

17 EVENT AND WEDDING DECORATION SERVICES



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1. INTRODUCTION

Event and wedding decoration services in Uttarakhand are becoming a highly profitable and creative venture due to the region's growing tourism, increasing disposable income, and the tradition of grand celebrations. The diverse cultural heritage, scenic beauty, and the inclination for lavish celebrations make Uttarakhand an ideal location for event and wedding planning businesses. The state's growing middle-class population and the influx of tourists have fuelled the demand for quality event management and decoration services.

The business has immense potential due to the rise of destination weddings, social events, and corporate functions. Clients seek unique and personalized decor, whether it's a traditional wedding, corporate gathering, or a destination event. Starting an event and wedding decoration business in Uttarakhand provides a great opportunity, especially for individuals interested in combining creativity and business.

2. MARKET DEMAND AND TRENDS

The event and wedding decoration services market is expanding rapidly in Uttarakhand, particularly in major cities such as Dehradun, Nainital, and Haridwar. The state is also gaining popularity for destination weddings due to its picturesque locations in hill stations, spiritual places, and natural beauty.

Some key trends influencing this sector are:

- **Destination Weddings:** Uttarakhand's hill stations and riversides are becoming popular for destination weddings, leading to increased demand for decoration services.
- **Eco-friendly Weddings:** There is a rising trend of eco-conscious couples opting for sustainable decorations, such as floral arrangements, recycled materials, and organic décor.
- **Themed Weddings:** The trend for customized and themed weddings is growing, where the decor aligns with a specific theme like vintage, royal, traditional, or contemporary.
- **Technology Integration:** The use of lighting, sound, and video projection to enhance décor is increasing. LED lights, 3D mapping, and other technological tools are used to create more immersive experiences.

3. DESIRED QUALIFICATION FOR PROMOTER

The promoter of an event and wedding decoration business should ideally possess the following:

- **Creativity:** A flair for design and artistic sensibility is essential.
- **Business Management Skills:** Knowledge of budgeting, project management, and handling client expectations is important.

- **Experience in Event Planning:** Prior experience or training in event management or a related field helps in understanding the intricacies of the business.
- **Networking Ability:** Good relationships with suppliers, venues, and vendors like florists, caterers, and photographers are crucial.
- **Training Programs:** Participating in design and event planning courses can further enhance expertise.

Recommended qualifications: A degree in Event Management, Interior Design, or Hospitality, along with hands-on experience in planning events.

4. BUSINESS OUTLOOK AND OPPORTUNITIES

Uttarakhand's growing demand for weddings, corporate events, and social functions presents a significant opportunity for businesses in event and wedding decoration. The market is still maturing, and entrepreneurs who can offer innovative and personalized services can carve a niche. The trend of destination weddings is one of the key drivers, with scenic locations like Mussoorie, Nainital, and Rishikesh being hotspots for weddings and events.

Challenges: The primary challenges include fierce competition, reliance on seasonal demand, and managing fluctuating costs, especially for high-quality materials.

Opportunities: Collaborating with hotels, resorts, and wedding planners as a preferred vendor, and expanding the service range to include lighting, sound systems, and customized setups could add value. Additionally, the increasing trend of online marketing offers an opportunity to showcase your services to a broader clientele.

5. MARKET POTENTIAL AND MARKETING ISSUES

The market potential for event and wedding decoration services in Uttarakhand is significant, with growing demand for personalized wedding décor, corporate events, and festive celebrations. The rapid growth of the tourism industry, along with rising income levels, is leading to an increased number of high-budget weddings and events, which creates a demand for premium décor services.

Marketing Issues:

- **Seasonal Fluctuations:** Business demand peaks around wedding seasons, festivals, and tourist seasons (e.g., summer, monsoon).
- **Competition:** While the market potential is high, competition among established players may be a challenge for new entrants.
- **Pricing Pressure:** Price sensitivity is a challenge in this industry, especially in a moderate-budget scenario.

6. BUSINESS INPUTS AND MATERIAL REQUIREMENTS

The key inputs for an event and wedding decoration business include:

- **Decorative Materials:** Flowers, drapes, fabric, lighting, and other materials like candles, centrepieces, and artificial flowers.
- **Furniture:** Chairs, tables, stages, podiums, and furniture for seating arrangements.
- **Lighting and Audio Equipment:** LED lights, chandeliers, projectors, speakers, and sound systems for an immersive experience.
- **Transportation:** Vehicles for transporting materials to and from venues.
- **Skilled Labor:** Decorators, florists, carpenters, electricians, and helpers.

The costs involved can vary depending on the type of event, but generally speaking, a moderate budget will focus on using cost-effective yet stylish decoration materials.

7. OPERATIONS AND EXECUTION PROCESS

1. **Initial Consultation:** Understanding the client's needs, budget, and vision for the event.
2. **Designing the Theme:** Offering design suggestions based on the client's preferences and budget.
3. **Procurement:** Sourcing flowers, lights, furniture, and props.
4. **Setup:** Installing the decorations at the venue on the event day.
5. **Execution and Supervision:** Ensuring smooth execution during the event and managing last-minute changes.
6. **Post-event Breakdown:** Disassemble the decorations and clean up the venue.

8. MANPOWER REQUIREMENT

Sr. No	Particulars	No.	No of month in year	Wages/Salaries per month (Rs. In Lakhs)	Annual Expense (Rs. In Lakhs)
1	Self Employed (Manager and Promoter)	1	12	0.25	3
2	Skilled Labor	1	12	0.12	1.44
3	Helpers	3	6	0.1	1.8
Total					6.24

9. IMPLEMENTATION SCHEDULE

Sr. No.	Activity	Time Required (in months)
1	Site Selection for Ware House	0.5
2	Arrangement of Finance	1
3	Machinery and Equipment purchase	0.5

4	Developing Portal	0.5
5	Procurement of Decorative Materials	2
Total time required (some activities shall run concurrently)		4.5

10. COST OF PROJECT

Sr. No	Particulars	Annual Expenses (Rs. in lakhs)
1	Land	-
2	Building (Rented)	0.36
3	Plant & Machinery	0.75
4	Equipment and Furniture Exp.	3.05
5	Misc. Fixed Asset	0.02
6	Preoperative & Preliminary Exp.	0.62
7	Working Capital	3.85
Total Project Cost		8.65

11. MEANS OF FINANCE

Sr. No.	Particulars	Annual Expenses (Rs. in lakhs)
1	Promoter's contribution	3.46
2	Bank Finance	5.19
Total		8.65

12. LIST OF MACHINERY AND EQUIPMENT

A. MACHINERY

Sr. No	Particulars	Unit	Price per Unit (Rs. in lakhs)	Total Amount (Rs. in lakhs)
1	Computers with all necessary hardware and installed Windows	1	0.30	0.30
2	Network Installation	1	0.05	0.05
3	Printer	1	0.05	0.05
4	Portable Invertor	2	0.18	0.35
Grand Total Amount				0.75

B. FURNITURE & EQUIPMENT

Sr. No	Particulars	Unit	Price per	Total Amount
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			Unit(Rs. in lakhs)	(Rs. in lakhs)
1	Lightening Equipment(LED lights,Fairy lights, Disco or stage lights,Battery-operated lights etc.)	1	0.50	0.50
2	Sound Equipments (Speakers,Microphones,Mixing consoles, Amplifiers etc.)	1	1.00	1.00
3	Chair, Table, Cushion, Stage Platforms etc.	0	0.00	1.50
4	Ladders and Tool Kit			0.02
Total Rs.				3.05

The availability of raw materials and equipment from local manufacturers is a promising advantage for the entrepreneur. Choosing the right mix of products and suitable machinery and tooling to facilitate modern and flexible processes is essential. Here are some of the suppliers of business equipment an entrepreneur can consider:

1. **Shree Krishna Wedding Decorators**
 - 47, Rajpur Road, Dehradun, Uttarakhand
2. **Elegant Event Solutions**
 - 125, Main Market, Nainital, Uttarakhand
3. **Bridal Bliss Weddings**
 - 40, Haridwar Road, Rishikesh, Uttarakhand

13. SALES REALIZATION

Sr. No	Service	Sales in Percentage	INR
1	Delivery	50.0%	12.96
2	Other Events (Birthday, Engagement, Funeral, Party etc.)	50.0%	6.75
Total		100.00%	19.71

14. PROFITABILITY CALCULATION

Sr. No	Particulars	Annual Expenses (Rs. in lakhs)
A.	Sales realisation	19.71
B.	Cost of production	
i)	Raw materials	2.00
ii)	Utilities	5.80
iii)	Manpower Cost (Salaries/wages)	6.24
iv)	Administrative expenses	0.40
v)	Packaging Cost	0.05
vi)	Material Lost Cost	0.05
vii)	Selling & distribution expenses	1.80
viii)	Repairs & maintenance	0.10
ix)	Rent	0.30
x)	Interest	0.56

xi)	Misc. expenses	0.00
	Total (B)	17.30
	Gross profit/loss (A – B)	2.41
	Less: Depreciation	0.53
C.	PBIT	1.88
D	Income-tax	-
E	Net profit/loss	1.88
F.	Repayment (Annual)	-0.13
G	Retained surplus (E-F)	2.01

15. BREAK-EVEN ANALYSIS

Fixed cost	
Land & Building Rent	0.30
Depriciation	0.53
Interest	0.56
Manpower	1.87
Total Fixed cost	3.26
Variable cost	
Raw materials	0.00
Utilities	5.80
ManPower	4.37
Administrative expenses	0.40
Selling & distribution expenses	1.80
Total Variable cost	12.37
Contribution margin	37%
Break-Even Point in Value	8.82

16. STATUTORY APPROVALS

The following statutory approvals will be required:

1. **GST Registration**
2. **Trade License** from the local municipal authority.
3. **Food Safety and Standards Authority of India (FSSAI)** if food services are included.
4. **MSME Registration**
5. **Event Licensing** for specific venues or events.

17. TRAINING CENTERS AND COURSES

1. **Institute of Event Management**
 - Dehradun, Uttarakhand
2. **National Institute of Event Management**
 - Mumbai, Maharashtra
3. **Swayam Portal (<https://swayam.gov.in>)**

These training centres provide valuable courses in event management, decor planning, and wedding coordination.

Disclaimer

Only few machine manufacturers are mentioned in the profile, although many machine manufacturers are available in the market. The addresses given for machinery manufacturers have been taken from reliable sources, to the best of knowledge and contacts. However, no responsibility is admitted, in case any inadvertent error or incorrectness is noticed therein. Further the same have been given by way of information only and do not carry any recommendation.