



# CITRUS TOWN EVENT CENTER LLC

## BUSINESS PLAN

## CONFIDENTIALITY AGREEMENT

The undersigned reader of **Citrus Town Event Center LLC** business plan hereby acknowledges that the information provided is completely confidential and therefore the reader agrees not to disclose anything found in the business plan without the express written consent of **Citrus Town Event Center LLC**.

It is also acknowledged by the reader that the information to be furnished in this business plan is in all aspects confidential in nature, other than information that is in the public domain through other means and that any disclosure or use of the same by the reader may cause serious harm and or damage to **Citrus Town Event Center LLC**.

Upon request, this business plan document will be immediately returned to **Citrus Town Event Center LLC**.

This is a business plan. It does not imply an offer of any securities.

This contract shall be governed by the laws of the state and any applicable federal law.

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Signature

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Printed Name

## PURPOSE OF THE BUSINESS PLAN

This business plan is written to describe **Citrus Town Event Center LLC** business activities and describe strategies to propel our growth. Adequate market strategies will also be in place to ensure that a large population of our target market is informed about our business.

In summary, the business plan is intended:

- To provide a blueprint for the business and provide details of its activities.
- To provide market insights that aid the feasibility study of the business.

This business plan also highlights our operational plan, our vision and mission statements, the business objectives, our products, and the marketing plan, among other contents of the business plan.

## DISCLAIMER

Some of the statements contained in this business plan, includes information incorporated by reference, discuss future expectations and projected financial success gathered by the management, which is believed to be ultimately significant. Those statements are subjected to both known and unknown risks, uncertainties and other unforeseen factors, which could be beyond the management control.

Important factors that may cause the actual results to differ from those expressed within may include, but are not limited to:

- ❖ The success or failure of the company's effort to successfully market its services as scheduled.
- ❖ The company's ability to maintain a substantial level of returning customers and a growing referral base.
- ❖ The effect of changing legislation and government regulation.

However, the assumptions disclosed herein are those that management believes are significant to the company's growth.

## TABLE OF CONTENT

CONFIDENTIALITY AGREEMENT .....	1
PURPOSE OF THE BUSINESS PLAN .....	2
DISCLAIMER .....	3
TABLE OF CONTENT .....	4
1.0 EXECUTIVE SUMMARY .....	6
1.1 MANAGEMENT TEAM .....	8
OTHER MANAGEMENT TEAM .....	8
1.2 BUSINESS MODEL.....	8
1.3 RISK MANAGEMENT.....	9
1.4 GOALS AND OBJECTIVE .....	9
OUR GOALS .....	9
OUR OBJECTIVES .....	10
1.5 SUCCESS FACTORS .....	10
1.6 GUIDING PRINCIPLES .....	11
2.0 COMPANY OVERVIEW.....	12
2.1 COMPANY SUMMARY .....	12
COMPANY HISTORY .....	12
COMPANY'S COMMITMENT .....	12
CUSTOMER MANAGEMENT .....	13
2.2 MISSION STATEMENT .....	13
2.3 VISION STATEMENT .....	13
2.4 COMPANY DETAILS .....	13
3.0 PRODUCTS AND SERVICES DESCRIPTION.....	14
3.1 SERVICE DESCRIPTION.....	14
4.0 MARKET RESEARCH ANALYSIS .....	15
MARKET OVERVIEW .....	15
IMPORTANCE OF THIS RESEARCH TO CITRUS TOWN EVENT CENTER LLC .....	18
4.1 TARGET MARKETS.....	18
4.2 COMPETITORS SUMMARY .....	19
4.3 SWOT ANALYSIS .....	20
STRENGTHS .....	20
WEAKNESSES .....	20

OPPORTUNITIES.....	20
THREATS.....	21
5.0 STRATEGY AND IMPLEMENTATION PLAN .....	22
5.1 COMPETITIVE STRATEGY.....	22
5.2 MARKETING STRATEGY .....	22
MARKETING OBJECTIVES .....	22
MARKETING STRATEGIES OF CITRUS TOWN EVENT CENTER LLC.....	22
MARKETING CAMPAIGN .....	23
ONLINE / WEB-BASED MARKETING .....	24
OFFLINE MARKETING .....	27
5.3 ACTION PLAN .....	27
REVENUE PLANNING:.....	27
GAP MAPPING:.....	27
KNOWING THE CUSTOMER/CLIENTS: .....	28
DOCUMENTATION: .....	28
ACTION TO DOMINATE: .....	28
CREATION OF UNIQUE POSITION IN THE MARKET: .....	28
ACTION TO DOMINATE: .....	28
6.0 MANAGEMENT SUMMARY .....	29
6.1 MANAGEMENT DESCRIPTION .....	29
6.2 MANAGEMENT ROLE .....	29
7.0 FINANCIAL PLAN .....	30
7.1 STARTUP ANALYSIS .....	30
7.2 FINANCIAL OVERVIEW .....	30
7.3 PROFIT AND LOSS.....	31
7.4 CASH FLOW STATEMENT .....	33
7.5 BALANCE SHEET .....	35
7.6 BREAK-EVEN ANALYSIS .....	37

## 1.0 EXECUTIVE SUMMARY

The rule of thumb in choosing a business to launch is to look out for a business whose products or services are needed in our everyday life. Starting an event venue company can come in handy if you have the business exposure and financial requirements.

When occasions beacon, there is the need for a beautiful venue, well designed and at least that could cater to all the needs in an event. During these times, people are often faced with a lot of choices, like where can I get a standard event venue for this amount? Well if that is the question on anybody's lips, we at **Citrus Town Event Center LLC** have come to the rescue by providing a venue where events of any type can be organized and enjoyed to the fullest.

**Citrus Town Event Center LLC** is a company in the event and hospitality industries located in Citrus Heights, California, USA that intends to be offering standard and beautiful event venue where people of the community can have the event of their dreams. We will be a multi-purpose event venue/banquet hall that will provide a modern space where most memorable moments are celebrated. Our event space can be used to host various events such as birthday parties, baby showers, bridal showers, weddings, retirement parties, graduation parties, intimate dinners, live events (such as job fairs), conferences, corporate events, seminars, sports events (such as gymnastics, yoga classes, etc.) and more. Our event space will also be available for rent any day of the week.

**Citrus Town Event Center LLC's** banquet hall will be unique as we aim to have 3 different separate spaces for people to enjoy which are 6,000 sq. ft. first floor space for food and dancing, second floor space and a fenced outdoor area, where people can also party.

At **Citrus Town Event Center LLC**, we believe that special celebrations deserve an atmosphere of elegance which is why our event space will provide an ambiance that is modern, bright and inviting. We plan to be the community's newest hidden gem.

At **Citrus Town Event Center LLC**, we plan on turning all events into "lasting memories" by going the extra mile and providing the same quality results every time. Every event will be unique and custom designed for every client. **Citrus Town Event Center LLC** strives to be the best choice of clients by helping to ease their search for event venue by ensuring a worry and hassle-free event at a reasonable and affordable price.

**Citrus Town Event Center LLC** is a company that offers top-notch services, a one-stop work business that saves time, stress, and money and provides perfect convenience to our clients. We position ourselves for rapid growth and gain a substantial opportunity to raise entry barriers for possible competition. We recognized that event planning can be overwhelming so our goal is to take the stress off our esteemed customers, and allow them and their family to enjoy their event as a guest, managing every aspect of their event from beginning to end, or simply assist them in specific areas of the planning process if the need arises.

At **Citrus Town Event Center LLC**, our clients' best interest comes first, and everything we do is guided by our values and professional ethics. We will ensure that we remain committed to professionalism, integrity, innovation, and excellent customer services. We will also ensure that we only hire employees who are well experienced to help us drive the business.

Our versatility, quality workmanship, proven marketing strategies and attention to details will generate high-volume sales and a rapid return on investment at **Citrus Town Event Center LLC**.

We make it easier and stress-free for our clients to get their best choice of events centers for their various occasions. We will ensure the security of lives and property in the venue such that people are relaxed and assured of their safety.

At **Citrus Town Event Center LLC**, we seek to earn profits by offering our customers convenient and well-spaced event center and services.

**Citrus Town Event Center LLC** believes in building lifelong relationships, strategizing solutions for growth. With long-lasting, distinctive, and substantial solutions, we sustain to improve network and communication performance. We believe in performing the best and deliver maximum leverage to our clients, building a brighter future together.

Paramount marketing strategies proven to boost business publicity and awareness will be carried out to ensure the necessary awareness and advertisement are achieved for our company both locally and nationally. Digital methods as well as conventional strategies, will be implemented in reaching our target audience. Our main advertisement will be a sign on sunrise Blvd., which is a very busy street with thousands of cars passing by on their way to the mall. Social media platforms will be fully utilized; search engine optimization will also be leveraged on.



A key factor of business we shall not handle with levity is client satisfaction. We will ensure the highest quality of services at all times to meet or surpass our clients' expectations. We will ensure that every client's needs and requests are duly and properly understood to enable us to understand the best angle to come in and offer our services.

### 1.1 MANAGEMENT TEAM

The CEO of **Citrus Town Event Center LLC** is **Sam Hameed**, a very passionate and open-minded individual that will be supported by a team of credible and committed individuals who are prepared to harness all their strengths, availability, and professionalism to catapult the business to a greater height. **Sam Hameed** is highly knowledgeable with over 5 years of experience in this industry.

He will train his staff to be well groomed, which will match the upscale and professional look of our company. Staff will be taught to be attentive and provide excellent customer service to match the integrity of the company's vision.

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### OTHER MANAGEMENT TEAM

- ❖ Manager- **Olga Marozas**
- ❖ Coordinator- **Nadeen Hameed**

**Citrus Town Event Center LLC** has an insatiable desire to create value by building upon their capabilities through collaboration, and by motivation to take action while providing support and guidance through the process to achieve greatness.

### 1.2 BUSINESS MODEL

The business model is developed from the understanding that there is a growing need for a standard event venue/banquet hall in our geographical area through well-structured and easily practicable measures; and there exists a substantial opportunity to cater to these needs, adopt innovative concepts, and generate huge revenue.

For this reason, we at **Citrus Town Event Center LLC** plan to fulfill the void and provide a spacious venue to host special events. We strive to provide platinum quality customer service.

The business model is to leverage the business nature of **Citrus Town Event Center LLC** to turn the table to its favor and rake-in significant revenue.

### 1.3 RISK MANAGEMENT

**Citrus Town Event Center LLC** is not exempted from the risks every event centers are exposed to. With the emergence of our business, the possible risks are wide acceptability as a viable substitute for others, capital injection to launch and stabilize business growth, and the need for a positively strong marketing program.

Different strategies will be put in place to ascertain that the risks to our business are controlled or minimized. These strategies include;

- Investing sufficient funds into the business to meet all required business operation requirements.
- Adopting effective strategies to promote our brand and general services
- Minimizing overhead costs, which increases the bottom-line profit
- Building strategic and symbiotic partnerships with necessary companies.
- Building a sufficient client base
- Providing a constant and effective communication link
- Employing competent and experienced staff

### 1.4 GOALS AND OBJECTIVE

#### OUR GOALS

The goal of every business is to be successful. By success, it means a large client base, constantly increasing patronage, and hence, rapid business growth.

- **Citrus Town Event Center LLC**' paramount goal is to provide effective, efficient, and customer-focused solutions.
- To make available a standard event venue/banquet hall to our target audience without any form of mishaps.
- To offer elegant and beautiful venue to create a unique experience for events and celebrations
- Our goal is to provide a premium and luxury event space that is modern and spacious
- To get a market share in the event industry.
- To network and maintain relationships with both vendors and clients
- To do business with other local vendors and provide their services to our clients
- Our goal is also to run a business that will not only succeed in revenue and size but will also have a landmark impact locally and nationally.

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## OUR OBJECTIVES

The following are the aims and objectives of the company:

- Maintain a steady growth in sales volume that will sustain the business long-term.
- To become the leading event venue in our target locations
- To promote and enhance our business in every ramification through premium quality and well-structured service measures.
- To host 3 events per week
- To launch a laser-focused marketing campaign in a controllable and measurable market that will drive customers towards the company.
- To build a good reputation and connections in the industry.
- Establish a minimum of 99% client's satisfaction rate to establish long-term relationships with our clients and create word-of-mouth marketing.
- To achieve a consistently increasing marginal profit
- Exceed client expectations with superior and competitive pricing
- To always increase our profit margin through an increase in sales, the frequency of sales.

### 1.5 SUCCESS FACTORS



A critical success factor that is pertinent to our company's growth is the number of clients we are able to attract with our standard and beautiful banquet hall/event venue. Our effort as a company will continually focus on increasing and improving our client base.

This would easily be achieved through ascertaining the following:

- ❖ **Fluid Transition:** We will ensure that we flow with the trends and stay relevant and promote our business practices by integrating more innovative and creative service methods.
- ❖ **Budget Adherence:** The most critical success factor faced by the company is proper management of its budget and successful completion of the company's initial funding.
- ❖ **Improvements:** In an effort to earn and maintain an impeccable image, we will always look for innovative and creative methods towards improving our services. We will not slow down a bit in our pursuit to always satisfy our customers with new, modern, and innovative methods and approaches towards delivering quality services.

- ❖ **Knowledge about the Industry:** We aim to continue to update our knowledge with the latest and most profitable industry techniques and ideas that comply with local and international industry standards by keenly following the trends, and learning from established players as well as bringing about new ideologies.
- ❖ **Communication:** We will adopt a flawless communication channel to all clients, which will enable excellent business transactions as well as a platform to make enquires and provide solutions to them instantly.
- ❖ **Social Media Footprint:** It will be necessary for the company to create and maintain a strong social media plan with experienced professionals to execute the plan.
- ❖ Continually learn from our client's feedback.

## 1.6 GUIDING PRINCIPLES

The following are the principles that guide **Citrus Town Event Center LLC**; not only collectively as a company but also as an individual associated with **Citrus Town Event Center LLC**:

- We will be true to our aspirations and ourselves.
- We will plan for success and execute the plan.
- We will build enduring and meaningful relationships.
- We will communicate with clarity and professionalism.
- We will cultivate a winning culture.

## 2.0 COMPANY OVERVIEW

### 2.1 COMPANY SUMMARY

**Citrus Town Event Center LLC** is a multi-purpose event venue/banquet hall that will provide a modern space where most memorable moments are celebrated.

**Citrus Town Event Center LLC** constantly strives to improve in order to meet and exceed the highest expectations of our customers, agents, shareholders, and people. We teach and encourage our people to improve performance and to reduce the costs of what they do for customers.

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### COMPANY HISTORY

I have been working as a car dealer for the past 5 years, buying and selling used vehicles. I like what I do and it has been good for me. At the same time, I have been working at my uncle's banquet hall in Modesto, CA where he taught me all the ins and outs of this business and that prompted me to wrap up my car business and made me want to open a banquet hall of my own.

Having **Citrus Town Event Center LLC** would be the solution for many and provide convenience. This business will greatly improve lives in the community because there is no banquet hall in Citrus Heights right now.

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### COMPANY'S COMMITMENT

At **Citrus Town Event Center LLC**, we understand the need to be flexible and responsive, to satisfy our clients by offering them what they want, when they want it, and before the competitors can deliver it. We believe that customer service should be proactive, informative in nature and intent-driven.

**Citrus Town Event Center LLC** is committed to building its business on professionalism, courtesy, reliability, and demonstrates its dedication while building relationships with customers to ensure constant revenue from its services. With the intent to build a nationally recognized brand, the company will hire reliable employees, stay present, keep a good business credit rating, keep claims to a minimum, and achieve its goals quickly and develop a strong reputation for excellence. We are committed to growing our business through embracing technology, developing strong partnerships, and by emphasizing on providing high levels of customer satisfaction.

## CUSTOMER MANAGEMENT

Initial customer relations will take form by providing high quality and standard services, offering attractive pricing, working under agreed schedules, and practicing good customer service and conflict resolution strategies. The prices vary according to the specifications established by the customer.

### 2.2 MISSION STATEMENT

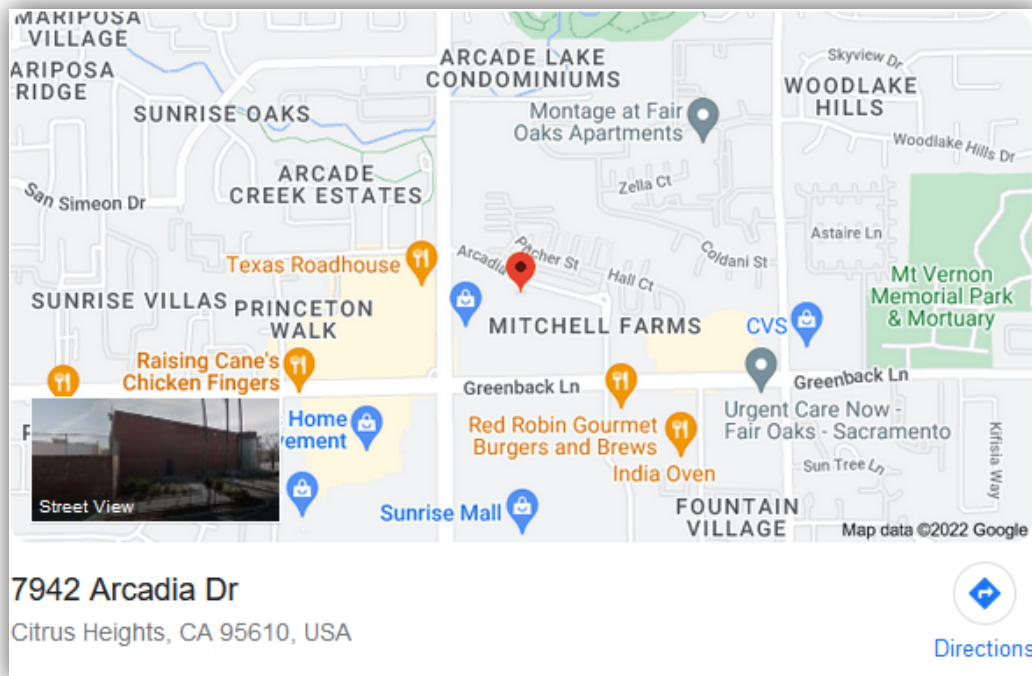
Our mission at **Citrus Town Event Center LLC** is to provide a unique and luxury event venue at affordable prices to execute our customers' vision with innovation, creativity, and originality, to ensure our clients' events have a luxury feel close to home and leave a memorable experience. We see ourselves as a trusted company, which means that our clients can rely on us for standard event venue and service.

### 2.3 VISION STATEMENT

Our vision is to become the number one event venue company for everyone in our target location and becoming successful because of the location, design and customer service and additional decor items offered. Our vision is to become a place that brings the whole community together with different events for the community. Also, our business will bring more traffic and more customers to the whole Citrus Town plaza.

### 2.4 COMPANY DETAILS

<b>Company Name</b>	<b>Citrus Town Event Center LLC</b>
<b>Location</b>	<b>7942 Arcadia Dr. Citrus Heights, CA 95610, USA</b>
<b>CEO</b>	<b>Sam Hameed</b>
<b>Legal status</b>	<b>LLC</b>
<b>Email</b>	<a href="mailto:CitrusTownEvenCenter@gmail.com">CitrusTownEvenCenter@gmail.com</a>
<b>Phone Number</b>	<b>916-308-7225</b>



### 3.0 PRODUCTS AND SERVICES DESCRIPTION

#### 3.1 SERVICE DESCRIPTION

An excellent way to implement a good plan is to have a clear idea of the products and services offered in the business establishment. This significantly goes to the root of the business. At **Citrus Town Event Center LLC**, we specialize in offering standard event space and we will be unique as we aim to have 3 different separate spaces for people to enjoy which are 6,000 sq. ft. first floor space for food and dancing, second floor space and a fenced outdoor area, where people can also party.

At **Citrus Town Event Center LLC**, we aim to charge our customers around \$6,000-\$7,000 a night on weekends and around \$3,000 on weekdays for a party of 300 people. We also want to charge \$30-\$35 per person for smaller parties.

## 4.0 MARKET RESEARCH ANALYSIS

### MARKET OVERVIEW

The U.S. corporate event market size was valued at \$95.3 billion in 2020, and is estimated to reach \$510.9 billion by 2030, registering a CAGR of 17.3% from 2021 to 2030.

Corporate event refers to public gathering of at a predetermined time and place for incentive group events, marketing events, product launches, company general meetings, corporate retreats, or training programs, conference/seminar, and tradeshow/exhibition. The purpose for staging an event can be increase in business profitability, celebratory, and community causes. Corporate events help to build and strengthen relationship with existing and future clients and agencies. It serves as a way of conveying a message to inspire and motivate employees, stakeholders, and business associates. The key stakeholders within the corporate events market are corporate organizations, public & private organizations, and similar others.



Technological progress plays an important role in the U.S. corporate event industry. Conference/seminar events have been transformed with the introduction of latest technology. Earlier, an overhead projector was all event planners requested, whereas wireless connectivity has become imperative for the growth and productivity of organizations in the U.S. Moreover,

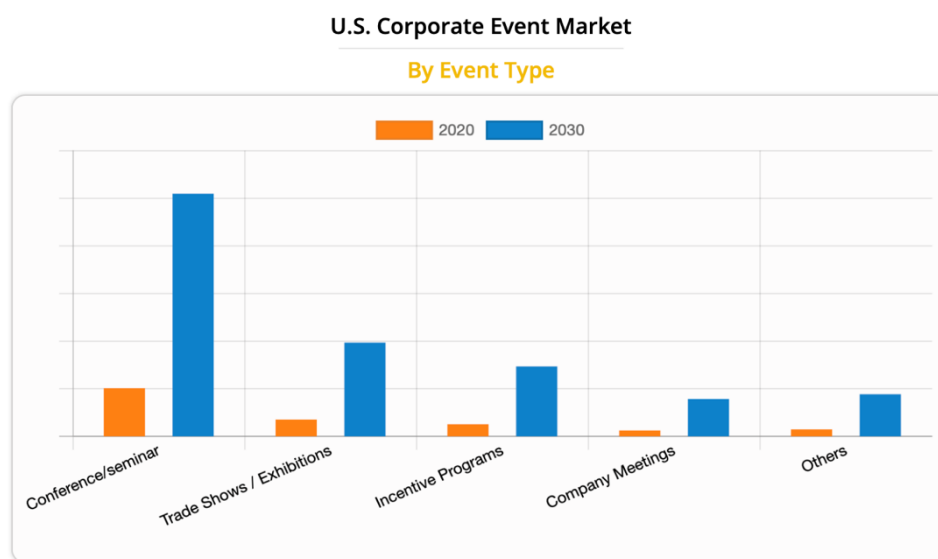


LCD projectors, video conferencing, and fast notebooks are the new standard requirements in the U.S. corporate event market.

Strong economic growth of the U.S. is one of the major factors that boosts the growth of the U.S. corporate event market. In addition, rapid development of the business travel sector in recent decades has positioned the U.S. to be the largest market across the world. The growth of the U.S. corporate event market is driven by liberalization to access trade license and government initiatives to encourage private investment & FDIs. Moreover, initiatives to develop the corporate event segment has fueled the frequency of business travels in the U.S., thereby supplementing the U.S. corporate event market growth.

Ease of visa restrictions, investments in better infrastructure, and rise in number of travelers in commercial aviation from the U.S. are some of the other factors that fuel the growth of the U.S. corporate event market. Moreover, surge in penetration of internet & technology in densely populated states augments the growth of the U.S. corporate event market. Therefore, developments in the corporate event market majorly drive the economic growth and intellectual development.

According to the U.S. corporate event market analysis, the market is segmented based on event type, industry, and states. On the basis of event type, it is segmented into conference/seminar, trade shows/exhibitions, incentive programs, company meetings, and others. Based on the industry, the market is segmented into banking and financial sector, information technology, real estate and infrastructure, automotive, insurance, and others. The U.S. corporate event market is analyzed across various states that includes Wisconsin, California, Texas, New York, Florida, Illinois, and rest of U.S.

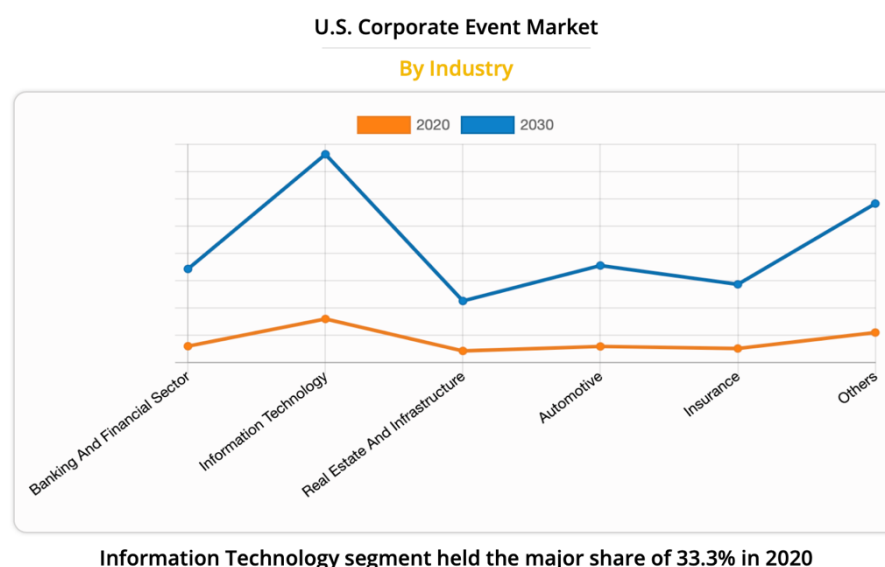


Conference/Seminar segment held the major share of 53.2% in 2020

e understanding

This is attributed to the development of the travel & tourism industry, surge in international business travels, and expansion of the information technology sector. Conference/seminar segment held the major share of 53.2% in the U.S corporate event market in 2020, and is expected to maintain its dominance throughout the forecast period. This is attributed to increase in meetings activities in several industries such as information technology, banking & finance sector, food & beverages, real estate & infrastructure, and automotive.

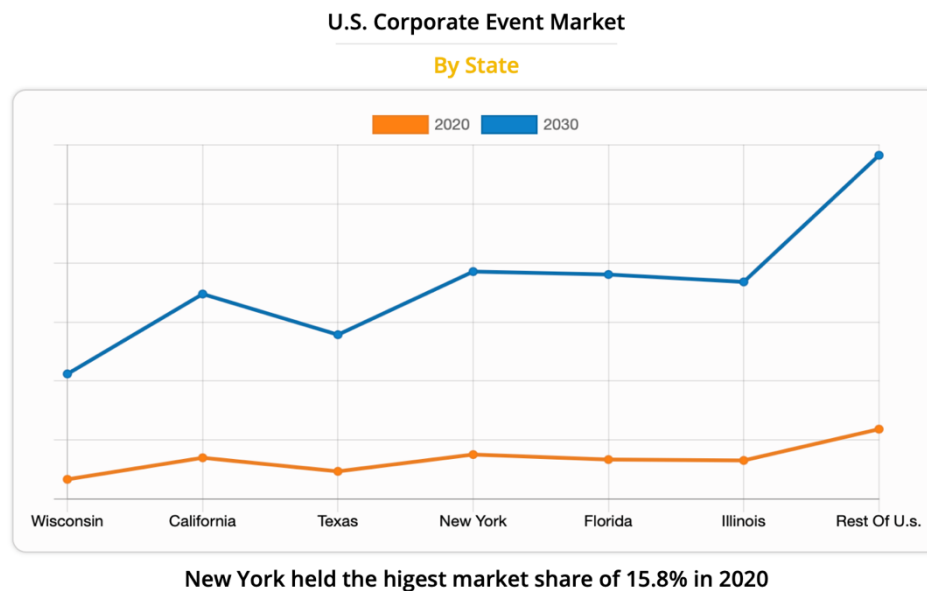
As per the U.S. corporate event market trends, by industry, the information technology segment held 33.3% of the U.S. corporate event market share in 2020, owing to the fact that many IT companies such as Apple, Oracle, Dell, Amazon, Facebook, IBM, Qualcomm, and Microsoft are headquartered in the US, which is the largest tech market across the globe, which contributes 32% of the total share in the technology market for 2020.



State wise, New York accounted for a significant market share in 2020. The priorities of attendees attending corporate event in New York is networking (82%), learning (71%), and entertainment (38%).

Players operating in the U.S. corporate event market have adopted various developmental strategies to expand their market share, exploit the U.S. corporate event market opportunity, and increase profitability in the market. The key players profiled in this report include 360 Destination Group, Access Destination Services, BCD Travel Services B.V., BI Worldwide,

CWT, Cievents, Creative Group, Inc., ITA Group, Maritz Holdings, Inc., and Reed Exhibitions Ltd.



Source <https://www.alliedmarketresearch.com/us-corporate-event-market-A06293>

#### IMPORTANCE OF THIS RESEARCH TO CITRUS TOWN EVENT CENTER LLC

The scope of this researches is to give **Citrus Town Event Center LLC** a general market view, trends, and statistics of the service she is about to offer. Also, to see how it can turn the market table to its own favor, by using this analysis to gain an edge over its competitors.

#### 4.1 TARGET MARKETS

Before arriving at the conclusion of developing our business, we conducted our feasibility studies and market survey, and we were able to identify those who will benefit greatly from our service offerings. As a result, we found that targeting Citrus Heights just might be our best bet because there is no banquet hall in this vicinity.

Our target audience would be focused mainly on individuals, as well as organizations that need a venue to host private and corporate events.

Our target locations are:

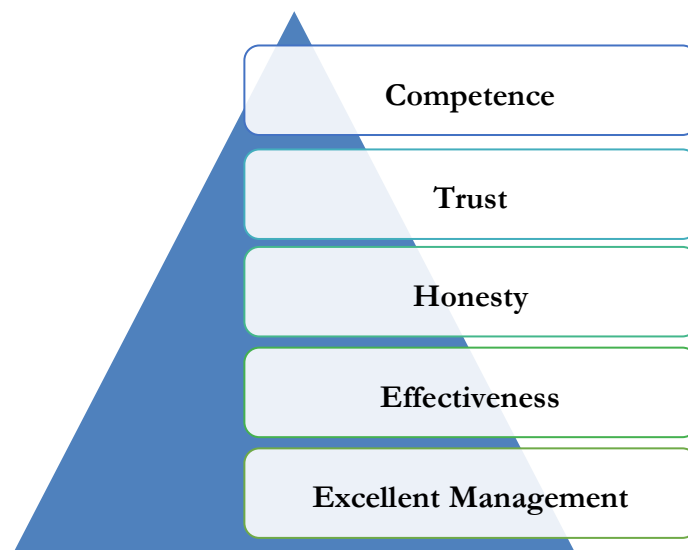
- Citrus Heights
- Sacramento
- Northern California

## 4.2 COMPETITORS SUMMARY

The possibility of the emergence of other companies is not without our notice also. Our competitors include other event venues offering the same services as we do in our geographical location.

Our company recognizes the longevity of our competitors and we plan to be in business for many years to come. We plan to have an affordable and competitive price point, be located at the heart of a busy shopping center called Citrus Town and right next to Sunrise Mall, which is a regional destination. Having great lighting and neutral color wall and flooring is highly important to showcase the beauty of our space and capture the beautiful décor.

We have done our homework, and we have been able to highlight some factors that will give us a competitive advantage in the marketplace; some of the factors are competence, trust, honesty, effectiveness, and excellent relationship management.



We are committed to our clients' satisfaction and fulfilling their demands. The following are what we believe in making us unique;

**Professionalism:** Every member associated with our company will appear as professional as possible, to help us achieve a significant edge in the business.

**Exceptional Services:** We will approach all our customers with respect and make them feel important so that they feel the fun of patronizing us more.

**Recommendation:** We are confident of delivering exceptional customer services; thus, it will enhance the confidence of our customers to refer us to others.

### 4.3 SWOT ANALYSIS



The SWOT analysis includes the Strengths and Weaknesses possessed by **Citrus Town Event Center LLC** and the Opportunities and Threats we face as challenges as we go into day-to-day activities and business operations.

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#### STRENGTHS

- Highly experienced, credible, and determined owner
- United and reputable management team
- Location of our event venue is at the heart of a busy shopping center called Citrus Town and right next to Sunrise Mall, which is a regional destination which gives our business the ability to be seen and sought after because of the lack of such space nearby
- Exceptional services
- Competitive and affordable pricing system for easy and quick market penetration
- Our unshakable plan to create a business model that attract prospective clients

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#### WEAKNESSES

- Building a cycle of clients may take time
- New business in an area dominated by competitions
- Growth may be slow due to the presence of giants in the market

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#### OPPORTUNITIES

- Opportunity to operate our business that stands for uniqueness and exceptionality in our target locations.
- Presence of social destinations around our location
- Increase in the demand for event venues in Citrus Heights

- Increasing local and national population
- Opportunity to run a profitable and successful business
- Opportunity to compete and secure a strong position in the industry

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#### THREATS

- The possibility of business imitation
- The need to grow rapidly over the next 3-5 years
- The necessity to secure substantial capital injections to foster growth
- One of the major threats that confront businesses all over the world is economic downturn; when the economy is bad it affects consumers spending which in turn affects businesses negatively.

## 5.0 STRATEGY AND IMPLEMENTATION PLAN

### 5.1 COMPETITIVE STRATEGY

Our competitive advantages are the factors that differentiate the company from competitors. **Citrus Town Event Center LLC** will differentiate itself from the competitors with the following:

- ☐ The guaranteed high rate of satisfaction
- ☐ Specifically, personalized services
- ☐ Comfortable price
- ☐ Excellent customer service
- ☐ Utilizing data and statistics to provide high-class information
- ☐ Social experience and enjoyable platforms for our customers
- ☐ Modern equipment and facilities that are proven to promote our business practices.

**Citrus Town Event Center LLC** will use these above factors to the company advantage in order to achieve our set goals and become the best event venue company in Citrus Heights and California at large.

### 5.2 MARKETING STRATEGY

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#### MARKETING OBJECTIVES

Our overall advertising and promotional objectives at **Citrus Town Event Center LLC** are;

- Acquire clients and generate sales.
- Position ourselves as the market leader.
- Increase company awareness and brand name recognition in our target locations
- Sway clients from competitors to our event center
- Collect market research to create immediate and long-term marketing plans.

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#### MARKETING STRATEGIES OF CITRUS TOWN EVENT CENTER LLC

Every business no matter its level requires marketing in order to thrive and this is why we have set aside a budget for marketing our company. Marketing is vital for the growth of any business because not only does it generate revenue and boost a company's growth, it also allows the companies to generate interest and increase awareness amongst its target market. The marketing

strategies we would draft for our company would allow us to penetrate the target market and gain a huge share.

Before drafting our marketing strategies, we will conduct a thorough marketing survey using accurate data that will allow us to understand our target market and create effective marketing strategies. The marketing strategies will create and will allow us to have a marketing budget that we will channel to the right use.

The followings are the marketing strategies, which **Citrus Town Event Center LLC** will adopt:

- Utilizing friends and family to promote awareness for the business
- Leveraging social media platforms to build awareness
- Engaging in social media giveaways
- Active involvement in local events, parties, and other activities that can promote our services.
- Getting online reviews
- Sharing our expertise freely but consciously
- Expanding our networks of contact and prospective clients
- Leverage digital marketing platforms such as using Social media like Facebook, Twitter, Instagram, Tumblr, etc. by creating pages on these social media channels and flooding them with creative contents, stories, and testimonials.
- Utilizing Google AdWords
- Engage a professional scriptwriter to create fascinating promotional scripts and ad copies for advertisement
- Search engine optimization – we will use keywords related to our business so that our company will appear on search result.

## MARKETING CAMPAIGN

Our marketing campaign is divided into two parts:

1. Online / Web-based Marketing
2. Offline / Domestic Marketing

The main focus of our company will be Online/Web-based marketing because we are willing to reach large service areas.



The web-based marketing campaign can be divided into further five categories. The roadmap is as follows.



### 1. SEO

- a) On-page Optimization – before doing anything, we will optimize our web page. This includes titles, headings, content, and images.
- b) Guest Posting - Writing and publishing an article on someone else's website or blog. Even today, it generates results and a better way to get a good contextual link.

**2. E-mail Marketing** - E-mail is one of the best ways to communicate with potential clients and organizations. The more our company shows its services and the more e-mails we send, the more chance people know about our services and patronize us. Therefore, we will:

- Send more e-mails to old and new customers, informing them about our service offerings and improvements.
- Show a great attitude in every email or call with them.

- Send e-mails to our customers during the holidays and lockdown to show that we do not write them just for the money.

### 3. PPC – We will use:

- a) Google AdWords – Google AdWords is a great way to get the company off the ground fast by driving targeted traffic
- b) Product Listing Ads – When considering this type of ad, costs are much lower, and conversions are high too.
- c) Facebook Ads – Facebook Ads are an excellent way to build up a mass email list or fan base to the business. This will lead to having many positive impacts on the business.

### 4. Social Media

- a) Social Media Profiles – Having profiles on Twitter, Facebook, and Google+ helps to communicate with customers and build brand awareness. It may build the path to go closer to people. So, we will be frequent online talking and posting about **Citrus Town Event Center LLC** and the service we offer.
- b) Service Reviews – This is also a strong marketing strategy. A good review of a satisfied customer is valuable to attract many other people. We will request feedback from them and post the review for the public to see. This will encourage them to patronize us and book our event space.

### 5. Others

- a) Video Marketing – Video marketing is also a good marketing method, and it is mainly done via the use of YouTube.
- b) Forums and Q and A sites – Provide solutions for Q & A sites and let people know about our event space, post on forums and build a conversation about our services.

### 6. Web Marketing Plan

The website is the key to the business. We will develop a user-friendly, and fully operational website. The design will be done by a hired professional with experience in web development and web design.

## Website Marketing Strategy

- The website address will be included in a variety of printed marketing materials, including business cards and informational brochures.
- The website will feature testimonials of how we exceeded the expectations of clients by providing customer focused services.
- **Customer Testimonials:**
  - Posting customer testimonials regarding positive service experience will be an excellent marketing tool. These testimonials will be placed on the Website where they can be viewed by potential customers.
- **Create a solid “About Us” Page:**
  - Typically, one of the top 10 most popular pages of any Website is the “About us” page. It provides a personalized glimpse of the company and its owner. It is a very effective tool because people are simply curious. They want to know who is behind the company. More often than not, a potential client will select a company with a “real” person behind it, rather than a faceless company that does not provide even a little bit of personal information.
- **The statistic, Tracking, and Analytics:**
  - Google is a great resource for providing this type of information since it is a primary search engine. In this day and age, this type of information is essential to any business, no matter how large or small. By implementing this marketing strategy, they can ascertain the following information:
  - How many hits does the site receive?
  - How many of these are from unique visitors?
  - How are people finding the Website?
  - What search terms are they finding the company under?
  - Who is the average visitor?

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## OFFLINE MARKETING

Offline marketing is the second part of the marketing campaign. Bringing our event venue business to the attention of potential clients is critical, and customers' word-of-mouth recommendations and visual tributes will accelerate the potential customers' knowledge of the service and contribute significantly to the growth of the company. This will mainly include:

- a) **Media Marketing** – Advertise our company on television and radio channels, in many popular programs. This is a high-cost method of marketing but is needed at this stage of the business. It will lead people to take a look at the website to find what our company is about.
- b) **Flyers, brochures** – Make and distribute flyers and brochures to potential customers. These materials will bring initial details to the public and let them check our website.
- c) **Word-of-mouth** – This is one of the best and powerful ways of marketing. It is possible to get good faith of the customers by delivering good customer support and help them to understand that our company has what they are looking for. Then they will spread the word all around the world.
- d) **Corporate Social Responsibility** – We will get involved with related social activities with the name of our company. It will generate a positive picture of the company towards the society. This is one of the modern marketing strategies that many organizations are using. Contributing to society will bring them back to us.

## 5.3 ACTION PLAN

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### REVENUE PLANNING:

We strategically begin the action plan from the revenue board, putting the company's investment into play, combining efforts, dedication, commitment and professionalism into business towards forecasting the revenue that the company envisages to realize to make it a worthwhile business.

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### GAP MAPPING:

Prior to kick-starting this business, we will categorically identify our position, itemize where we want to be in all aspects; financial, non-financial, brand recognition, community services, among many others.

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#### KNOWING THE CUSTOMER/CLIENTS:

Following our sales strategy effort, we will ensure to know our clients and all entities that are attached to our business activities.

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#### DOCUMENTATION:

We will document all information about our potential customers/clients; we will ensure that we are offering them the unique personalized services that every one of them requires.

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#### ACTION TO DOMINATE:

It is the immediate goal of the company to launch itself into the market, challenge the established competitor in and out of our business niche, and catapult our recognition into the market while putting every effort into action to dominate the larger market as a whole.

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#### CREATION OF UNIQUE POSITION IN THE MARKET:

To a greater and enviable extent, the information earlier collected and the documentation at the earlier stage will ensure that our services are streamlined to our clients' needs, thereby offering us the unique advantage of positioning in the market.

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#### ACTION TO DOMINATE:

Having followed a due process of research, observations, planning, and strategies; the company will launch itself into the market with a certainty of dominating and realizing its forecasted revenue stream!

## 6.0 MANAGEMENT SUMMARY

### 6.1 MANAGEMENT DESCRIPTION

Having the right business structure is very important to us at **Citrus Town Event Center LLC**. Therefore, we have laid the right plans that will ensure that our business is not only right but also stays true to our core values, mission and vision as a company.

Our core mission is to provide an excellent service that is not only well accepted now but also whose acceptance and use will continue to grow at an accelerated rate into the future. We are sensitive to our clients' needs and dedicated to their satisfaction. This is why all the staff we will hire will not only identify with our aims, goals, objectives, and mission but also know what it takes to take our company from where we are at present to where we intend to and should be in the future.

### 6.2 MANAGEMENT ROLE

Our business is guided by a team of experienced management staff with some years' experience in the industry. They will be tasked with different responsibilities in the business and will make key decisions together. However, the CEO will be tasked with the following roles and responsibilities;

#### **Roles and Responsibilities of the CEO**

- ✓ Dictating the direction of the business
- ✓ Cross-checking the effectiveness of sales and marketing plan
- ✓ Signing documents relating to the business
- ✓ Identify problems, make decisions, and evaluate the result
- ✓ Periodically evaluate performance and develop action plans.
- ✓ Developing a monthly sales plan
- ✓ Organizing meetings with different bodies regarding the business
- ✓ Preparing materials relating to the business
- ✓ Successfully implement company policy
- ✓ Develop strategic plans
- ✓ Maintain an effective management team

## 7.0 FINANCIAL PLAN

The following section contains financial information. The below Tables and charts show annual projections for the first five business years.

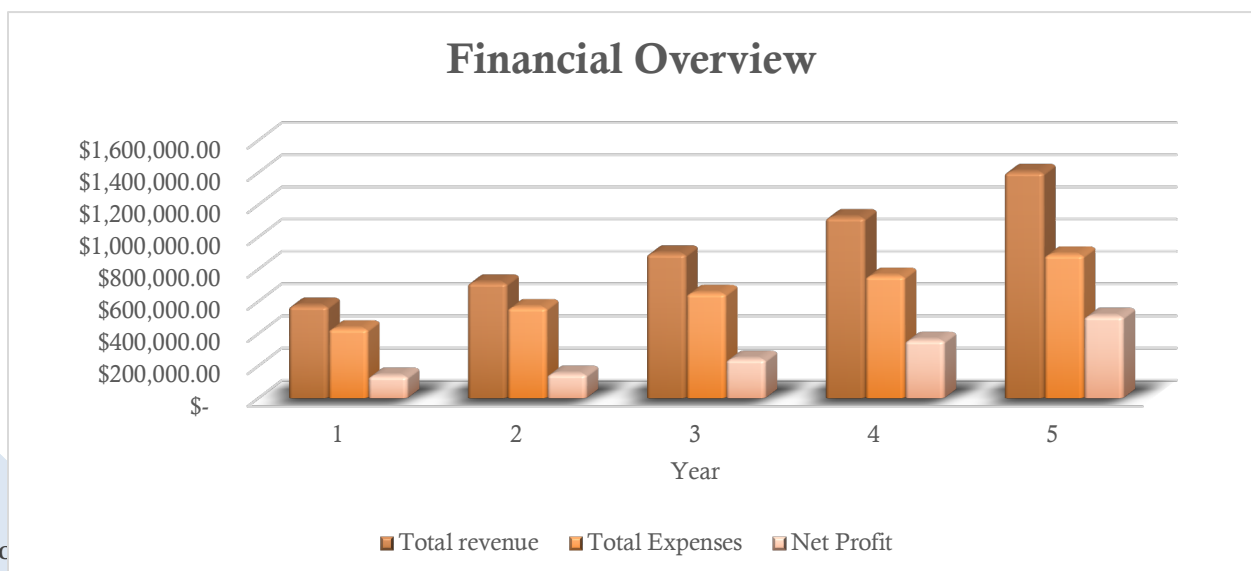
### 7.1 STARTUP ANALYSIS

STARTUP EXPENSES	COST
Capital Expenditure	<b>Cost</b>
<b>2-years Entertainment Permits</b>	\$ 1,722.00
<b>LLC Registration</b>	\$ 224.00
<b>Other Permits and Licenses</b>	\$ 9,000.00
<b>Renovations</b>	\$ 10,000.00
<b>Rent (1st half)</b>	\$ 40,000.00
<b>Total Startup Expenses</b>	<b>\$ 60,946.00</b>
<b>Owner Investment</b>	<b>\$ 100,000.00</b>

### 7.2 FINANCIAL OVERVIEW

Below is the financial overview showing the profitability of the business as the sales increases with little change in the cost. The profit is seen to increase with sales, The overview graph is not plotted against each other, they are independent, the Net profits shows the amount the business made after a year while Revenue and Expenses shows independent figures for the fiscal year.

Financial Overview					
	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Total Revenue</b>	\$ 576,000.00	\$ 720,000.00	\$ 900,000.00	\$ 1,125,000.00	\$ 1,406,250.00
<b>Total Expenses</b>	\$ 434,400.00	\$ 566,400.00	\$ 654,240.00	\$ 761,664.00	\$ 893,330.40
<b>Net Profit</b>	\$ 141,600.00	\$ 153,600.00	\$ 245,760.00	\$ 363,336.00	\$ 512,919.60



### 7.3 PROFIT AND LOSS

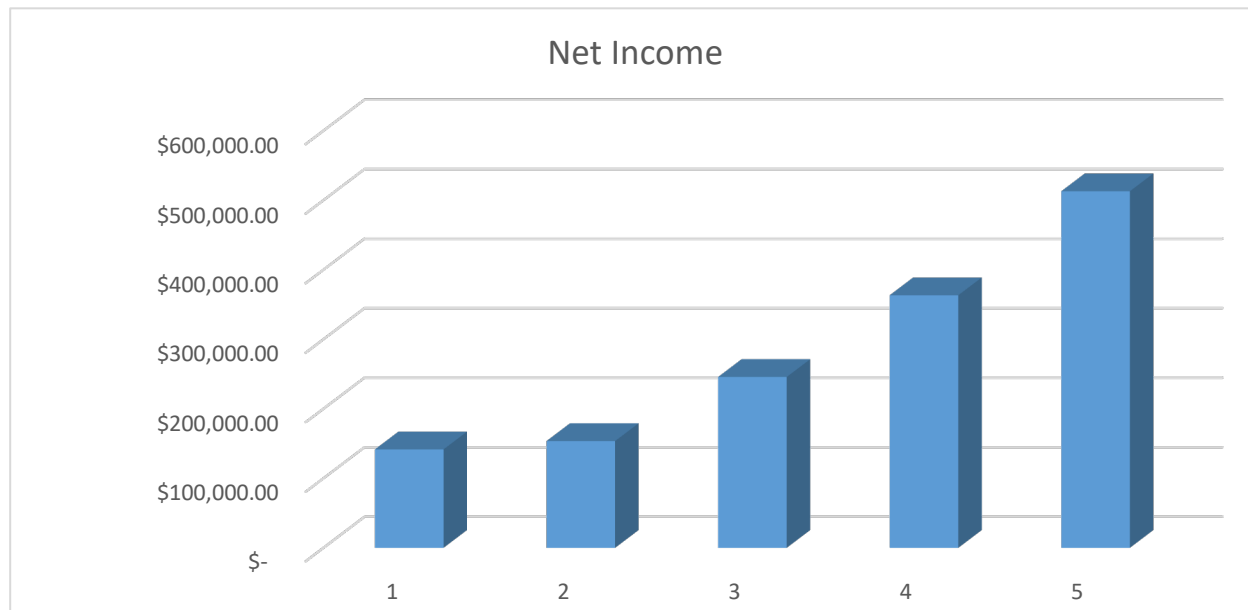
The below table is the profit and loss projection for the first five business years. The sales are seen to increase each year, causing a considerable increase in the net profit too.

Profit and Loss					
	Year 1	Year 2	Year 3	Year 4	Year 5
	\$	\$	\$	\$	\$
Revenue	576,000.00	720,000.00	900,000.00	1,125,000.00	1,406,250.00
Total Revenue	576,000.00	720,000.00	900,000.00	1,125,000.00	1,406,250.00
Direct Cost of Service	230,400.00	288,000.00	360,000.00	450,000.00	562,500.00
Gross Margin	345,600.00	432,000.00	540,000.00	675,000.00	843,750.00
Gross Margin %	60.00%	60.00%	60.00%	60.00%	60.00%
Operating Expenses					
Operating Expenses	144,000	158,400	174,240	191,664	210,830
Rent	60,000	120,000	120,000	120,000	120,000
Total Operating Expenses	204,000	278,400	294,240	311,664	330,830
Operating Income	141,600	153,600	245,760	363,336	512,920
Operating Margin	24.58%	21.33%	27.31%	32.30%	36.47%
EBITDA	141,600	153,600	245,760	363,336	512,920
Depreciation & Amortization	0	0	0	0	0
Interest Expenses	0	0	0	0	0



	0	0	0	0	0
<b>Net Income</b>	<b>\$ 141,600.00</b>	<b>\$ 153,600.00</b>	<b>\$ 245,760.00</b>	<b>\$ 363,336.00</b>	<b>\$ 512,919.60</b>
<b>Net Income %</b>	24.58%	21.33%	27.31%	32.30%	36.47%

Chart: Profit and Loss:



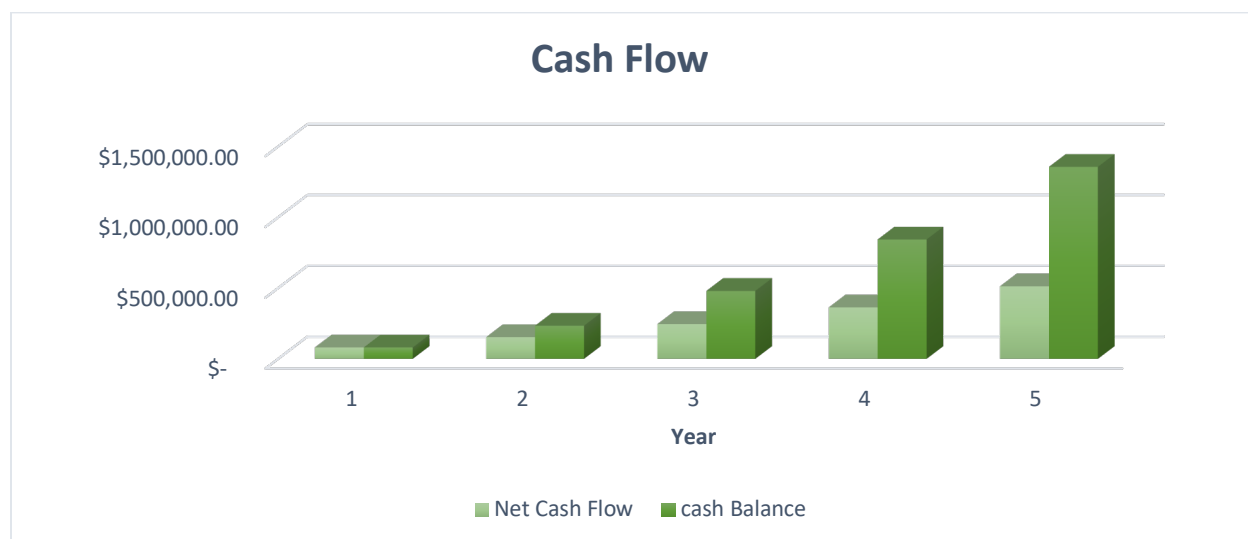
## 7.4 CASH FLOW STATEMENT

Below is cash flow statement projection for five years shows the movement of cash within the business.

Cash Flow					
	Year 1	Year 2	Year 3	Year 4	Year 5
	\$	\$	\$	\$	\$
<i>Cash From Operations</i>					
<b>Cash Sales</b>	576,000	720,000	900,000	1,125,000	1,406,250
Subtotal Cash from Operations	576,000	720,000	900,000	1,125,000	1,406,250
<i>Additional Cash Received</i>					
<b>Owner's Investment</b>		0	0	0	0
<b>New Long-term Liabilities</b>	0	0	0	0	0
<b>Sales of Other Current Assets</b>	0	0	0	0	0
<b>Sales of Long-term Assets</b>	0	0	0	0	0
<b>New Investment Received</b>	0	0	0	0	0
Subtotal Cash Received	576,000	720,000	900,000	1,125,000	1,406,250
<i>Expenditures</i>	Year 1	Year 2	Year 3	Year 4	Year 5
<i>Expenditures from Operations</i>					
<b>Total Cost of Sales</b>	230400	288000	360000	450000	562500
<b>Total Operating Expenses</b>	204,000	278,400	294,240	311,664	330,830
<b>Interest Expense</b>	0	0	0	0	0
<b>Tax Incurred</b>	-	-	-	-	-
<b>Subtotal Spent on Operations</b>	434,400	566,400	654,240	761,664	893,330
<i>Additional Cash Spent</i>					
<b>Other Liabilities Principal Repayment</b>	0	0	0	0	0
<b>Long-term Liabilities Principal Repayment</b>	0	0	0	0	0
<b>Startup Expenses</b>	60,946	0	0	0	0
<b>Purchase Long-term Assets</b>	0	0	0	0	0
<b>Investors' Dividend</b>	0	0	0	0	0
<b>Owner's Drawing</b>	0	0	0	0	0
Subtotal Cash Spent					

	495,346	566,400	654,240	761,664	893,330
<b>Net Cash Flow</b>	\$ 80,654.00	\$ 153,600.00	\$ 245,760.00	\$ 363,336.00	\$ 512,919.60
Cash Balance	\$ 80,654.00	\$ 234,254.00	\$ 480,014.00	\$ 843,350.00	\$ 1,356,269.60

Chart: Cash Flow



The graph above shows an upward movement of closing cash balance which indicates that there is an increase in cash balance at the end of every period

## 7.5 BALANCE SHEET

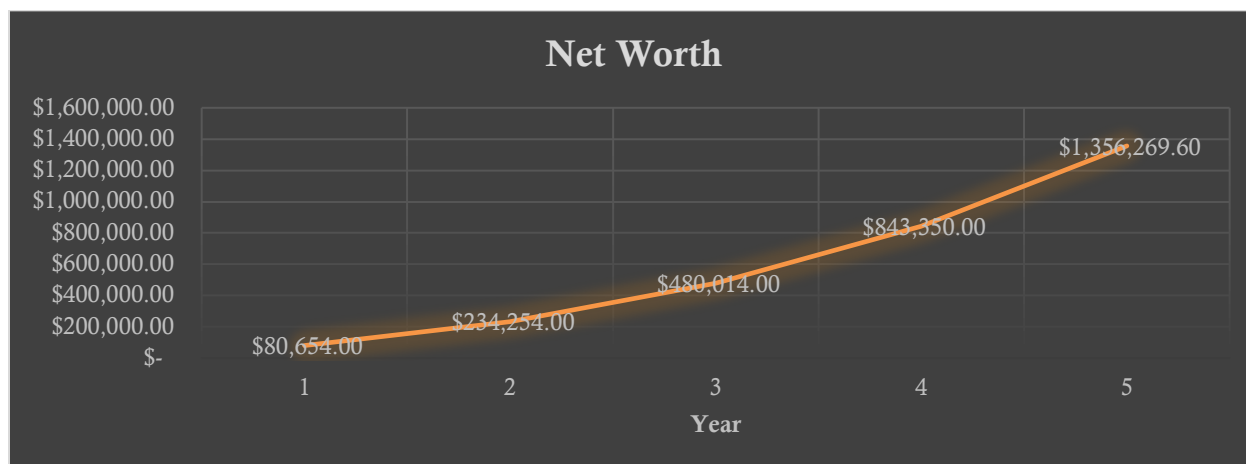
Below is the financial forecast of the balance sheet for the business. The below table shows the steady growth in the net worth of the organization, this shows that the business is a very profitable one.

Table: Balance Sheet

Balance Sheet						
	Starting Bal.	Year 1	Year 2	Year 3	Year 4	Year 5
	\$	\$	\$	\$	\$	\$
<b>Assets</b>						
<b>Current Assets</b>						
Cash		80,654	234,254	480,014	843,350	1,356,270
<b>Startup Assets</b>						
<b>Total Current Assets</b>	-	80,654	234,254	480,014	843,350	1,356,270
<b>Long-term Assets</b>						
long term assets	0	0	0	0	0	0
long term assets					0	0
Accumulated Depreciation				0	0	0
<b>Total Long-term Assets</b>	0	0	0	0	0	0
<b>Total Assets</b>	-	80,654	234,254	480,014	843,350	1,356,270
<b>Liabilities and Capital</b>						
<b>Current Liabilities</b>						
Accounts Payable	0	0	0	0	0	0
Current Borrowing	0	0	0	0	0	0
Other Current Liabilities	0	0	0	0	0	0

<b>Subtotal Current Liabilities</b>		0	0	0	0	0
<b>Vehicle Liabilities</b>		0	0	0	0	0
<b>SBA EIDL Loan</b>	0	0	0	0	0	0
<b>Total Liabilities</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Paid-in Capital</b>	0	0	0	0	0	0
<b>Retained Earnings</b>	0	141,600	295,200	540,960	904,296	1,417,216
<b>Earning</b>	<b>0</b>	<b>141,600</b>	<b>153,600</b>	<b>245,760</b>	<b>363,336</b>	<b>512,920</b>
<b>Total Capital</b>	-	80,654	234,254	480,014	843,350	1,356,270
<b>Total Liabilities and Capital</b>	-	<b>80,654</b>	<b>234,254</b>	<b>480,014</b>	<b>843,350</b>	<b>1,356,270</b>
<b>Net Worth</b>	<b>\$ -</b>	<b>\$ 80,654.00</b>	<b>\$ 234,254.00</b>	<b>\$ 480,014.00</b>	<b>\$ 843,350.00</b>	<b>\$ 1,356,269.60</b>

Chart: Net Worth



## 7.6 BREAK-EVEN ANALYSIS

Break-even is the point where the business neither makes profit nor loss. This means that at break-even, the business is only able to pay up its expenses both fixed and variable cost without any excess. The essence of break-even is to determine the number of sales that could lead to profitability.

Breakeven Analysis

	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Fixed cost</b>	\$ 204,000.00	\$ 278,400.00	\$ 294,240.00	\$ 311,664.00	\$ 330,830.40
<b>Variable Cost %</b>	40.00%	40.00%	40.00%	40.00%	40.00%
<b>Gross Margin %</b>	60.00%	60.00%	60.00%	60.00%	60.00%
<b>Break Even Income</b>	<b>\$ 340,000.00</b>	<b>\$ 464,000.00</b>	<b>\$ 490,400.00</b>	<b>\$ 519,440.00</b>	<b>\$ 551,384.00</b>
<b>Revenue</b>	<b>\$ 576,000.00</b>	<b>\$ 720,000.00</b>	<b>\$ 900,000.00</b>	<b>\$ 1,125,000.00</b>	<b>\$ 1,406,250.00</b>

