

Section 1

MARKETING PLAN

Description of the Product

Happy Thoughts, The Event Specialists, is a start-up business that aims big time. Happy Thoughts brings to the community of Bacolod a new breath of air in the event planning market. By combining worked and reworked experiences, going the extra mile, Happy Thoughts will lead the market, providing the best quality results, at all times.

Company Summary

Happy Thoughts is a small business designed to meet the needs of the ever changing social world. Bacolod City is the current home with plans to expand to branch offices within four years. Happy Thoughts' staff of two, with numerous contract vendors, plans events, and writes event-planning products. Happy Thoughts is invested in the community it resides in.

Happy Thoughts is, in part, the answer to demands of the social world, on the working family, heavily-burdened office, out-of-town business, or special occasion in need of special recognition. As a business, we understand the needs of public and private organizations. As parents and family members, we understand the needs of setting special time apart from other events in our lives. Happy Thoughts strives to accomplish these goals, in Bacolod and eventually other areas of Negros Occidental.

Company Ownership

Happy Thoughts is established as a sole proprietorship. All aspects of the business will be documented to ensure clients can count on the same results every time. The documents will become the basis of ownership. The sole proprietor will use his or her name as the guarantor of each service. Therefore, the sole proprietor must embody the vision and mission of Happy Thoughts.

Start-up Summary

Through careful planning on the part of the founder, the start-up costs for Happy Thoughts are minimal. It began as a home-based business with little overhead, and it continues to demand fewer outlays of funds as a service-based business. It is the wish of the founder to remain a debt-free establishment. However, recognizing that in reality not all variables are controllable, outside financing is a viable option.