

**FREE VERSION OF GROWTHINK'S  
ULTIMATE WEDDING 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.*

*This document includes confidential and proprietary information of and regarding [Company Name]. This document is provided for informational purposes only. You may not use this document except for informational purposes, and you may not reproduce this document in whole or in part, or divulge any of its contents without the prior written consent of [Company Name]. By accepting this document, you agree to be bound by these restrictions and limitations.*

**PLEASE READ THIS FIRST:**

**NOTE: this is the Free version of Growthink's Ultimate Wedding 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 Growthink's Ultimate Wedding 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 Growthink's Ultimate Wedding 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 Growthink's Ultimate Wedding Venue Business Plan Template, please go to <https://businessplantemplate.growthink.com/wedding-venue/>**

# **I. Executive Summary**

---

## **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 Wedding Venue Business Plan Template:**

[Company Name], located at [insert location here] is a brand-new venue specializing in weddings and special events. Our venue provides an idyllic backdrop for celebrations like weddings, anniversaries, and other special events.

### **Products and Services**

[Company Name] will provide a fully renovated and updated rustic event space consisting of 2 barns, a gazebo, a bed and breakfast, and outdoor space.

[Company name] will also offer event planning and coordination, as well as catering services.

### **Customer Focus**

[Company Name] will primarily serve engaged couples within a 50-mile radius of our location. The demographic profile in this area is as follows:

- 125,827 residents
- Average income of \$74,700
- 49.6% in management/professional occupations

### **Median age: 38 years**

## **II. Company Overview**

---

### ***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 Wedding Venue Business Plan Template:***

[Company Name], located at [insert location here] is a brand-new venue specializing in weddings and special events. Our venue provides an idyllic backdrop for celebrations like weddings, anniversaries, and other special events.

[Company Name] was founded by [Founder's Name]. While [Founder's Name] has been in the wedding business for some time, it was in [month, year] that she decided to launch [Company Name]. Specifically, during this time, [Founder] attended a wedding in upstate New York. During her trip, [Founder's Name] found herself at a barn venue that enjoyed tremendous success. After discussing the business at length with the owner, [Founder's Name] clearly understood that a similar business would enjoy significant success on the historic farm which had just come available on the market in her hometown.

Specifically, the customer demographics and competitive situations in upstate New York and in her hometown were so similar that she knew it would work. Furthermore, after surveying local residents, this theory was proven.

## III. Industry Analysis

---

### **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 Wedding Venue Business Plan Template:**

The following industry statistics bode well for [Company Name].

According to the recent report entitled, "Weddings in the U.S." by the Wedding Professionals Association, the industry's annual revenue is approximately \$71 billion, with an estimated gross profit of 4.9%.

The following trends are driving the wedding industry:

#### **Market-level trends:**

- **Planning wedding virtually** is much more common and realistic due to improved technologies.
- **Marriage rate.** Demand for industry services is heavily dictated by the marriage rate. Fortunately, marriage rates in the United States continue to be strong.
- **Weekday weddings.** Due to higher demand on weekends, many couples are now satisfied with booking weekday weddings.

#### **Customer-level trends:**

- **Disposable income.** Changes in per capita disposable income affect demand for destination weddings.
- **Virtual celebrations.** Digital ceremonies and celebrations via platforms such as Zoom are becoming more popular although the market for traditional, in-person weddings has remained strong.

## **IV. Customer Analysis**

---

### ***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 Wedding Venue Business Plan Template:***

[Company Name] will serve consumers – primarily couples - in [company location] and the surrounding areas.

The area we serve is populated mostly by the middle class; as a result, they have the means to pay for more and high-quality services.

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

## **V. Competitive Analysis**

---

### ***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 Wedding Venue Business Plan Template:***

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

#### **Harney House**

Guest Capacity: 300

Renovated and opened as a wedding venue in 1997, Harney House is located on 11 acres, and features both indoor and outdoor ceremony locations. With its outdoor gazebo, Harney House is well known for its beautiful outdoor weddings, as well as for its indoor chapel weddings.

Venues available at Harney House include:

The gazebo - designed for beauty and suitability for wedding ceremonies. Brides walk off the porch of the Manor House and up the aisle between rows of white wooden chairs to the gazebo.

The chapel - seats 250 guests in custom-made pews. Two salvaged and restored stained glass windows greet guests in the entry of the chapel...





## VI. Marketing Plan

---

### **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 Wedding Venue Business Plan Template:**

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

---

### **The [Organization Name] Brand**

---

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

- Offering a convenient location
- Familiar, regular product specialists
- Competitive prices
- High-quality product 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.

**Direct Mail:** [Company Name] will blanket the surrounding areas with direct mail pieces. These pieces will provide general information on [Company Name], offer package discounts and/or provide other inducements for people to consider the venue for celebrations.

**Ongoing Customer Communications:** [Company Name] will maintain a website and publish a monthly email newsletter to tell customers about new events, services and more.

## VII. Operations Plan

---

### ***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 Wedding 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

- Wedding and event consultations
- Supply rentals
- Catering and vendor referrals

#### Administrative Functions

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

#### Miscellaneous

- Maintenance personnel



## **VIII. Management Team**

---

*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 Wedding Venue Business Plan Template:***

[Company Name] is led by [Founder’s Name] who has been in the wedding industry for 20 years.

While [Founder] has never run a venue herself, she has spent most of her adult life working as an event coordinator specializing in weddings. She began her career in [19xx] when she received a certification from the American Association of Certified Wedding Planners, and began work at [major chain], where she worked for X years.

[Founder] graduated from xyz University with a major in Public Relations.

[Other person’s name] will serve as the customer service manager. He/she has extensive experience the hospitality industry.

## **IX. Financial Plan**

---

### ***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/wedding-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 Wedding Venue Business Plan Template:***

### ***Revenue and Cost Drivers***

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

As with most services, labor expenses are the key cost drivers in hospitality. Event personnel are paid through a combination of salaries and commission, rewarding them for performance and making employees an active part in business retention and development.

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

- Commission paid to event personnel for assisting clients with planning and vendor referrals
- Salaries
- Lease

Moreover, ongoing marketing expenditures and cost of goods sold expenses are also notable cost drivers for [Company Name].

## Capital Requirements and Use of Funds

[Company Name] is seeking a total funding of \$247,000 to launch its venue. The capital will be used for funding capital expenditures and location renovation, hiring initial employees, marketing expenses and working capital.

Specifically, these funds will be used as follows:

- **Venue redesign/renovation:** \$177,000
- **Working capital and initial marketing:** \$70,000 to pay for initial marketing, salaries, and lease costs until [Company Name] is cash-flow positive

## Key Assumptions & Forecasts

Below please find the key assumptions that went into the financial forecast and a summary of the financial projections over the next five years. Please see the Appendix for more detailed financial forecasting information.

	FY 1	FY 2	FY 3	FY 4	FY 5
<b>Revenues/Donations</b>					
Individual Sales/Donations	\$100,000	\$150,000	\$200,000	\$250,000	\$300,000
Corporate Sales/Donations	\$100,000	\$150,000	\$200,000	\$250,000	\$300,000
<b>Total Revenues</b>	<b>\$200,000</b>	<b>\$300,000</b>	<b>\$400,000</b>	<b>\$500,000</b>	<b>\$600,000</b>
<b>Expenses &amp; Costs</b>					
Cost of goods sold	\$0	\$0	\$0	\$0	\$0
Lease	\$40,000	\$41,000	\$42,025	\$43,076	\$44,153
Marketing	\$0	\$0	\$0	\$0	\$0
Salaries	\$136,390	\$189,030	\$208,406	\$218,826	\$229,767
Other	\$0	\$0	\$0	\$0	\$0
Initial expenditure	\$0	\$0	\$0	\$0	\$0
<b>Total Expenses &amp; Costs</b>	<b>\$176,390</b>	<b>\$230,030</b>	<b>\$250,431</b>	<b>\$261,901</b>	<b>\$273,920</b>
<b>EBITDA</b>	<b>\$23,610</b>	<b>\$69,970</b>	<b>\$149,569</b>	<b>\$238,099</b>	<b>\$326,080</b>
Depreciation	\$0	\$0	\$0	\$0	\$0
<b>EBIT</b>	<b>\$23,610</b>	<b>\$69,970</b>	<b>\$149,569</b>	<b>\$238,099</b>	<b>\$326,080</b>
Interest	\$0	\$0	\$0	\$0	\$0
<b>PRETAX INCOME</b>	<b>\$23,610</b>	<b>\$69,970</b>	<b>\$149,569</b>	<b>\$238,099</b>	<b>\$326,080</b>
Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Use of Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Taxable Income	\$38,125	\$55,455	\$149,569	\$238,099	\$326,080
Income Tax Expense	\$13,344	\$19,409	\$52,349	\$83,334	\$114,128
<b>NET INCOME</b>	<b>\$10,266</b>	<b>\$50,561</b>	<b>\$97,220</b>	<b>\$154,764</b>	<b>\$211,952</b>
Net Profit Margin (%)	5.1%	16.9%	24.3%	31.0%	35.3%

## **X. Appendix**

---

### ***Sample from Growthink's Ultimate Wedding 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 Wedding Venue Business Plan Template."



As seen in: **FORTUNE** THE WALL STREET JOURNAL The New York Times **Entrepreneur** **Forbes** **VentureBeat**  
**BusinessWeek** **SmartMoney** **FOX** **Deal** Los Angeles Times **Inc.**

**Go To:**

<https://businessplantemplate.growthink.com/wedding-venue/>