**Business plan**

**Tropical Weddings**



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**Date: 01-10-2012**

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# Executive summary

The wedding planner company “Tropical Weddings” will be a new company on the market and will be a one-woman business. The wedding planner company will arrange weddings of Dutch couples who would like to marry in Curacao. The wedding planner will provide a full service wedding.

The wedding planner’s mission is to provide a full service wedding. The wedding planner will pay close attention to the customer’s need with regard to customer’s ideas about the wedding. The wedding planner and customers will work together with each other to achieve the perfect wedding.

Customers will be couples who would like their wedding to be fully arranged and would like to marry in Curacao. The target group is Dutch couples between the ages of 25 and 39, who live in the Netherlands and would like to have a Dutch wedding planner.

Competitors are a threat to the company, as some have already created brand awareness. Wedding planner company which is similar to Tropical Weddings is Happy! (also a new entrant). Another competitor is World Wide Wedding.

The wedding planner company will be a new company and therefore it needs much advertising in order to create awareness among the potential customers. The wedding planner will make use of social media and will also have an own website. Another way of advertising will be by attending the annual wedding fair “Love & Marriage”.

Tropical Weddings will collaborate with four hotels in Curacao. These hotels will arrange the weddings in Curacao. The wedding planner will help the hotels with getting more customers and in return the hotels will charge less for the wedding packages.

Tropical Weddings will have a reasonable first year and over the years Tropical Weddings will be more successful. Tropical Weddings will grow in the future and will become the leading wedding planner in the Netherlands.