

**FREE VERSION OF GROWTHINK'S  
ULTIMATE EVENT VENUE BUSINESS PLAN  
TEMPLATE**

**[Company Logo]**  
(if applicable)

**[Company Name]**  
**BUSINESS PLAN**  
**[Current Month], [Year]**

**[Name]**  
**[Title]**  
**[Company Name]**  
**[Address 1]**  
**[Address 2]**  
**[City, State Zip]**  
**Tel: [ ]**  
**Fax: [ ]**  
**Email: [ ]**  
**Website: [ ]**

**CONFIDENTIAL**

*No offering is made or intended by this document. Any offering of interests in [Company Name] will be made only in compliance with Federal and State securities laws.*

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**PLEASE READ THIS FIRST:**

**NOTE: this is the Free version of Growththink's Ultimate Event Venue Business Plan Template. Much of the information from the paid version, including the integrated financial graphs and charts have been removed from this version.**

The real version of Growththink's Ultimate Event Venue Business Plan Template is much more than a fill-in-the-blanks template.

That template professionally guides you step-by-step so you can quickly, easily and expertly complete your business plan.

Perhaps most importantly, it includes complete financial projections. You simply enter some numbers (for example the # of products/services you expect to sell and the price), and Growththink's Ultimate Event Venue Business Plan Template automatically builds your 5-year Income Statement, Balance Sheet and Cash Flow Statement. This service alone would cost thousands of dollars if you hired an accountant to complete it for you.

**To upgrade to the full, paid version of Growththink's Ultimate Event Venue Business Plan Template, please go to <https://businessplantemplate.growththink.com/event-venue/>**

# **I. Executive Summary**

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## **Key Questions to Answer:**

- *What does your business do?*
- *What market need does your business solve?*
- *What are 4-7 reasons why your business will be successful?*
- *How much capital, if any, are you seeking for your business?*

## ***Sample from Growthink's Ultimate Event Venue Business Plan Template:***

[Company Name], located at [insert location here] is a newly established venue offering a range of event services for consumers and businesses in the area.

### **Products and Services**

[Company Name] will focus on providing a stylish and elegant event venue for celebrations of all types.

Products offered by [Company Name] include:

- A selection of venue spaces
- Event planning services
- Event coordination

[Company name] will also provide a limited selection of décor for rent.

Return to our [event venue business plan](#) page.

## **II. Company Overview**

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### ***Company Profile***

- *Where are you located?*
- *When were you formed?*
- *What is your legal entity form?*

### ***Company Vision/Mission Statement***

- *What goals is your company trying to achieve?*

### ***Past Accomplishments***

- *What successes has your company already achieved?*

### ***Sample from Growthink's Ultimate Event Venue Business Plan Template:***

[Company Name], located at [insert location here] is a new event venue offering event services for consumers and businesses in the area.

[Company Name] was founded by [Founder's Name]. While [Founder's Name] has worked in in the event industry for some time, it was in [month, year] that she decided to launch [Company Name]. Specifically, during this time, [Founder] planned her own wedding. During her experience, [Founder's Name] booked a venue that provided unique and elegant spaces along with...

## **III. Industry Analysis**

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### ***Market/Industry Overview***

- *In what market(s) do you compete?*

### ***Market/Industry Trends***

- *What are the key market trend(s) and how does that effect you?*

### ***Relevant Market Size***

- *How large is your relevant market (the # of customers who can realistically buy from you)?*

### ***Sample from Growthink's Ultimate Event Venue Business Plan Template:***

[Company Name] directly or indirectly competes against other venues. There are over 320,500 wedding and event venues in the United States. According to a report by The Knot, the overall event venue industry is extremely fragmented, with the majority of venues having only one location. The total wedding venues market is estimated to grow to over \$55 billion in the next five years. This growth bodes well for [Company Name]; since there are few venue options in [location], and a local start-up can expect to...

## **IV. Customer Analysis**

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### ***Customer Needs***

- *What are the key needs of your target customers?*

### ***Target Customer Profile***

- *Who are your target customers? Give a detailed demographic profile.*

### ***Sample from Growthink's Ultimate Event Venue Business Plan Template:***

[Company Name] will serve consumers in [company location] and the surrounding areas.

The area we serve is populated mostly by middle and upper-middle class; as a result, they have the means to pay for elegant and unique events.

The precise demographics of the town in which our location resides is as follows:

## **V. Competitive Analysis**

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### ***Direct Competitors***

- *Who are your direct competitors? What are their strengths and weaknesses?*

### ***Indirect Competitors***

- *Who are your indirect competitors? What are their strengths and weaknesses?*

### ***Competitive Advantage***

- *What are your competitive advantages? Are these sustainable (can competitors emulate them)?*

### ***Sample from Growthink's Ultimate Event Venue Business Plan Template:***

The following venues are located within driving distance of [Company Name], thus providing either direct or indirect competition for customers:

#### **The Homestead**

The Homestead is a family-owned and -operated luxury wedding and event venue located on 23 acres in wine country just outside a major metro area. It offers European-inspired elegance, with a 10,000 square foot property and immaculate outdoor sites for an array of ceremony and reception sites. All event and wedding packages are fully customized. Weekday rates begin at \$3995 and weekend rates start at \$5995. These rates include a built-in rain plan, exclusive access to the entire venue for up to 10 hours, an onsite venue manager, and a selection of décor. Clients must use one of three vetted caterers.

## **VI. Marketing Plan**

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### ***Branding***

- *What is your desired brand positioning?*

### ***Promotions Plan***

- *How do you plan to promote your company's products and/or services?*

### ***Sample from Growthink's Ultimate Event Venue Business Plan Template:***

The Marketing Plan describes the type of brand [Company Name] seeks to create and the Company's planned promotions and pricing strategies.

### ***The [Company Name] Brand***

The [Company Name] brand will focus on the Company's unique value proposition:

- Offering a convenient location
- Experienced event professionals
- Competitive prices
- Elegant and unique venue offerings

### ***Promotions Strategy***

[Company Name] expects its target market to be customers living within a 100-mile radius of the venue. The Company's promotions strategy to reach these individuals includes:

**Local Publications:** [Company name] will announce its opening several weeks in advance through publicity pieces in multiple local and regional newspapers and publications. Regular advertisements will run to maintain exposure to relevant markets.

**Social Media:** [Company Name] will post updates with photos of beautiful, trendy, and successful events to its social media pages. These posts will provide general information on [Company Name], and work to build a reputation for venue excellence in the community.

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## **VII. Operations Plan**

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### ***Key Operational Processes***

- *What are the key operational processes that your organization needs to accomplish on a daily basis to achieve success?*

### ***Business Milestones***

- *What milestones will you need to accomplish over the next 1-3 years in order to achieve success?*

### ***Sample from Growthink's Ultimate Event Venue Business Plan Template:***

[Company name] will carry out its day-to-day operations primarily on an appointment basis.

In order to execute on [Company Name]'s business model, the Company needs to perform many functions including the following:

#### Sales Functions

- Customer service for handling inquiries about the venue
- Event planners

#### Administrative Functions

- General & administrative functions including legal, marketing, bookkeeping, etc.
- Sourcing and storing products
- Hiring and training staff
- Customer service

#### Miscellaneous

- Maintenance personnel
- Janitorial personnel

## **VIII. Management Team**

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*The Management Team section of the business plan must prove why the key company personnel are “eminently qualified” to execute on the business model.*

### **Management Team Members**

- *Who are the key members of your management team?*

### **Management Team Gaps**

- *Who do you still need to hire?*

### **Sample from Growthink’s Ultimate Event Venue Business Plan Template:**

[Company Name] is led by [Founder’s Name], who has worked as an event planner since her graduation from university. She has worked in increasingly responsible roles with some of the top venues in the area. As a result, [Founder] has an in-depth knowledge of both event planning and management, bringing a working knowledge both of the operation of a venue (e.g., running day-to-day operations) and the business management side (e.g., staffing, marketing, etc.).

[Founder] graduated from...

## **IX. Financial Plan**

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### ***Revenue Model***

- *In what ways do you generate revenues?*

### ***Financial Highlights***

- *What are your topline 5-year financial projections?*

**Go to <https://businessplantemplate.growthink.com/event-venue/> for the paid template that automatically generates your 5-year financial projections**

### ***Funding Requirements/Use of Funds***

- *How much money do you need to start and/or run your business? What are the primary uses of these funds?*

### ***Sample from Growthink's Ultimate Event Venue Business Plan Template:***

[Company Name]'s revenues will come primarily from venue rental.

As with most real estate operations, rents are the key cost drivers in retail. Rent income will be primarily composed of venue bookings and prop rentals.

The major cost drivers for the company's operation will consist of:

- Purchases of on-trend décor
- Salaries
- Property loan

Moreover, ongoing marketing expenditures are also notable cost drivers for [Company Name].

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### **Capital Requirements and Use of Funds**

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[Company Name] is currently seeking \$300,000 to launch. Specifically, these funds will be used as follows:

- Event venue design build-out: \$195,000
- Purchase of event décor for rent: \$25,000

- Other administrative/startup costs: \$20,000
- Working capital: \$60,000 to pay for marketing, salaries, and procurement costs until [Company Name] reaches break-even

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## **Key Assumptions & Forecasts**

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	FY 1	FY 2	FY 3	FY 4	FY 5
<b>Revenues</b>					
Events	\$468,000	\$562,380	\$662,002	\$767,094	\$877,897
Non-Traditional/Other Events (if applicable)	\$0	\$0	\$0	\$0	\$0
<b>Total Revenues</b>	<b>\$468,000</b>	<b>\$562,380</b>	<b>\$662,002</b>	<b>\$767,094</b>	<b>\$877,897</b>
<b>Expenses &amp; Costs</b>					
Cost of goods sold	\$107,640	\$123,724	\$132,400	\$145,748	\$158,021
Lease	\$50,000	\$51,250	\$52,531	\$53,845	\$55,191
Marketing	\$20,000	\$25,000	\$30,000	\$30,000	\$30,000
Salaries	\$165,000	\$165,000	\$181,913	\$191,008	\$200,559
Delivery van expenses	\$0	\$0	\$0	\$0	\$0
Initial marketing expenditures	\$0	\$0	\$0	\$0	\$0
<b>Total Expenses &amp; Costs</b>	<b>\$342,640</b>	<b>\$364,974</b>	<b>\$396,844</b>	<b>\$420,601</b>	<b>\$443,771</b>
<b>EBITDA</b>	<b>\$125,360</b>	<b>\$197,406</b>	<b>\$265,158</b>	<b>\$346,494</b>	<b>\$434,126</b>
Depreciation	\$36,000	\$36,000	\$36,000	\$36,000	\$36,000
<b>EBIT</b>	<b>\$89,360</b>	<b>\$161,406</b>	<b>\$229,158</b>	<b>\$310,494</b>	<b>\$398,126</b>
Interest	\$19,500	\$17,063	\$14,625	\$12,188	\$9,750
<b>PRETAX INCOME</b>	<b>\$69,860</b>	<b>\$144,344</b>	<b>\$214,533</b>	<b>\$298,306</b>	<b>\$388,376</b>
Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Use of Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Taxable Income	\$69,860	\$144,344	\$214,533	\$298,306	\$388,376
Income Tax Expense	\$24,451	\$50,520	\$75,086	\$104,407	\$135,932
<b>NET INCOME</b>	<b>\$45,409</b>	<b>\$93,824</b>	<b>\$139,446</b>	<b>\$193,899</b>	<b>\$252,445</b>

## **X. Appendix**

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### ***Sample from Growthink's Ultimate Event Venue Business Plan Template:***

The following pages present detailed financial projections for [Company Name] over the next five years. The specific tables to follow include:

- Startup Costs
- 5 Year Annual Income Statement
- 5 Year Annual Balance Sheet
- 5 Year Annual Cash Flow Statement
- Quarterly Income Statement for First 3 Years
- Quarterly Balance Sheet for First 3 Years
- Quarterly Cash Flow Statement for First 3 Years

**Attention Entrepreneurs:** Now, if you want to finish your business plan FAST and you don't want to struggle with your financial model, then you're in luck...

# "Finish Your Business Plan Today With Growthink's Fully Customizable Event Venue Business Plan Template."



As seen in: **FORTUNE** THE WALL STREET JOURNAL The New York Times **Entrepreneur** **Forbes** **VentureBeat**  
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