement.
- Analyse the impact of the Halloween contest on user-generated content and the enhancement of brand visibility.
- Evaluate the effectiveness of the "Thankful November" campaign by measuring customer participation and examining social media metrics.
- Measure the success of collaborating with local businesses for Thanksgiving-themed treats through a detailed analysis of customer feedback.
- Track the impact of the holiday season promotion in December through ongoing monitoring of bookings and revenue.

Appendix – Sample Ads etc.

In this comprehensive appendix section, we provide a collection of supporting documents and supplementary materials that enhance and reinforce the key elements of our vehicle cleaning service business plan. These documents have been assembled to provide readers with a deeper understanding of our market research.

Examples of others

Don't want this to be you?



Then choose us for your child's birthday party!





BIRTHDAY PARTY PACKAGES

1



Value Plus Bundle

- Party Ideation and Execution.
- Digital Invitations.
- Minimalistic decoration using banners, balloons, standees, etc.
- Access exclusive discounts on cakes and birthday gifts through our network of trusted local partners.
- Price: \$400 + 10% of overall budget.

2



Personal Touch Bundle

- Party Ideation and Execution.
- Digital Invitations/ Birthday Video Invitation.
- Exclusive decorations as per custom theme.
- Access exclusive discounts on cakes and birthday gifts through our network of trusted local partners.
- Organizing engaging indoor experiences and entertainment, including DIY activities, indoor movie screenings, magic shows, fashion shows, trivia sessions, face painting, and more.
- Price: \$700 + 15% of overall budget.

3



Adventure Quest Bundle

- Party Ideation and Execution.
- Digital Invitations/ Birthday Video Invitation.
- Exclusive decorations as per custom theme.
- Access exclusive discounts on cakes and birthday gifts through our network of trusted local partners.
- Curating thrilling outdoor gaming experiences that encompass arcade centers, waterparks, VR gaming studios, and an array of exciting activities for an unforgettable entertainment package.
- Inhouse photographer to capture your little one's precious moments!
- Price: \$800 + 10% of overall budget.

2023

New Year Resolutions

- Start hitting the gym.
- Read 2 books a month.
- Plan Joshua's party!!! 
- _____
- Learn a new hobby.

2024

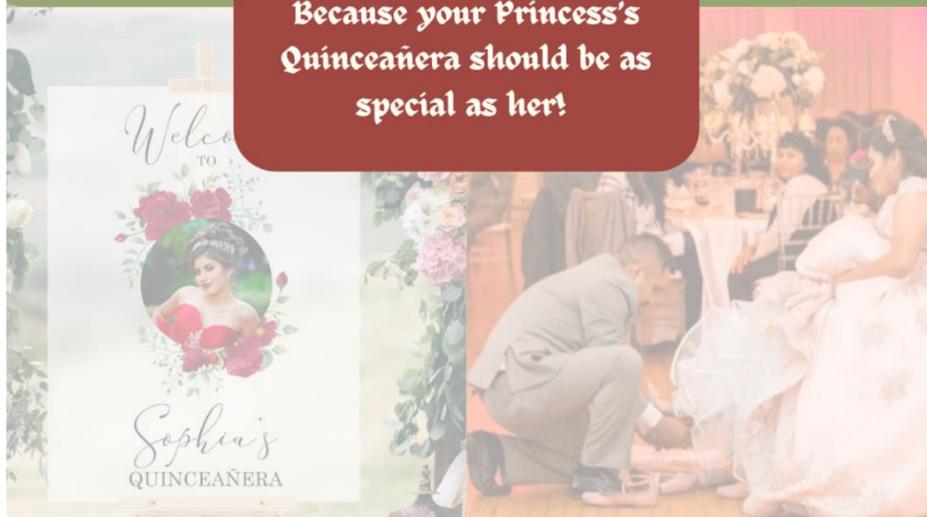
New Year Resolutions

- Read 4 books a month.
- Try a new workout routine.
- Book PIXIE Party 
- Planners! :) 
- _____
- Book a massage.



**Planning a Quinceañera?
Let us turn your vision into reality!**

**Because your Princess's
Quinceañera should be as
special as her!**



(Sources: <https://qbydavinci.com/blog/6-quinceanera-traditions-the-how-and-why-behind-the-celebration/>, <https://www.juanhuerta.com/spring-texas-quinceaneras-gallery-photography-video-prices-packages/>, https://www.etsy.com/listing/1477645472/quinceanera-sign-for-party-fifteenth?utm_medium=display_product&utm_source=pinterest&utm_campaign=US_Pin_DABA_NB_Wedding_All_BAU_NA&utm_content=PurchLC_Broad_Wedding-Decorations_BAU&utm_custom2=626749528523&pp=0&epik=dj0yJnU9X25qQW1TUVcwbFF0cFR1NWRydUY0OEhQTU9HdDI2SlImcD0xJm49cniVa3NnRHdBTKJaRWtxLW5DQnBldyZ0PUFBQUFBR1ZteU5v)

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