

# GRADUATION THESIS REPORT



W E D D I N G P L A N N E R

## BUSINESS PLAN FOR LILILACS WEDDING PLANNER



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# Abstract

This document will talk about a business plan for the Wedding Planner segment of Lililacs team in the North of Vietnam, made through the process of researching and surveying the needs and demands of customers in the North of Vietnam. With a mission and a reliable companion, always dedicated and giving unique ideas, bringing the bride and groom practical wedding solutions, the best experiences for the most important event. In addition, Lililacs team also wants to bring the culture of using and experiencing Wedding Planner more widely to people in the North of Vietnam.

Lililacs's target customer is 20-35 years old, with a medium-good average income. Our goal is to help customers orient their style as well as create ideas for decorating and organizing weddings that are most suitable. We will build a specific business plan with calculation, market analysis, value proposition, financial planning and marketing plan.

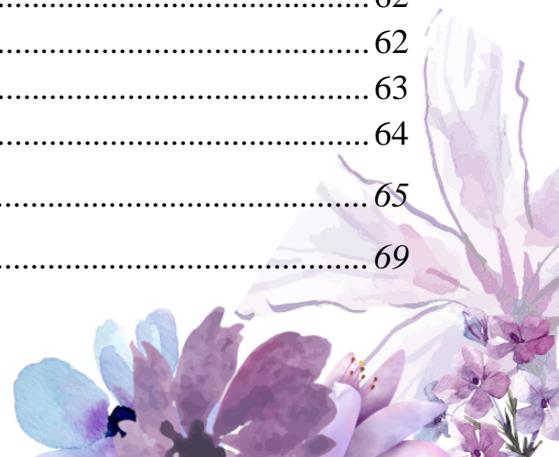
In addition, we will establish solutions for the risks when the company goes into operation. Everything will be done and planned close to reality.

# Table of content

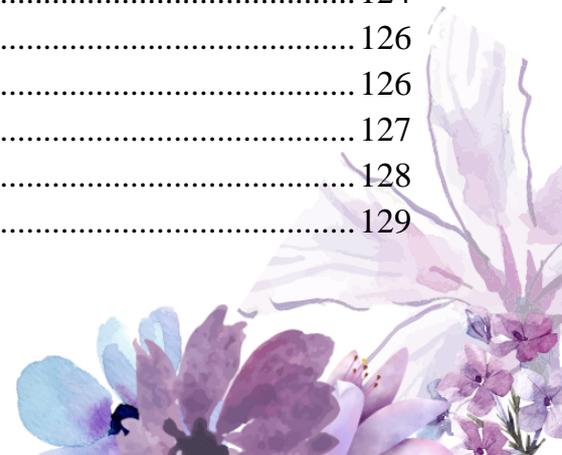
<b>I. INTRODUCTION.....</b>	<b>13</b>
1. <i>Market overview</i> .....	13
1.1. Overview of the wedding industry in the world.....	13
1.2. Overview of the wedding planning industry in Vietnam .....	13
2. <i>The story and the reason to choose business wedding planner</i> .....	14
3. <i>Market opportunity and problem identification</i> .....	15
3.1. Market Opportunity .....	15
3.2. Identify the problem.....	17
4. <i>Company Introduction</i> .....	17
4.1. Company Description .....	17
4.2. Vision.....	18
4.3. Mission.....	18
4.4. Core value .....	19
<b>II. MARKET ANALYSIS AND VALUE PROPOSITION .....</b>	<b>20</b>
1. <i>Market potential</i> .....	20
1.1. After the Covid-19 pandemic, the wedding industry exploded around the world and Vietnam.....	20
1.2. The potential of the wedding planner market in Vietnam in the last 3 years .....	23
2. <i>Market trend analysis</i> .....	25
2.1. Trends in customer needs and behavior in the wedding industry in the world ...	25
2.2. Trends in customer needs and behavior in the wedding industry in Vietnam.....	26
2.3. Shift in consumer perception of value .....	28
2.3.1. Background .....	28
2.3.2. Changes in consumers' perception .....	28
2.3.3. Impact on the industry .....	29
3. <i>Market share analysis</i> .....	29
3.1. Direct Competitors.....	29
3.2. Indirect Competitors .....	31
3.3. Lessons and practical experiences .....	32
4. <i>SWOT of Lililacs Wedding Planner</i> .....	33
5. <i>Customer Segmentation</i> .....	33
5.1. Demographic.....	34
5.2. Geographic.....	35
5.3. Income .....	36



5.4. Behavior .....	37
6. Value Proposition.....	40
6.1. Multi-channel social media.....	40
6.2. Professional service attitude .....	41
6.3. Minimalism wedding trend.....	41
6.4. Digital transformation application in company .....	43
6.5. Wedding Storyteller .....	44
<b>III. KEY ACTIVITIES .....</b>	<b>44</b>
1. Key activities .....	44
1.1. Partner Relationship Activities .....	45
1.2. Marketing Activities .....	45
1.3. Sales Activities .....	46
1.4. Customer care Activities.....	46
1.5. Wedding Planner Activities .....	46
1.6. Logistics Activities .....	47
2. Company structure and Human resource orientation .....	47
2.1. Founder .....	47
2.2. Company Structure: .....	51
2.2.1. Partner Relationship Management Department .....	51
2.2.2. Marketing Department .....	51
2.2.3. Customer Service Department .....	52
2.2.4. Back Office.....	52
3. Key Partner .....	53
3.1. Restaurants, hotels (Venue) .....	53
3.2. Team of Photography, Studio (Photographers) .....	55
3.3. Makeup Team .....	57
3.4. Wedding decoration and floral design partner.....	58
3.5. Sound and light service provider .....	59
3.6. Transportation service provider .....	60
3.7. Design and printing partners.....	60
4. Key Resource.....	62
4.1. Finance resources.....	62
4.2. Human resources.....	62
4.2.1. Management team .....	63
4.2.2. Employees who work directly with customers .....	64
5. Key Channel.....	65
6. Marketing Mix 5Ps.....	69



6.1. Product (Service) .....	69
6.1.1. Customer's knowledge of wedding procedures.....	69
6.1.2. Requirements, the ability to imagine the customer's wedding.....	69
6.2. Price .....	75
6.2.1. Wedding Decoration.....	76
6.2.2. Wedding Planner .....	76
6.2.3. Wedding Coordination .....	77
6.2.4. Combo packs .....	77
6.3. Process .....	78
6.3.1. The customer's process when coming to Lililacs will include the following 4 steps .....	78
6.3.2. The process of the Wedding Decoration package.....	78
6.3.3. The process of the Wedding Planner package .....	79
6.3.4. The items to be done in the Wedding Co-ordination package.....	79
6.4. Physical Evidence .....	80
6.4.1. Logo.....	80
6.4.2. Uniform shirt .....	81
6.4.3. Card Visit .....	82
6.4.3. Employee identification card.....	82
6.5. Promotion.....	84
6.5.1. Advertising .....	84
6.5.2. PR (Public Relations) .....	88
6.5.3. Marketing Plan .....	90
<b>IV. FINANCIAL ANALYSIS &amp; CONCLUSION .....</b>	<b>119</b>
1. <i>Initial Investment</i> .....	119
1.1. Initial Cost.....	119
1.2. Depreciation.....	120
2. <i>Revenue Stream</i> .....	120
2.1. In Year 1 (2023 - 2024) .....	122
2.1.1. Optimistic Case .....	122
2.1.2. Most Likely Case.....	123
2.1.3. Pessimistic Case .....	124
2.1.4. Total Revenue in year 1 (2023 - 2024) .....	124
2.2. In Year 2 (2024 - 2025) .....	126
2.2.1. Optimistic Case .....	126
2.2.2. Most Likely Case.....	127
2.2.3. Pessimistic Case .....	128
2.2.4. Total Revenue in year 2 (2024 - 2025) .....	129



2.3. In Year 3 (2025 - 2026) .....	130
2.3.1. Optimistic Case .....	131
2.3.2. Most Likely Case.....	132
2.3.3. Pessimistic Case .....	132
2.3.4. Total Revenue in year 3 (2025 - 2026) .....	133
2.4. In Year 4 (2026 - 2027) .....	135
2.4.1. Optimistic Case .....	135
2.4.2. Most Likely Case.....	136
2.4.3. Pessimistic Case .....	137
2.4.4. Total Revenue in year 4 (2026 - 2027) .....	137
2.5. In Year 5 (2027 - 2028) .....	139
2.5.1. Optimistic Case .....	139
2.5.2. Most Likely Case.....	140
2.5.3. Pessimistic Case .....	141
2.5.4. Total Revenue in year 5 (2027 - 2028) .....	142
<b>3. Cost Structure &amp; Expense .....</b>	<b>143</b>
3.1. Fixed Cost .....	143
3.2. Variable Cost .....	144
3.3. Salary .....	148
3.4. Operating Expenses .....	158
3.4.1. Optimistic Case .....	158
3.4.2. Most Likely Case.....	158
3.4.3. Pessimistic Case .....	159
<b>4. Financial Analysis.....</b>	<b>160</b>
4.1. Revenue Growth rate .....	160
4.2. Financial statements.....	161
4.2.1. Income statement.....	161
4.2.2. Cash flow.....	167
<b>V. RISK MANAGEMENT .....</b>	<b>173</b>
1. <i>The risk from Partners</i> .....	173
2. <i>The risk from Customers</i> .....	174
3. <i>The business information risks</i> .....	175
4. <i>The risk from Competitors</i> .....	176
5. <i>The Financial risks</i> .....	178
<b>VI. FUTURE .....</b>	<b>179</b>

1. Product & Service .....	179
2. Marketing .....	179
3. Finance.....	179
4. Company Scale.....	179
<b>REFERENCES .....</b>	<b>181</b>
<b>APPENDIX.....</b>	<b>184</b>

## LIST OF FIGURES

<i>Figure 1: Results of Google search.....</i>	<i>16</i>
<i>Figure 2: The chart show the number of Weddings (Demand) for market Summary.....</i>	<i>21</i>
<i>Figure 3: Tizi - Dich Lep 's Wedding.....</i>	<i>23</i>
<i>Figure 4: People's reaction when watching Tizi - Dich Lep 's wedding .....</i>	<i>24</i>
<i>Figure 5: Dong Nhi - Ong Cao Thang 's Wedding.....</i>	<i>24</i>
<i>Figure 6: Age of survey respondents.....</i>	<i>34</i>
<i>Figure 7: Response about age, which survey respondents want to marry.....</i>	<i>34</i>
<i>Figure 8: Responses about hometown of survey respondents.....</i>	<i>36</i>
<i>Figure 9: Income of survey respondents .....</i>	<i>37</i>
<i>Figure 10: Response about wedding knowledge of survey respondents .....</i>	<i>38</i>
<i>Figure 11: Response about wedding planner service, which survey respondents want to have.....</i>	<i>39</i>
<i>Figure 12: Responds about Traditional trend wedding of survey respondents .....</i>	<i>42</i>
<i>Figure 13: Responds about Modern trend wedding in team 's marketing survey .....</i>	<i>42</i>
<i>Figure 14: Profile picture of Tran Thu Hang .....</i>	<i>48</i>
<i>Figure 15: Profile picture of Doan Huong Giang .....</i>	<i>48</i>
<i>Figure 16: Profile picture of Pham Huu Duc .....</i>	<i>49</i>
<i>Figure 17: Profile picture of Giang Thi Thu Huyen .....</i>	<i>49</i>
<i>Figure 18: Profile picture of Nguyen Nha Minh Quang .....</i>	<i>50</i>
<i>Figure 19: Lililacs 's Company structure .....</i>	<i>51</i>
<i>Figure 20: Trong Dong Palace .....</i>	<i>54</i>
<i>Figure 21: Van Hoa Wedding &amp; Event.....</i>	<i>55</i>
<i>Figure 22: Mimosa Wedding.....</i>	<i>56</i>
<i>Figure 23: Jeju Wedding .....</i>	<i>56</i>
<i>Figure 24: Jane Nguyen Makeup Academy.....</i>	<i>57</i>
<i>Figure 25: Junhee Make Up.....</i>	<i>58</i>
<i>Figure 26: Bug de Fleur.....</i>	<i>58</i>
<i>Figure 27: Thoi Gian Vang Light &amp; Sound.....</i>	<i>59</i>
<i>Figure 28: Dong A Wedding Car .....</i>	<i>60</i>
<i>Figure 29: Thiep dep Ha Noi .....</i>	<i>61</i>

<i>Figure 30: Tam Tan.....</i>	<i>62</i>
<i>Figure 31: Lililacs store with the view from the outside.....</i>	<i>65</i>
<i>Figure 32: Lililacs Reception desk.....</i>	<i>66</i>
<i>Figure 33: The consulting area for Lililacs customers.....</i>	<i>66</i>
<i>Figure 34: Gallery of Lililacs.....</i>	<i>67</i>
<i>Figure 35: Lililacs' work area.....</i>	<i>67</i>
<i>Figure 36: Lililacs' work area from opposite view.....</i>	<i>68</i>
<i>Figure 37: Lililacs's Pantry.....</i>	<i>68</i>
<i>Figure 38: Responses about special wedding ideas of survey respondents.....</i>	<i>69</i>
<i>Figure 39: Product of Lililacs Wedding Planner Company.....</i>	<i>70</i>
<i>Figure 40: Wedding decoration Service.....</i>	<i>71</i>
<i>Figure 41: Wedding planner Service.....</i>	<i>72</i>
<i>Figure 42: Wedding coordination Service.....</i>	<i>73</i>
<i>Figure 43: Example of timeline for Wedding.....</i>	<i>74</i>
<i>Figure 44: The chart show the amount respondent are willing to pay for the wedding... ..</i>	<i>75</i>
<i>Figure 45: Price of Lililacs Wedding Planner Company.....</i>	<i>76</i>
<i>Figure 46: : Combo of Lililacs Wedding Planner Company.....</i>	<i>77</i>
<i>Figure 47: The process when customers coming to Lililacs.....</i>	<i>78</i>
<i>Figure 48: The process of the Wedding Decoration package.....</i>	<i>78</i>
<i>Figure 49: The process of the Wedding Planner package.....</i>	<i>79</i>
<i>Figure 50: The items to be done in the Wedding Co-ordination package.....</i>	<i>79</i>
<i>Figure 51: Logo of Lililacs.....</i>	<i>80</i>
<i>Figure 52: Uniform of Lililacs (Black version).....</i>	<i>81</i>
<i>Figure 53: Uniform of Lililacs (Purple version).....</i>	<i>81</i>
<i>Figure 54: Card visit of Lililacs.....</i>	<i>82</i>
<i>Figure 55: Employee identification card of Lililacs.....</i>	<i>83</i>
<i>Figure 56: Lililacs official page.....</i>	<i>84</i>
<i>Figure 57: Lililacs's TikTok.....</i>	<i>85</i>
<i>Figure 58: Lililacs's IG.....</i>	<i>86</i>
<i>Figure 59: Lililacs's website.....</i>	<i>87</i>
<i>Figure 60: Lililacs' blog on Website.....</i>	<i>89</i>
<i>Figure 61: The Lililacs Journey facebook page.....</i>	<i>90</i>
<i>Figure 62: Elemental Minigame.....</i>	<i>94</i>
<i>Figure 63: Grand opening poster.....</i>	<i>99</i>
<i>Figure 64: References from gobranding.....</i>	<i>103</i>
<i>Figure 65: Make-up experts share, guide to beautiful bride makeup tone 2023.....</i>	<i>113</i>
<i>Figure 66: Experts share how to choose a wedding dress.....</i>	<i>113</i>
<i>Figure 67: Example idea from Thuyen Giay booth in Sheraton Hotel.....</i>	<i>115</i>
<i>Figure 68: Lililacs staff will advise guests on wedding fair packages.....</i>	<i>115</i>
<i>Figure 69: Example Idea from "Cặp đôi lính chì" wedding.....</i>	<i>117</i>
<i>Figure 70: Structure of service from customer's habitation.....</i>	<i>120</i>
<i>Figure 71: Estimate revenue growth rate of Lililacs Wedding Planner.....</i>	<i>160</i>



## LIST OF TABLES

<i>Table 1: The table shows the advantages and disadvantages of competitors.....</i>	<i>31</i>
<i>Table 2: SWOT of Lililacs Wedding Planner.....</i>	<i>33</i>
<i>Table 3: The table shows the percentage distribution of investment capital.....</i>	<i>50</i>
<i>Table 4: Lililacs Wedding Planner Marketing Campaign (in year 1 2023-2024).....</i>	<i>91</i>
<i>Table 5: Customer personal.....</i>	<i>92</i>
<i>Table 6: Phase 1 Pre-launching Online.....</i>	<i>93</i>
<i>Table 7: Expenses for Phase 1.....</i>	<i>94</i>
<i>Table 8: Phase 2 Launchinnng Online.....</i>	<i>96</i>
<i>Table 9: Potential group in social media.....</i>	<i>98</i>
<i>Table 10: Key activities in Grand Opening.....</i>	<i>99</i>
<i>Table 11: Advertising media costs for Phase 2.....</i>	<i>100</i>
<i>Table 12: Total expenses for Phase 2.....</i>	<i>100</i>
<i>Table 13: Phase 3 Promote Advertising Online.....</i>	<i>101</i>
<i>Table 14: Phase 3 - Facebook Ads Plan.....</i>	<i>103</i>
<i>Table 15: Phase 3 - Website Ads Plan.....</i>	<i>105</i>
<i>Table 16: Total expenses for Phase 3.....</i>	<i>107</i>
<i>Table 17: Phase 4 Promoting PR in parallel with Advertising Online.....</i>	<i>108</i>
<i>Table 18: Phase 4 - Tiktok Ads Plan.....</i>	<i>109</i>
<i>Table 19: Total expenses for Phase 4.....</i>	<i>110</i>
<i>Table 20: Phase 5 Marketing Campaign in 6 months.....</i>	<i>111</i>
<i>Table 21: Plan for Workshop “Blissful Bride”.....</i>	<i>112</i>
<i>Table 22: Plan for joining in Wedding Fair.....</i>	<i>115</i>
<i>Table 23: Plan for One year anniversary program - "Inspirational Concept".....</i>	<i>117</i>
<i>Table 24: Total expenses for Phase 5.....</i>	<i>118</i>
<i>Table 25: Summarized initial investment of Lililacs Wedding Planner.....</i>	<i>119</i>
<i>Table 26: Depreciation cost of Lililacs Wedding Planner.....</i>	<i>120</i>
<i>Table 27: Structure estimated sales contribution of each service.....</i>	<i>121</i>
<i>Table 28: Estimate quantity of Serving per month in year 1 (2023 - 2024).....</i>	<i>122</i>
<i>Table 29: The table estimated revenue of Lililacs Wedding Planner in Optimistic Case in year 1.....</i>	<i>123</i>
<i>Table 30: The table estimated revenue of Lililacs Wedding Planner in Most Likely Case in year 1.....</i>	<i>123</i>
<i>Table 31: The table estimated revenue of Lililacs Wedding Planner in Pessimistic Case in year 1.....</i>	<i>124</i>
<i>Table 32: Estimate Total revenue of Lililacs Wedding Planner in year 1 (by month) ...</i>	<i>125</i>
<i>Table 33: Estimate Total revenue of Lililacs Wedding Planner in year 1.....</i>	<i>125</i>
<i>Table 34: Estimate revenue contribution each month in year 1 (2023 - 2024).....</i>	<i>126</i>
<i>Table 35: Estimate quantity of Serving per month in year 2 (2024 - 2025).....</i>	<i>126</i>
<i>Table 36: The table estimated revenue of Lililacs Wedding Planner in Optimistic Case in year 2.....</i>	<i>127</i>

<i>Table 37: The table estimated revenue of Lililacs Wedding Planner in Most Likely Case in year 2</i> .....	128
<i>Table 38: The table estimated revenue of Lililacs Wedding Planner in Pessimistic Case in year 2</i> .....	129
<i>Table 39: Estimate Total revenue of Lililacs Wedding Planner in year 2 (by month) ...</i>	129
<i>Table 40: Estimate Total revenue of Lililacs Wedding Planner in year 2</i> .....	129
<i>Table 41: Estimate revenue contribution each month in year 2 (2024 - 2025)</i> .....	130
<i>Table 42: Estimate quantity of Serving per month in year 3 (2025 - 2026)</i> .....	131
<i>Table 43: The table estimated revenue of Lililacs Wedding Planner in Optimistic Case in year 3</i> .....	131
<i>Table 44: The table estimated revenue of Lililacs Wedding Planner in Most Likely Case in year 3</i> .....	132
<i>Table 45: The table estimated revenue of Lililacs Wedding Planner in Pessimistic Case in year 3</i> .....	133
<i>Table 46: Estimate Total revenue of Lililacs Wedding Planner in year 3 (by month) ...</i>	133
<i>Table 47: Estimate Total revenue of Lililacs Wedding Planner in year 3</i> .....	134
<i>Table 48: Estimate revenue contribution each month in year 3 (2025 - 2026)</i> .....	135
<i>Table 49: Estimate quantity of Serving per month in year 4 (2026 - 2027)</i> .....	135
<i>Table 50: The table estimated revenue of Lililacs Wedding Planner in Optimistic Case in year 4</i> .....	136
<i>Table 51: The table estimated revenue of Lililacs Wedding Planner in Most Likely Case in year 4</i> .....	136
<i>Table 52: The table estimated revenue of Lililacs Wedding Planner in Pessimistic Case in year 4</i> .....	137
<i>Table 53: Estimate Total revenue of Lililacs Wedding Planner in year 4 (by month) ...</i>	138
<i>Table 54: Estimate Total revenue of Lililacs Wedding Planner in year 4</i> .....	138
<i>Table 55: Estimate revenue contribution each month in year 4 (2026 - 2027)</i> .....	139
<i>Table 56: Estimate quantity of Serving per month in year 5 (2027 - 2028)</i> .....	139
<i>Table 57: The table estimated revenue of Lililacs Wedding Planner in Optimistic Case in year 5</i> .....	140
<i>Table 58: The table estimated revenue of Lililacs Wedding Planner in Most Likely Case in year 5 (by month)</i> .....	141
<i>Table 59: The table estimated revenue of Lililacs Wedding Planner in Pessimistic Case in year 5</i> .....	142
<i>Table 60: Estimate Total revenue of Lililacs Wedding Planner in year 5 (by month) ...</i>	142
<i>Table 61: Estimate Total revenue of Lililacs Wedding Planner in year 5</i> .....	143
<i>Table 62: Estimate revenue contribution each month in year 5 (2027 - 2028)</i> .....	143
<i>Table 63: Fixed cost of Lililacs Wedding Planner</i> .....	144
<i>Table 64: Variable cost of Lililacs Wedding Planner in year 1 (2023 - 2024)</i> .....	145
<i>Table 65: Variable cost of Lililacs Wedding Planner in year 2 (2024 - 2025)</i> .....	145
<i>Table 66: Variable cost of Lililacs Wedding Planner in year 3 (2025 - 2026)</i> .....	146
<i>Table 67: Variable cost of Lililacs Wedding Planner in year 4 (2026 - 2027)</i> .....	146



Table 68: Variable cost of Lililacs Wedding Planner in year 5 (2027 - 2028)..... 147

Table 69: Human resources and salaries in year 1 (2023 - 2024) ..... 149

Table 70: Human resources and salaries in year 2 (2024 - 2025) ..... 151

Table 71: Human resources and salaries in year 3 (2025 - 2026) ..... 153

Table 72: Human resources and salaries in year 4 (2026 - 2027) ..... 155

Table 73: Human resources and salaries in year 5 (2027 - 2028) ..... 157

Table 74: Operating expense - Optimistic case ..... 158

Table 75: Operating expense - Most likely case ..... 159

Table 76: Operating expense - Pessimistic case ..... 160

Table 77: Income Statement of Lililacs Wedding Planner in Optimistic case ..... 162

Table 78: Income Statement of Lililacs Wedding Planner in Most Likely case ..... 164

Table 79: Income Statement of Lililacs Wedding Planner in Pessimistic case ..... 166

Table 80: Cash Flow of Lililacs Wedding Planner in Optimistic case ..... 168

Table 81: Cash Flow of Lililacs Wedding Planner in Most Likely case ..... 170

Table 82: Cash Flow of Lililacs Wedding Planner in Pessimistic case ..... 172

## ABBREVIATION

ABBREVIATION	DEFINITION
NAWC	National Association of Wedding Consultants
ABC	Association of Wedding Consultants
CAGR	Compound annual growth rate
CNBC	Consumer News and Business Channel
BBQ	Barbecue
LGBT	Lesbian, gay, bisexual, and transgender
ROI	Return on Investment
HR	Human Resource
L&D	Learn and Development
5P	Product, Price, Process, Physical Evidence, Promotion

MC	Master of Ceremonies
CEO	Chief Executive Officer
PRM	Partner relationship management
EBITDA	Earnings before Interest, taxes, depreciation, and amortization
D&A	Depreciation and Amortization
EBIT	Earnings Before Interest and Tax
EBT	Earnings Before Tax
NPV	Net present value
IRR	Internal rate of return



## I. INTRODUCTION

### 1. Market overview

#### 1.1. Overview of the wedding industry in the world

The wedding planner industry began to develop in the 1950s and 1960s in the United States, when couples became richer and wanted to have more grandiose weddings. Before that, the preparation for a wedding was usually organized by the families of both parties. However, with the increase in the amount of money spent and the amount of work related to the wedding, the need to hire professionals to help also increases.

In the 1970s, the wedding planner industry became a serious and professional industry, with the birth of the National Association of Wedding Consultants (NAWC). Since then, experts have been trained and certified in this field, and the wedding planner industry has become a popular choice for couples who want to organize a beautiful and perfect wedding.

According to a recent report from wedding service website The Knot, about 2.6 million weddings are expected to take place in 2022, up from 2.2 million in 2019, before the outbreak of a pandemic. According to statistics of FTN News, the global wedding industry is now worth up to 300 billion USD, increasing by 10% every year. Over the past 10 years, this industry has achieved an impressive growth rate of up to 400%.

#### 1.2. Overview of the wedding planning industry in Vietnam

In 2014, the Association of Wedding Consultants (ABC) in Vietnam conducted a survey on wedding services in 4 big cities: Hanoi, Ho Chi Minh City, Da Nang, and Can Tho. In which, the restaurant, wedding party accounts for 50% of the total cost; studio expenses account for 30% (wedding, album, makeup); 15% for jewelry, gifts and 5% for travel (ABC, 2014).

According to the same survey results, there are 2.6 million weddings each year in the four cities mentioned above (*The Knot*, 2022). Assuming 20% of these couples organize a formal wedding, there will be 520,000 weddings/year. Each wedding couple spends on average 80 million dong, the total expenditure has reached 2 billion USD, the rest (80%) will contribute another 3 billion USD. Thus, the total revenue for this market is estimated

at more than 5 billion USD. In 2015 in Hanoi, Hai Phong, Da Nang, Ho Chi Minh City, and Can Tho, each year, these 5 cities have at least 300,000 weddings (*Marry, 2015*). The cost for weddings in this survey ranges from 150 to 300 million VND. On average, the cost for each wedding is 200 million VND, the total cost for the wedding will be about 60,000 billion VND.

The sudden increase in the number of wedding ceremonies is the most noticeable change of the market after the epidemic. According to the latest report from wedding site The Knot, about 2.6 million weddings will take place in 2022, up from 2.2 million in 2019, before the pandemic outbreak (*The Knot, 2022*).

With such different needs, finding a wedding planner has gradually become a new trend. Through the help of these units, couples easily realize new ideas that rarely appear on the market. Wedding Planner's network of service providers also helps couples get a good price, save time and have a backup scenario in bad situations.

## **2. The story and the reason to choose business wedding planner**

*~ Every wedding is a beautiful story and Wedding Planner*

*will be the perfect storyteller ~*

Every couple loves each other, they have many different emotions love, hate, anger,... with each level of love, that is the love story of two people, drawing together “A Love Story” full of love, building a picture of true happiness. When someone comes into your life, and makes you always feel confused for happiness, that person is special, your own prince in a fairy tale where you are the main character. The love of the two has created an indescribable range of emotions and most of all will overflow on the perfect wedding day of the two of you. Your wedding, expressing your own personality is the most unique thing.

It is not a simple thing to think of the concept and arrange it to the fullest, it is the harmony and combination of the bride and groom, they must always be in harmony in a circuit of thoughts and emotions to come to a destination. that important decision. Wedding Planner will be the one to connect your ideas, realize your story and express it in the clearest way.

Wedding Planner always wants to become creative artists and find new ideas to create highlights and impressions through each wedding story. Wedding Planner is considered as a friend of couples, they always listen to the sharing, stories, and confessions of the bride and groom. Whenever looking at the happiness of couples holding hands on the wedding aisle, this is the most memorable and precious moment of a Wedding Planner.

Besides the meaningful stories of the Wedding Planner profession, there are 3 other reasons that we want to do this project:

- The first reason, the COVID-19 pandemic has just passed, Vietnam is entering a new normal, the number of young couples who want to get married will increase, requiring an increase in the number of suppliers.
- According to the team's observations (this will be found in the following newspaper), there are many strong businesses for wedding planners in Ho Chi Minh City, but in Hanoi, there are mainly wedding studios, and wedding planners are not really strong like in Saigon.
- The third is that the wedding age in Vietnam today will usually be GenZ - known as the generation that always has a strong desire to express their own ego, wants to show a 'me' that is not like the majority, so The trend will not want to do formal weddings in the traditional direction, will always want to customize according to the bride and groom's wishes.

With full intellect, with a positive spirit, the team wants to carry out this project.

### **3. Market opportunity and problem identification**

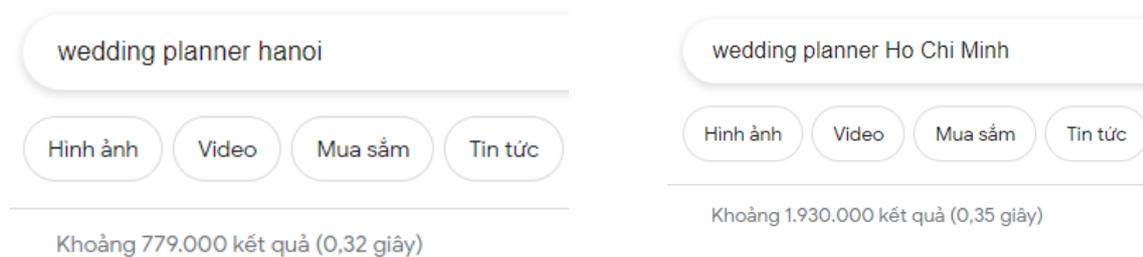
#### **3.1. Market Opportunity**

Vietnam's wedding industry has been experiencing remarkable growth in recent years, with couples increasingly seeking professional assistance to plan their dream weddings. Hanoi, being a cultural and economic hub, attracts a substantial number of couples who desire elegant and memorable wedding celebrations. As a result, there is a growing demand for specialized wedding planning services in the city. Hanoi has witnessed a significant increase in disposable income among its residents, creating a favorable environment for

businesses catering to the wedding industry. With more financial resources at their disposal, couples are willing to invest in professional wedding planners who can turn their visions into reality. By offering tailored packages and personalized experiences, a wedding planner company can capture a share of the expanding market and cater to the aspirations of affluent couples.

Modern couples in Hanoi are increasingly seeking unique and personalized wedding experiences that reflect their individual styles and preferences. This shift in consumer behavior provides an excellent opportunity for a wedding planner company to offer creative and innovative ideas that differentiate them from competitors. By providing customized services, such as theme development, venue selection, and creative decor concepts, a startup can meet the demand for distinctive and memorable weddings.

Compared to Ho Chi Minh City, Hanoi currently has fewer established wedding planner companies.



*Figure 1: Results of Google search*

According to the statistics of Google searches and visits when searching: Wedding planner + location; We can clearly see that the quantity of Ho Chi Minh (HCM) City is almost 3 times higher than that of Hanoi, while the population of HCMC is only 18% larger than Hanoi. Not to mention, HCM is also home to leading Wedding Planner companies across the country (leading in Facebook followers) such as Misa Vu (134k Followers), Elly Wedding & Events (31k Followers), KISS WEDDING PLANNER & EVENT (24k Followers),... and dozens of other famous companies.

This presents a significant advantage for a startup looking to enter the market. By offering professional and reliable wedding planning services, along with innovative and personalized touches, a new company can quickly gain recognition.

Starting a wedding planner company in Hanoi presents a promising market opportunity. With a growing wedding industry, increasing disposable income, a preference for unique weddings, the potential for destination weddings, limited competition, and collaboration possibilities with local vendors, a well-executed business plan and a focus on exceptional service can pave the way for success in Hanoi's wedding planning industry.

### **3.2. Identify the problem**

Hanoi boasts a vibrant community of wedding service providers, including florists, photographers, caterers and decorators,... But most Wedding Planner companies have not built a reputation for excellent service by working with these suppliers. They should know how establishing strategic partnerships with these local vendors can contribute to the success of a wedding company.

At present, Wedding Planner companies have a variety of products and services with unattractive prices. If they know how to offer comprehensive packages that include trusted providers, a startup can streamline the planning process and ensure a seamless experience for couples.

Because the Wedding Planner industry in Vietnam in general and Hanoi in particular is quite new, the quality of customer care services of Wedding Planners in Hanoi is still clumsy, slow, and unprofessional while The customer's first impression of the company is often expressed through this department. It seems that companies have not realized the importance of training employees in a methodical way so that they understand that: The first impressions of customers can evaluate the entire quality and reputation of the business.

Having solved the above problems, a wedding company in Hanoi can position itself as a reputable and reliable partner for couples, making a difference from competitors and offering exceptional wedding experiences.

## **4. Company Introduction**

### **4.1. Company Description**

Type of company: Limited Liability

Company name: Lililacs Wedding Planner Limited Liability Company

Head office: 44 Ba Trieu, Hoan Kiem, Hanoi, Vietnam

Lily flower is a symbol of purity, innocence, Lily also symbolizes eternal love, represents passionate, pure and burning affection. Lilac flower has a sweet and deep fragrance to the purity but it fades very quickly, so it becomes a symbol of youth, the age when that beautiful and interesting time cannot be bought by money as well as no power to control, change.

Inspired by the combination of two flowers Lili and Lilacs, the name Lililacs was born with the meaning of a strong love. Using this name, our company wishes to help couples have a wedding with a special mark in life, showing the wonderful love story and long-lasting attachment of two people.

Every couple has their own love story and that is inspirational core

for us to create one-of-a-kind weddings that capturing their best moment

We believe that every wedding should be a joyful, a special occasion not only for the couple but also for their guests.

#### **4.2. Vision**

*“Make every wedding emotionally fulfilling”*

With the desire to bring customers the most professional and quality service experience, we always try to innovate creative and different perspectives. Lililacs aims to become the number 1 trusted choice of customers and one of the professional wedding event organizers in Hanoi.

#### **4.3. Mission**

*“Become a trusted and devoted companion for every couple”*

Lililacs is always a reliable, dedicated companion, always offering unique ideas and content based on each couple's love story. Bringing the bride and groom a satisfied experience about the quality of services that Lililacs performs. The complete happiness of customers on a big wedding day or a successful event is the joy and motivation for the entire team and staff of Lililacs wedding planner.

#### 4.4. Core value

Lililacs Wedding Planner Company upholds the core values of conscientiousness, honesty, and empathy in all aspects of its operations. The company is committed to providing exceptional wedding planning services that are characterized by meticulous attention to detail, timeliness, and thorough execution.

**Conscientiousness** - Conscientiousness is ingrained in the company's approach to wedding planning. The team takes pride in creating detailed plans that encompass every aspect of the wedding, from venue selection to vendor management and logistics. By ensuring that all elements are meticulously organized, Lililacs Wedding Planner Company strives to deliver flawless events that exceed client expectations.

**Honestly** - Honestly is at the heart of the company's client relationships. The team believes in transparent communication as the foundation for building trust. Clients can expect open and honest discussions about their wedding plans, including pricing. Lililacs Wedding Planner Company maintains integrity by providing fair and upfront pricing, avoiding hidden costs or unnecessary markups. Clients can have peace of mind knowing that the company operates with their best interests in mind.

**Empathy** - Empathy plays a crucial role in creating a positive wedding planning experience for couples. The team actively listens to clients' needs and desires, showing genuine empathy towards their vision and emotions. Lililacs Wedding Planner Company recognizes that planning a wedding can be a stressful and emotional journey. Therefore, they strive to provide not only exceptional service but also emotional support. Couples can rely on the team to be understanding, compassionate, and responsive throughout the planning process.

**Professional** - With Lililacs Wedding Planner, professional is not just a value, but a mindset and way of working. We are professional in every aspect, from listening and understanding our customers' wishes, to designing and executing every requirement meticulously. Lililacs is committed to delivering experiences that exceed customers' expectations, so that each wedding created by Lililacs' hands is a memorable and beautiful journey.

## II. MARKET ANALYSIS AND VALUE PROPOSITION

### 1. Market potential

#### 1.1. After the Covid-19 pandemic, the wedding industry exploded around the world and Vietnam

During the COVID-19 pandemic, many couples have to postpone their wedding or choose a simple wedding ceremony, even "online wedding". After the pandemic, the explosion of the wedding made the market of the wedding service industry recover quickly. On a global scale, The Knot, an online source of wedding information estimates that around 2.4 million weddings will take place in 2022, up from 2.2 million weddings in 2019, ie. before the outbreak of the pandemic (*The Knot, 2022*). Lauren Kay - executive director of The Knot commented, "This year will not only be the year with the most weddings, but it will also begin to welcome Gen Z couples to get married (the group of people born between 1995 and 2012). There's no denying that 2022 is a historic year for weddings. A predictable wedding boom has taken place and millions of weddings have been held globally. After two years of cuts or delays weddings, weddings are back strong and feel more intentional than ever.

The wedding industry is currently likened to an "industry" with a value of up to 300 billion USD, increasing 10% per year (*FTN News, 2019*). After 2 years of temporary freeze due to the epidemic, the wedding market has gradually regained its vitality. In addition to the skyrocketing demand for weddings, many events serving the wedding industry are equally exciting.

In fact, figures from Destination Wedding Global Market Report 2023 (*Destination Wedding Global Market Report, 2023*) show that the global wedding banquet market has grown from \$21.31 billion in 2022 to \$28.31 billion in 2023 at a compound annual growth rate. (CAGR) is 32.8%. Destination wedding reception market is expected to grow to USD 78.89 billion by 2027 at a CAGR of 29.2%.

The Wedding Report (The W/R) also indicates that the number of weddings in 2023 is expected to drop slightly to 2.24 million, but the amount couples spend on their big day is increasing, Wedding Report revealed.



*Figure 2: The chart show the number of Weddings (Demand) for market Summary  
(The Wedding Report 2023)*

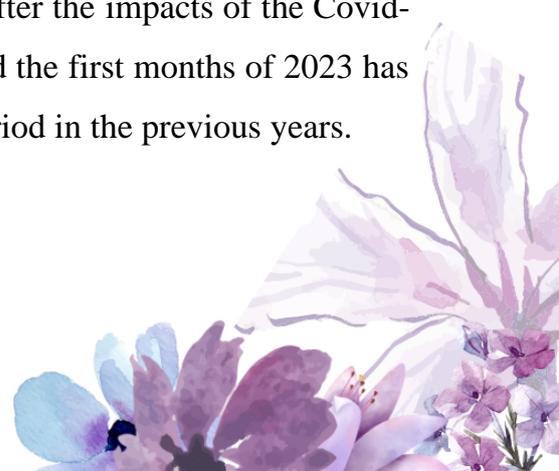
In 2023, couples are predicted to spend an average of \$28,100 on their wedding, up from \$22,500 in 2001. Couples are willing to open their wallets to ensure their wedding is memorable.

There's no denying that 2022 is a historic year for weddings. The anticipated wedding boom has taken place and millions of celebrations have been held across the globe. After two years of cutting back or delaying weddings, the wedding is back strong and feels more intentional than ever.

In Vietnam, after controlling the Covid-19 pandemic, the number of wedding guests has increased. Especially in the last months of last year and since the end of the Lunar New Year of the Rat 2023 up to now, the demand has increased, there are peak weeks, wedding service establishments receive more than 40 parties with services ranging from table decoration. fairy, fruit tray, wedding dress, flower car...

According to some wedding centers in Ho Chi Minh City, after the impacts of the Covid-19 pandemic, the demand for wedding bookings in 2022 and the first months of 2023 has recovered and gradually stabilized compared to the same period in the previous years.

- **Cultivating New Customer Habits**



With the stable situation regarding the pandemic in Vietnam, couples have started seeking ways to finally organize the perfect weddings they had postponed during challenging times. Adapting to safety measures during the pandemic has formed a new habit of seeking professional and creative services to ensure safety and uniqueness for their weddings.

- **Driving Economic Growth**

The stability in the pandemic situation has stimulated the overall economic landscape in Vietnam. This could lead to increased income and investment in significant events like weddings. Couples might be more willing to invest more resources into organizing a flawless wedding, creating new opportunities for services provided by wedding planning businesses.

- **Striving for Enhanced Experiences**

The pandemic stability has provided an opportunity for couples to focus on creating memorable and distinctive experiences for their weddings. Wedding planning businesses can leverage this situation to offer customized and unique services, ranging from venue selection to spatial design and additional activities.

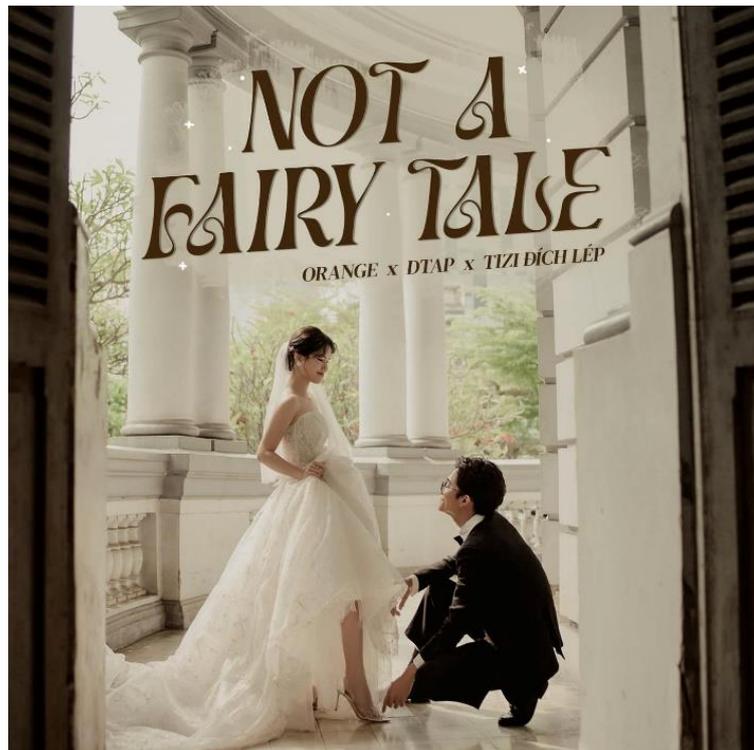
- **Building Long-lasting Relationships**

Stability and safety have fostered trust among customers in seeking and selecting service providers. Wedding planning businesses can capitalize on this opportunity to build long-lasting relationships with customers, fostering connections and generating future potential for other projects and events.

In conclusion, the stability in the pandemic situation in Vietnam has opened up new potential for wedding planning businesses. Customer habits have shaped the search for quality and unique services, economic growth and experience prioritization collectively create a promising and potential-filled market for the wedding industry.

## 1.2. The potential of the wedding planner market in Vietnam in the last 3 years

The wedding trend of gen Z and today's century gradually tends to Westernize with new and creative colors, expressing each couple's style and love story. In April 2023 Tizi - Dich Lep's wedding with the concept of "Not A Fairy Tale" created a great effect on social networks. From social networks to media, everyone talks about their 10-year love story and inspires young people to create their own wedding story.



*Figure 3: Tizi - Dich Lep's Wedding*



Figure 4: People's reaction when watching Tizi - Dich Lep 's wedding

In Vietnam in recent years, famous and influential people on social networks such as Dong Nhi - Ong Cao Thang, Dieu Nhi - Anh Tu, Giang Oi, Ngo Thanh Van, etc. have also chosen to create a wedding with imprints, bearing its own characteristics. Their wedding received a lot of attention as evidenced by each YouTube video reaching at least 1 million views and countless positive comments.

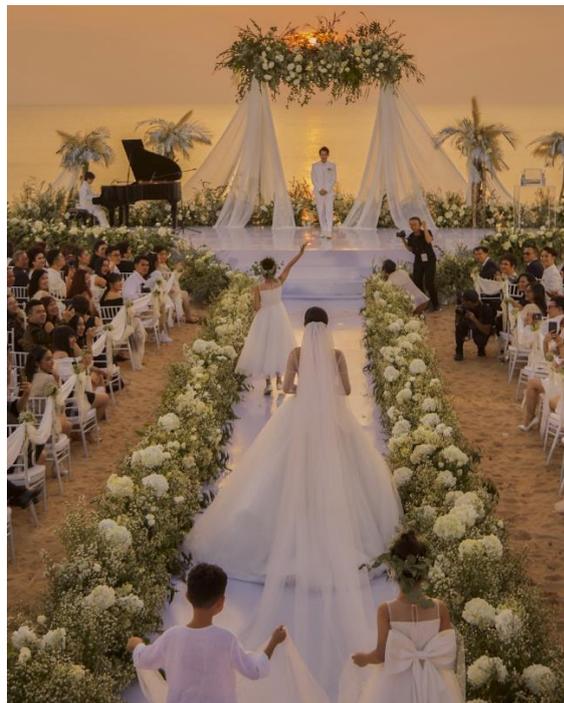


Figure 5: Dong Nhi - Ong Cao Thang 's Wedding



This means the need to create a wedding according to bride & groom wishes, with its own uniqueness is getting more attention and becoming a trend. To create that, there must have a Wedding Planner. So this is the golden time for the Wedding Planner industry to develop in Vietnam.

## **2. Market trend analysis**

### **2.1. Trends in customer needs and behavior in the wedding industry in the world**

The Knot points out that despite the growing popularity of cohabitation before the exchange of rings, 18 to 29 years old still prioritize marriage. Many younger generations simply want to achieve financial independence and build a successful career before saying, “I do.” At least half of The Knot's survey respondents expect to get married within the next two to five years.

However, since Covid-19, the mentality of couples preparing to celebrate their big day just wants to hold a wedding party in a simple way. They realized, a small wedding, only invited a few close people to attend is not sad. According to a survey from CNBC, 66% of respondents are willing to increase their budget for their special day. People take care of their favorite flowers, order delicious food, buy beautiful clothes and buy luxurious and meaningful jewelry (*CNBC, 2021*).

The most popular wedding styles in the world today:

#### **Intimate Wedding**

The wedding trend that has reigned supreme in recent years and is expected to remain hot in 2023 is an intimate wedding. Intimate Wedding is a wedding with intimate moments revolving around the bride, groom and the most important guests.

Instead of inviting a lot of guests like traditional weddings. Then couples will only have their closest relatives, friends, and colleagues on their big day with a guest size of less than 100 people.

This intimate wedding trend is different from traditional weddings. It can be held anywhere that the bride and groom feel comfortable. Guests will also have a willingness to spend

time having fun throughout the ceremony with the bride and groom instead of just coming to the party and leaving. Intimate is the "exclusive" wedding of the bride and groom, utilizing the unique space and location to bring the most unforgettable experiences.

### Homestay wedding trends

Wedding at home is probably too familiar to the traditional bride and groom. Entering 2023, couples turn to weddings and resorts in suburban homestays or a city with mountains and fresh sea. Spacious space, in harmony with nature, homestay is perfectly suitable for couples to organize a memorable wedding with their family. You can order rice, BBQ, snacks, cool drinks at the streamside Cafe and experience the wonderful space. With a large campus, allowing to accommodate hundreds of guests or less, suburban homestays will be the ideal place to have a "strange but familiar" wedding day, to be immersed in the romantic, smoke-free nature of the city. street, absolute peace and especially suitable for brides and grooms who intend to organize a cozy and special event.

### Eco – Friendly – Green Wedding

After the Minimalism lifestyle, the "Eco-Friendly" lifestyle is the lifestyle that is "on the throne". This lifestyle is also used in organizing weddings that are loved by many couples. "Green" weddings are often held in a natural, green space of plants and flowers. In fact, the outdoor spaces already have a beautiful landscape, so there is no need to decorate or arrange too much. This also helps the bride and groom save a part of the cost. "Green" weddings help minimize plastic and nylon products, spreading the message of environmental protection to attendees.

## **2.2. Trends in customer needs and behavior in the wedding industry in Vietnam**

In the interview between Travellive and CEO Huyen Trang - Founder of Thuyen Giay Wedding & Event Planner - One of the largest wedding event organizers in the North said:

Wedding needs and trends in the coming time are also forecast to change, especially with the entry of Gen Z couples (groups born after 1995). The most noticeable trend is the trend of reducing rituals and procedures, upgrading the quality of the party in the direction of more luxury and privacy. In addition, it is impossible to ignore the rise of new trends such as travel wedding, destination wedding, secret wedding, outdoor wedding... enjoy great benefits when weddings on the sea, exploration in the forest, weddings on hot air balloons, sightseeing on yachts... are increasingly popular.

In terms of organization, instead of making plans by themselves, young people tend to look for professional service providers (wedding planners) to ensure the implementation of ideas, desires, and budgets. In addition, the risk prevention plan is also of special interest, especially in the event of a bad epidemic, affecting the wedding plan.

Some outstanding wedding trends can be mentioned as:

#### Traditional wedding

Currently, despite the introduction of Western and foreign cultures, traditional weddings still have an important position in Vietnamese culture. The wedding ceremony is the destination of the process leading to marriage, it is a form of celebration, to celebrate the bride, groom, and two families, it has a very sacred meaning. Traditional weddings have a rather complicated procedure for young people, but the beauty of traditional weddings is still preserved by most families. Nowadays, organizing a wedding that is both compact, suitable for modern life, and retains the beauty of traditional Vietnamese culture is something that many couples focus on. Because the wedding guests still have many elderly people, familiar with the old way of life, besides there are also young guests with modern style, the harmony between traditional customs and Western cultural features will make the wedding more fun and complete.

#### Minimalism wedding

If you have ever heard of a minimalist lifestyle, Minimalism wedding is similar. This is a wedding organized in a way that cuts down on rituals, bridesmaids and wedding supplies to simplify the wedding ceremony. Accordingly, the traditional rites will be combined into one session: meeting the alley, asking and welcoming the bride. The minimalist wedding

trend also includes the bride's and groom's outfits; simultaneously, minimalism in terms of decoration, using silk flowers instead of fresh flowers... Although Minimalism wedding is not a new trend of organizing weddings, because in recent years, many couples have known and chosen it. But this is still considered an indispensable wedding style in the 2023 wedding trend.

Make your mark with strikingly detailed wedding trends

In addition to slightly innovating the process and rituals in the wedding trend of 2023... you are completely free to blow into the party a new breeze with unique ideas. For example, prepare an instant camera and put it on the table to sign congratulations. At this time, the guests will take interesting pictures and paste them in the Guestbook with meaningful wishes.

### **2.3. Shift in consumer perception of value**

#### ***2.3.1. Background***

Vietnam has a rich cultural heritage that places great importance on weddings. Weddings are considered a significant event in the country's social calendar and are celebrated with great pomp and grandeur. However, in recent years, the wedding industry has undergone significant changes due to changes in consumer behavior and preferences.

#### ***2.3.2. Changes in consumers' perception***

Consumers' perception of the wedding service industry in Vietnam has undergone significant changes in recent years. One of the most significant changes has been the shift towards more modern and westernized weddings. Younger generations, in particular, are showing a preference for western-style weddings over traditional Vietnamese weddings. This shift has resulted in an increase in demand for western-style wedding services, including wedding planning, photography, and videography.

Another change in consumers' perception of the wedding service industry in Vietnam is the increasing importance placed on the quality of services provided. Consumers are becoming more discerning and are willing to pay more for high-quality services. This trend has led to an increase in the number of premium wedding service providers in the country.

Consumers' perception of the value of the wedding service industry in Vietnam has also changed due to the rise of social media. Social media has had a significant impact on the wedding industry, with consumers now looking to social media for inspiration and ideas for their weddings. This trend has led to an increase in demand for unique and personalized wedding services that reflect the couples' personalities and preferences.

### ***2.3.3. Impact on the industry***

The changes in consumers' perception of the wedding service industry in Vietnam have had a significant impact on the industry. The shift towards more modern and westernized weddings has led to an increase in demand for western-style wedding services, resulting in the emergence of new players in the industry. These new players have brought in innovative ideas and concepts, resulting in increased competition in the industry.

The increasing importance placed on the quality of services provided has also had a significant impact on the industry. Service providers that fail to meet consumers' expectations are likely to lose business to competitors that offer better services. This trend has led to an increase in the number of premium wedding service providers in the country.

The rise of social media has had a significant impact on the wedding service industry in Vietnam. The trend towards unique and personalized weddings has created new opportunities for service providers who can offer personalized services that cater to couples' specific needs and preferences. Social media has also made it easier for service providers to reach out to potential customers and showcase their services.

## **3. Market share analysis**

### **3.1. Direct Competitors**

The Wedding planner market in Vietnam is very large with dozens of Wedding Planner companies that are diverse in terms of customers, products, ... Competitors in Vietnam are mostly concentrated in Hanoi and Saigon, because Lililacs operates in the Northside, so we will analyze competitors in detail to determine the size of operations, strengths and weaknesses of competitors in marketing strategies and other development strategies.

Competitors include 2 main groups:

- Direct Competitors
- Indirect Competitors

		The Planners	Phi Diep	Tiffany	Phi Linh
<b>Products</b>		Wedding Planner and Decor			
<b>Price</b>		60M – 300M	40M - 100M	20M – 30M	20M – 25M
<b>Target market</b>		Upper Class		Middle Class	
<b>Branch</b>		4	3	1	1
<b>Social Media</b>	Web	✓	✓	✓	✓
	Facebook	✓	✓	✓	✓
	Instagram	✓	✓	✓	
	Tiktok	✓	✓	✓	
	Youtube	✓	✓		
	News	✓	✓		
<b>Advantages</b>		<p>- Brand recognition is at the top of the list of Wedding planner companies. Facebook and Instagram Leader in communication in the market.</p> <p>- Customer care is very professional, responding to customers is easy to understand and friendly.</p> <p>- Diversified services with</p>	<p>- Brand Name built with a variety of channels on social networks (especially Tiktok) and a base system stretching in the North and South.</p> <p>- Prices are accessible to middle-class customers.</p> <p>- Products and services are presented clearly and</p>	<p>- Brand Name built with a variety of channels on social networks (especially Facebook)</p> <p>- Prices are accessible to middle-class customers.</p> <p>- Products and services are presented clearly and easily by the company, with beautiful brochure design.</p>	<p>- The price is quite accessible to middle-class customers.</p> <p>- Services are clearly presented.</p>

	many needs of the majority of high-class customers.	easily by the Company.		
<b>Disvantages</b>	- Prices are difficult to reach for middle-class people and below.	- Customer consultant is not agile. - No details about the company yet.	- Information about the founder and members of the organization is not clear, making customers wonder about Brand Name.	- Brand Name does not have a clear identity, building communication is lacking and weak. - Customer feedback is slow and unprofessional. - Designing the drawing board about the service is not luxurious, still clumsy.

Table 1: The table shows the advantages and disadvantages of competitors

### 3.2. Indirect Competitors

Currently there are 2 main indirect Competitors: DIY bride and Wedding Center

- **DIY bride**

DIY comes in when the main direct competitors are not other wedding consultants... but the couples themselves plan their own weddings. This may not come as a surprise to most Wedding Planners like us, but what is interesting is that many Wedding Planners find that they are competing with each other, when in reality they are essentially competing. compete with your own customers.

When customers find it inappropriate to use the Wedding planner service, they will automatically organize the wedding with the help of family, relatives or self-sufficient. In order for the DIY bride to be successful, the couple will communicate directly with parties

such as Media, Costumes, Backstage, ... to build a wedding just the way that the couple wants.

- **Wedding center**

As the name suggests, the Wedding Center is similar to other event centers in terms of scale and services; But the biggest difference is that the Wedding Center has the most professional function: organizing a wedding party.

The wedding center is not only the strongest in terms of professionalism in the behind-the-scenes construction, professional services, gorgeous decor, ... but they also develop, where they add other ancillary services such as wedding consulting, Wedding planners, ... to diversify their business.

The wedding center will directly appeal to the DIY audience (DIY estimates calculated above) when the couple is looking for a reputable wedding venue. In the process of working and learning with the above Wedding Centers, the couples are also advised and shared about the wedding day and how to organize it accordingly. It is also a form of Wedding Planner service: customers both use their main service of theater rental / backstage and also use the secondary service of wedding consulting / Wedding Planner.

In Hanoi, there are at least 5 5-star international standard wedding and event centers such as Hanoi Daewoo Hotel, Lotte Hotel Hanoi, ... and dozens of other large and small wedding centers.

### **3.3. Lessons and practical experiences**

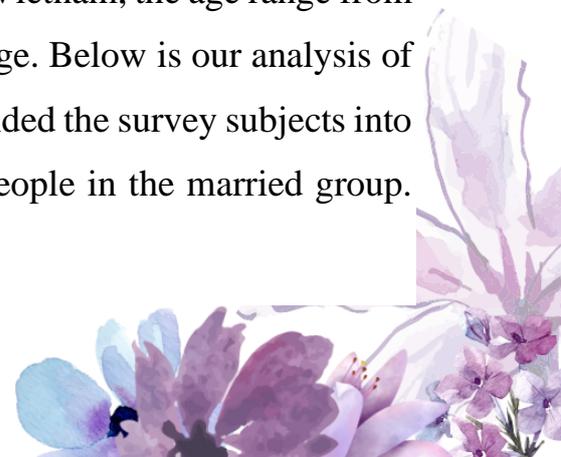
Opening a new Wedding planner brand is not easy, but what we always need to do is know how to observe, listen and learn the strengths or weaknesses of our competitors. To filter out the strengths and good points of our competitors and apply them to our Lililacs brand. Identify competitors' weaknesses to evaluate and correct them appropriately to bring the best experience to customers. A few weaknesses of the opponent will be considered and improved for the better.

#### 4. SWOT of Lililacs Wedding Planner

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>-The staff is Gen Z young, dynamic, enthusiastic, high learning</li> <li>-Application of digital transformation in operation helps increase productivity and reduce manpower</li> <li>-The team has very good management and planning skills</li> <li>-Help customers make the most of the value for money</li> <li>-Dedicated to each customer</li> </ul>	<ul style="list-style-type: none"> <li>-The team does not have much experience in the wedding industry</li> <li>- Newly established company, no reputation yet</li> <li>-Staff and resources are limited</li> <li>-The new company does not have many close relationships with service providers and partners</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>-The Wedding market is growing and will grow even stronger in the coming time (Demand is increasing)</li> <li>-In recent years, many famous people in Vietnam organize weddings using Wedding Planner, actively contributing to bringing WP to reach more customers.</li> <li>-Following the trend of Minimalism Wedding Currently, there are not many Wedding Planner units promoting</li> </ul>	<ul style="list-style-type: none"> <li>-Most Vietnamese people are still used to the traditional wedding style and do not use Wedding Planner</li> <li>-WP is a seasonal industry that brings irregular revenue streams</li> <li>-Usually no repeat customers, which means always looking for new sources of customers</li> </ul>

#### 5. Customer Segmentation

We conducted a survey on 503 samples about the demand for wedding services. The sample collected is mainly people living in the North of Vietnam, the age range from 18 to over 30 years old is the appropriate age for marriage. Below is our analysis of the customer segment through the above survey. We divided the survey subjects into 2 groups: 470 people in the unmarried group and 33 people in the married group. We mainly use information from the unmarried group.



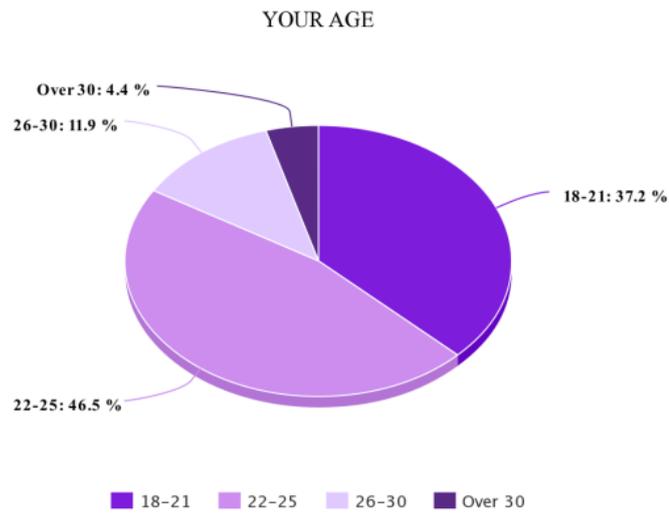


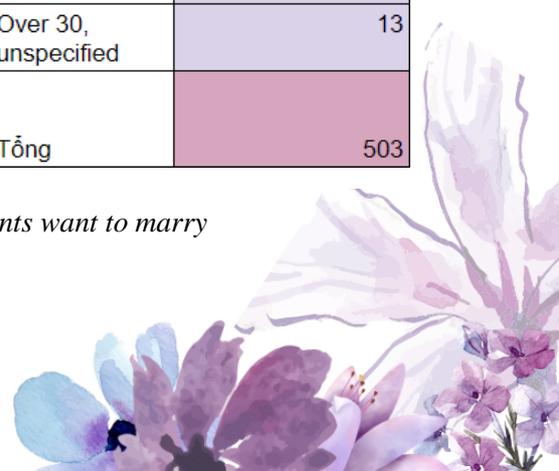
Figure 6: Age of survey respondents

### 5.1. Demographic

Based on the responses from survey participants in the northern region, with a nearly balanced gender ratio (including the LGBT community), Lililacs Wedding Planner company intends to organize a majority of weddings for individuals aged between 20 and 35. This age group represents the primary customer segment for Lililacs Wedding Planner. Understanding the preferences and needs of this specific age range allows Lililacs Wedding Planner to tailor their services and offerings to cater to the unique desires and aspirations of young couples.

Age of wanting to get married	Number of responds	Age of wanting to get married	Number of responds	Age of wanting to get married	Number of responds
20	1	22	1	23	1
24	8	25	30	26	30
27	90	28	59	29	24
30	67	31	8	32	12
33	6	34	11	35	16
36	2	37	1	38	5
39	2	40	2	43	3
44	2	45	1	49	1
60	1	70	1	Over 30, unspecified	13
Didn't have plan yet or no respond	52	From 25 to 30, unspecified	53	Tổng	503

Figure 7: Response about age, which survey respondents want to marry



By focusing on this age group, Lililacs Wedding Planner can create wedding packages, decorations, themes, and experiences that resonate with the youthful and modern sensibilities of this customer segment. Additionally, this information helps Lililacs Wedding Planner allocate their marketing resources effectively, ensuring that they reach the right audience through appropriate channels and messaging. By considering the age range of 20 to 35 as the primary customer segment, Lililacs Wedding Planner can develop strategies to capture a significant share of the wedding planning market in the northern region.

## 5.2. Geographic

- *Growth of the wedding industry:* In recent years, the wedding industry in Vietnam, including the northern region, has experienced significant growth. With increasing incomes and more options for weddings, there is a growing demand for unique and professional wedding experiences.
- *Urbanization growth:* The northern region, particularly cities like Hanoi, Haiphong, and surrounding provinces in the delta area, is undergoing urbanization and economic growth. This creates a favorable environment for the wedding industry, as more couples seek high-quality and internationally standard wedding services.
- *Market scale:* With a high population density and substantial economic growth, the northern region and the delta area present a large potential market for the wedding industry. The number of weddings taking place in this region is expected to be stable and have potential for growth in the future.
- *Cultural diversity:* The northern region and the delta area exhibit cultural diversity, with distinct wedding traditions and customs. This provides opportunities for Lililacs Wedding Planner to offer a variety of wedding services and experiences, ranging from traditional ceremonies to modern and creative options.



Province/City	Number of responds	Province/City	Number of responds	Province/City	Number of responds
Bac Can	2	Bac Giang	11	Bac Ninh	14
Da Nang	4	Dien Bien	2	Hoa Binh	5
Ha Nam	6	Ha Noi	167	Ha Tinh	3
Hai Duong	21	Hai Phong	94	Hung Yen	7
Hue	3	Others	17	Lao Cai	8
Lang Son	3	Nam Dinh	24	Nghe An	18
Ninh Binh	12	Phu Tho	6	Quang Ninh	6
Sai Gon	4	Son La	3	Thai Binh	18
Thai Nguyen	5	Thanh Hoa	25	Tuyen Quang	4
Vinh Phuc	7	Yen Bai	4		503

*Figure 8: Responses about hometown of survey respondents*

Lililacs Wedding Planner focuses on customer segmentation in the northern region, particularly in the delta area. This geographic focus allows Lililacs Wedding Planner to target and cater to the unique needs and preferences of customers in this specific region.

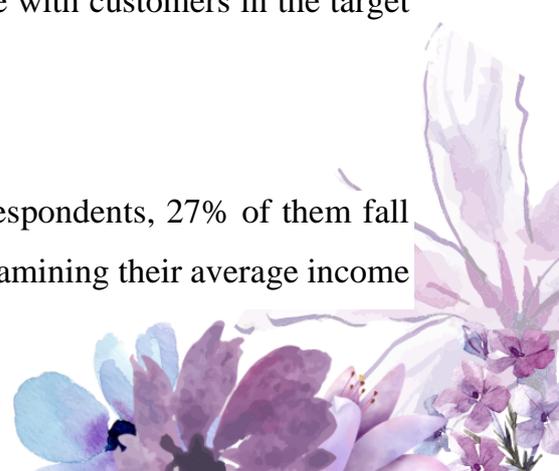
By concentrating on the northern region, Lililacs Wedding Planner can tailor its services to align with the cultural and regional influences that are prominent in the delta area. This includes understanding the local wedding traditions, preferences for wedding styles and themes, and specific elements that resonate with customers in this region.

Furthermore, by specializing in the delta area, Lililacs Wedding Planner can develop strong relationships with local vendors and suppliers. This enables them to provide a comprehensive range of services and products that are specific to the needs and desires of customers in this region. It also allows them to leverage their knowledge of the local market to offer competitive pricing and unique offerings that appeal to their target audience.

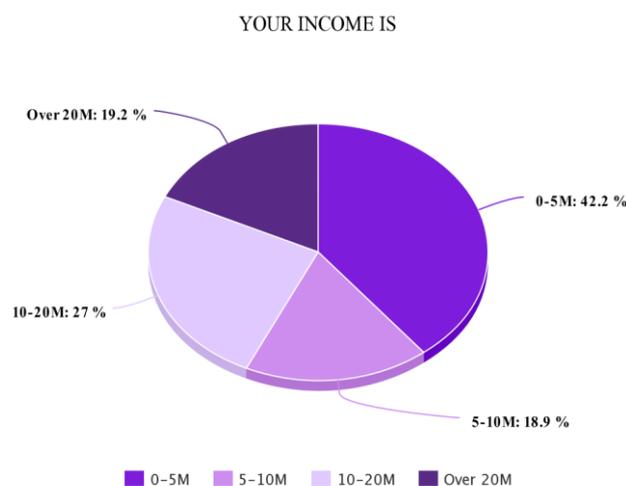
Through this customer segmentation approach, Lililacs Wedding Planner can position itself as a trusted and reliable wedding planning service provider in the northern region, particularly in the delta area. By understanding the nuances of this specific geographic segment, they can create tailored marketing strategies, develop customized wedding packages, and deliver personalized experiences that resonate with customers in the target market.

### **5.3. Income**

Based on the survey results, it was found that among the respondents, 27% of them fall within the age range of 22 and above. Furthermore, when examining their average income



levels, it was observed that a significant portion, 12.9% of them, earn above 20 million VND per month.



*Figure 9: Income of survey respondents*

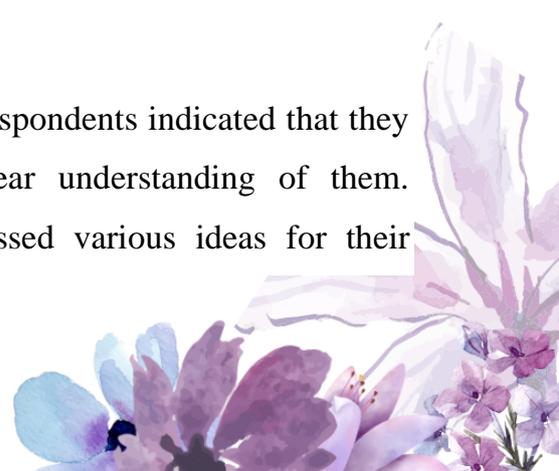
This data provides valuable insights for Lililacs Wedding Planner in terms of customer segmentation. By understanding the income distribution among their target audience, Lililacs can tailor their services and packages to cater to different income brackets. They can offer a range of wedding planning options, from more affordable packages to premium offerings, ensuring that they meet the diverse financial capabilities of their customers.

Moreover, this information allows Lililacs to design targeted marketing campaigns that speak directly to individuals within the identified income brackets. They can develop personalized messaging, showcasing the value and benefits of their services based on the income levels and preferences of their potential customers.

By incorporating this customer segmentation based on age and income levels, Lililacs Wedding Planner can better understand and meet the needs of their target market. They can provide tailored services, offer appropriate pricing options, and deliver a personalized experience that aligns with the financial capabilities of their customers.

#### **5.4. Behavior**

Based on the survey data, it was found that 53.6% of the respondents indicated that they had heard about wedding procedures but lacked a clear understanding of them. Additionally, a significant number of participants expressed various ideas for their



weddings, such as beach or forest-themed weddings or weddings with unique concepts. Moreover, 216 respondents (approximately 46%) expressed a preference for outdoor wedding venues, while 45.1% favored a modern style for their weddings. Notably, in terms of support needs, over 50% of the respondents emphasized the importance of assistance in finding suppliers and creating content.

DO YOU KNOW THE PROCEDURES IN THE WHOLE WEDDING (EG DAM NGO, AN HOI, VU QUY...)?

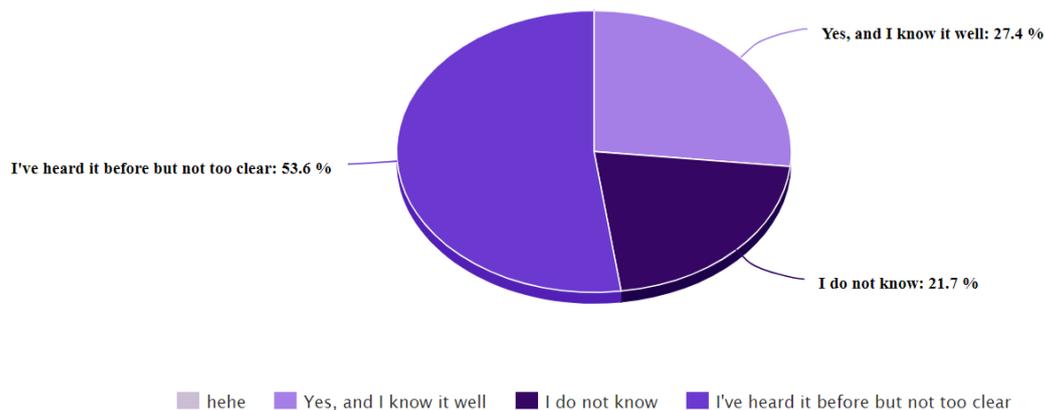
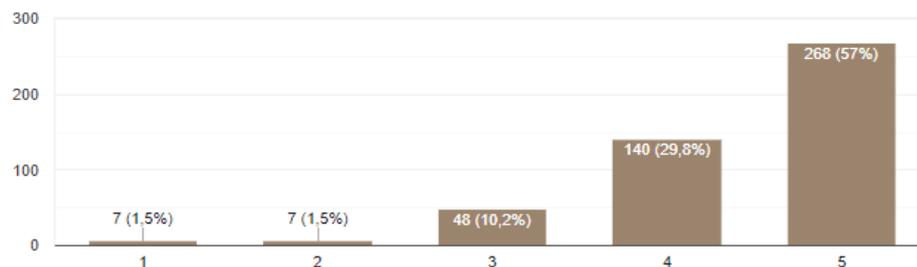


Figure 10: Response about wedding knowledge of survey respondents

Hỗ trợ trong việc tìm kiếm và quản lý nhà cung cấp dịch vụ khác như nhiếp ảnh gia, quay phim, hoặc thuê xe

470 câu trả lời

Sao  
chép



Hỗ trợ trong việc tìm kiếm và quản lý nhà cung cấp dịch vụ khác như nhiếp ảnh gia, quay phim, hoặc thuê xe

Sao  
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470 câu trả lời

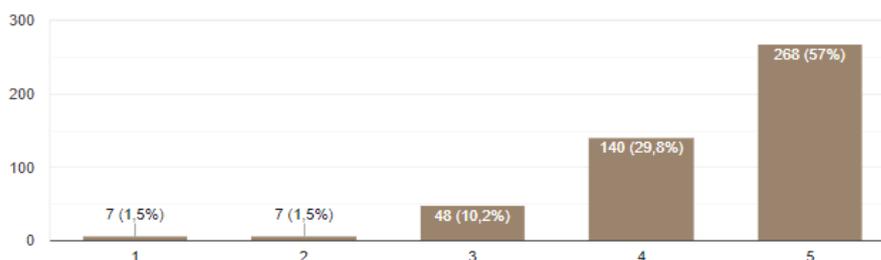


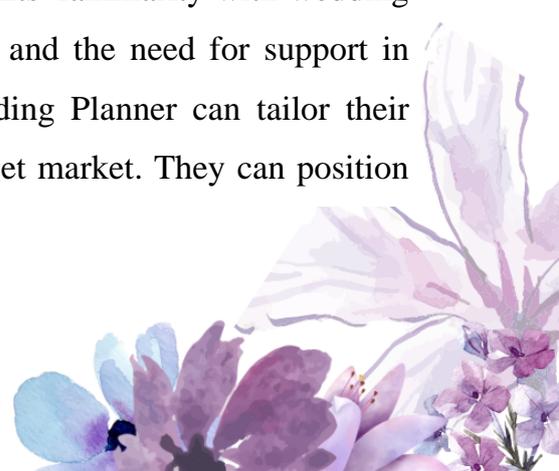
Figure 11: Response about wedding planner service, which survey respondents want to have

This information provides valuable insights for behavior segmentation for Lililacs Wedding Planner. It reveals that a considerable portion of the target audience may require educational resources and guidance regarding wedding procedures. Lililacs can develop content and resources, such as informative articles, guides, or workshops, to help educate and support these individuals in understanding the wedding planning process better.

Furthermore, the survey results indicate a high demand for unique and outdoor wedding experiences, along with a preference for modern wedding styles. Lililacs can leverage this information to curate their service offerings and create wedding packages that cater to these preferences. They can emphasize their expertise in designing and executing outdoor and modern-themed weddings, highlighting their ability to bring these unique concepts to life.

Additionally, the survey data highlights the importance of supplier connections and content development for the respondents. Lililacs can leverage their network and expertise to offer a comprehensive list of trusted suppliers and provide assistance in content creation, such as personalized vows, wedding themes, or unique elements that align with the clients' vision.

By incorporating behavior segmentation based on respondents' familiarity with wedding procedures, preference for outdoor and modern weddings, and the need for support in supplier sourcing and content development, Lililacs Wedding Planner can tailor their services to meet the specific needs and desires of their target market. They can position



themselves as a reliable and comprehensive solution provider, offering education, unique wedding experiences, and support throughout the planning process.

## **6. Value Proposition**

### **6.1. Multi-channel social media**

Lililacs understands that in order to meet the needs and expectations of customers, it is extremely important to use multi-channel and cross-platform. With the goal of serving anytime, anywhere, Lililacs has built a multi-platform customer care and marketing strategy, helping to reach and interact with customers on many different channels.

The website is one of the most important platforms where customers can learn about Lililacs, view wedding services and packages, and contact the company's team of experts directly. The website is neatly designed, easy to use and provides a good experience for customers.

Facebook is a popular and powerful social networking channel, Lililacs has built a vibrant and highly interactive fan page. On Facebook, customers can learn more about Lililacs through articles, photos and videos, and receive quick feedback from staff.

TikTok and Instagram are two increasingly popular photo and video interaction platforms. Lililacs has taken advantage of the popularity of these two platforms to share beautiful and fascinating moments of the weddings they have hosted. As a result, customers can have a closer look at Lililacs' style and service quality.

It is impossible to ignore Zalo, a popular messaging application in Vietnam. Lililacs has set up a professional Zalo account so that customers can easily contact, exchange information and receive advice from the company's staff.

By using multi-channel and cross-platform, Lililacs creates a strong presence on the most important and popular social media channels. This helps the company reach a diverse customer base and attract interest from both Gen Z and Gen Alpha. Customers can find Lililacs on the platforms they frequently use, and can access the company's services anytime, anywhere.

## **6.2. Professional service attitude**

Lililacs is committed to providing proactive, elegant and professional service to customers. Recognizing the importance of response speed, Lililacs ensures that every request and question from a customer gets an immediate response. Lililacs staff is always available and quick to respond to messages, emails or phone calls, ensuring that customers don't have to wait too long.

In addition to the speed of response, Lililacs is also delicate in recognizing and understanding the wishes of customers. Company employees always listen and learn carefully about the requirements, preferences and ideas of customers, thereby creating suitable suggestions and solutions. This flair allows Lililacs to build a unique and personalized wedding experience for each couple that accurately reflects the individuality and ego of the client.

Lililacs not only responds to customer requests, but also proactively delivers content and information that customers may need. Instead of just waiting for customers to ask and request, Lililacs staff actively provide useful information, meet hidden needs and help customers get a comprehensive view of the organizational process. wedding. This helps customers feel that they are cared for and supported by Lililacs, providing a professional and memorable experience.

With the slogan of Proactive - Elegant - Professional Service, Lililacs is not just an ordinary wedding planner, but a reliable and desirable partner of couples.

## **6.3. Minimalism wedding trend**

With the market is increasingly hot with the trend of travel weddings. Lililacs aspires to be a pioneer in promoting the trend of Minimalist Weddings, placing as the main focus in organizing weddings. This is a wedding style designed based on minimizing rituals, bridesmaids and unnecessary elements, in order to bring simplicity and sophistication to the couple's big day.

That is proven through the survey of Lililacs. With the questions "Do you want your wedding to be traditional" and "Do you want your wedding to be modern?", the modern

trend has been more chosen than the traditional. The traditional trend has 171 responses “Normal”, option “Want” and “Very Desirable” responses of 94 and 98, respectively.

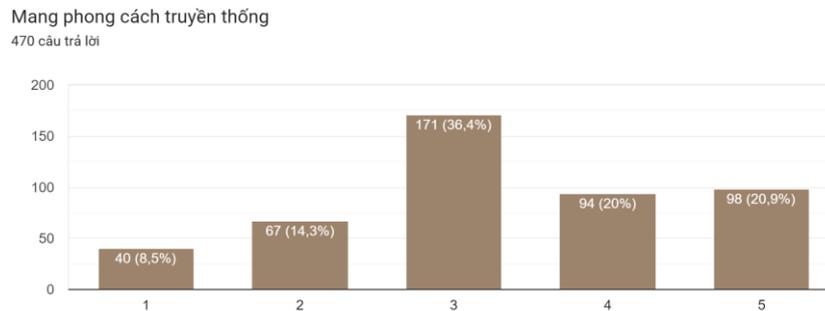


Figure 12: Responds about Traditional trend wedding of survey respondents

Besides, the modern trend is a wedding with a simpler ceremony than a traditional wedding and updated with European trends, which has a more positive number of responses. Only 74 responses for “Normal”, 165 responses for “Desired” and up to 212 responses “Very desirable”.

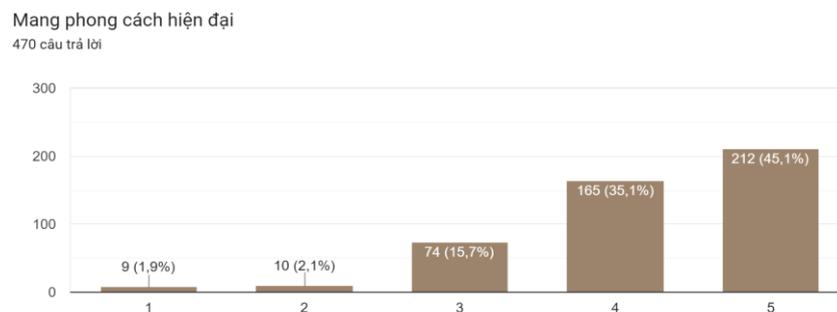
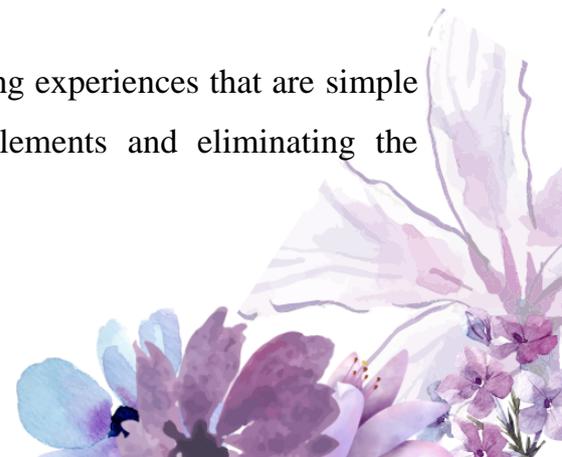


Figure 13: Responds about Modern trend wedding in team’s marketing survey

In the minimalist wedding trend, Lililacs created a more compact wedding ceremony, focusing on the most important activities. Instead of extending too many ritual stages, the traditional parts such as the entrance ceremony, the wedding ceremony and the wedding reception are combined into one session. This helps optimize time and focus on the most meaningful moments of the wedding.

With the Minimalist Wedding trend, Lililacs creates wedding experiences that are simple yet formal and memorable. By focusing on the core elements and eliminating the



unnecessary, Lililacs offers a romantic and sophisticated space for couples who want to experience a unique and modern wedding.

#### **6.4. Digital transformation application in company**

Lililacs wants to be able to apply digital transformation in company operations to improve efficiency and optimize work processes. Some examples of digital transformation applications in companies include the use of artificial intelligence (AI) to design, to write media content, and to use financial applications to regulate finances.

First, Lililacs uses artificial intelligence and AI technology to enhance the design process, such as Midjourney, etc. Instead of relying on manual and time-consuming work, the company applies AI to create new design ideas and in accordance with customer preferences. This technology enhances creativity and creates unique designs, while saving time and effort.

Next, Lililacs uses ChatGPT - a machine learning and natural language technology - to write media content. ChatGPT helps create high-quality content that matches the message and style of Lililacs. Using ChatGPT saves companies time and effort in writing and editing content, and ensures consistency and professionalism in corporate communications and documents.

In addition, Lililacs also uses financial applications to regulate and manage the company's finances. These applications help automate financial processes, from revenue and expenditure tracking and analysis, to contract management, to financial forecasting and report generation. This helps Lililacs to have an overview of the financial situation and make strategic decisions quickly and accurately.

The application of digital transformation in company operations helps Lililacs increase work productivity, reduce errors and save time. At the same time, the company is also pioneering in applying new technology to provide a better customer experience and respond quickly to changing requirements in the market.

## 6.5. Wedding Storyteller

Lililacs not only organizes weddings, but also acts as a storyteller, to show the love story of the bride and groom to all the guests in attendance. In the process of preparing and organizing the wedding, Lililacs carefully learns about the couple's own story, from memorable memories, the journeys they have overcome together, to the values and enthusiasm that the couple has shared with everyone.

In Vietnam, for previous generations such as Gen X and Gen Y, the main concern of guests when attending a wedding is factors such as the size, grandeur or hometown of the bride and groom. However, with the arrival of Gen Z and Gen Alpha, there is a marked change. These young generations are especially interested in personalization and expressing their stories to those around them.

Therefore, Lililacs actively acts as a talented storyteller in the weddings that the company organizes. Lililacs staff will be dedicated and creative in expressing the couple's special love story, from the smallest details to the most memorable moments. They will use creative communication methods, such as images, sound, video or decorative designs to deliver a great guest experience.

When everyone around felt the happiness, love and memorable milestones in the couple's story, Lililacs succeeded in creating a memorable space. The guests will have the opportunity to witness the union of love and feel the dedication that the couple has put into the process of preparing and organizing the wedding.

## III. KEY ACTIVITIES

### 1. Key activities

In order for Lililacs to have a clear and successful development orientation, it is extremely important to plan activities before and during implementation. These are the most important and are determined by the business model that the company needs to execute well to fulfill its business purpose.

Lililacs needs to optimize the use of available resources in combination with resources from business partners to create differentiated value in order to bring profits to the company. The main activities of Lililacs include:

### **1.1. Partner Relationship Activities**

For a business to survive and develop, the indispensable contribution of partners is very important. As the company grows, the number of customers is increasing, we need partners to work with for the best results.

We need to understand "What is partnership management"?

A business process by which an organization incorporates policies, procedures, and methods to provide, manage, and maintain its relationships with external business partners.

To do her job well, Lililacs definitely needs important partners at many stages of wedding planning for customers. The main partners of Lililacs will be: Photography studio, construction company, stage design, hall, Stylist, Wedding dress, Make up...

One of the most important elements of the partnership management plan is the communication plan with the partners, that is, determining what information to exchange, the level of exposure, and how to communicate information to work together effectively to achieve a common goal.

### **1.2. Marketing Activities**

In the 4.0 technology era, the Marketing Department has a very important role because it has a direct influence on consumers and determines the success or failure of the business in generating revenue.

The marketing department is responsible for planning and executing various promotional projects for the Lililacs brand. These can include videos, social media posts, social media platforms. They may also work with journalists, media and news media to arrange articles or interviews.

Besides planning and creating content, marketers keep track of how well different advertising tools are doing so they can promptly modify their strategies to suit their needs more suitable.

### **1.3. Sales Activities**

When customers know and contact the company through social networking channels, Seller will receive and listen to the customer's request. Based on that request, the experts will offer service packages suitable to the needs and budget of the customer. These packages may include Wedding Planner, Wedding Co-ordination, Wedding Decoration.

Not stopping at receiving available data, the Lililacs Sales team also actively searches for customers and advises the company's service packages to suit the needs of the bride and groom on groups, events. social media channels, wedding-related events such as wedding exhibitions, wedding fairs, or websites specializing in weddings...

### **1.4. Customer care Activities**

When using the service of Wedding Planner, Lililacs - we call it a special service. Because almost all customers will only use this service once in their lifetime, they will always have high expectations when using the service and always want it to be perfect.

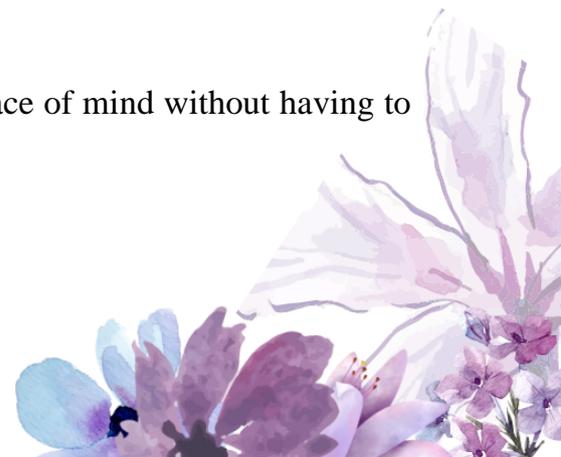
Customer care department will always be the one to listen to customers, to solve the fastest problems and difficulties of customers. Moreover, we will be the one to solve unexpected problems, offer the best solution & come with the best after-sales services.

### **1.5. Wedding Planner Activities**

Lililacs that a unit specializing in consulting and planning weddings. Specifically, our mission is to help couples prepare for their big day.

The work of Lililacs in the Wedding Planner section includes: ideation, concept for the wedding, search and reservation for the party venue, design to suit the concept desired by the bride and groom. Wedding Planner will also do the planning for the party, select and order flowers, sound, lighting and other services related to the wedding. Lililacs is also tasked with helping couples manage their budget and ensure that everything is spent properly.

With Lililacs, couples can enjoy their wedding day with peace of mind without having to worry about organizational details.



## **1.6. Logistics Activities**

At Lililacs, the Logistic team is responsible for the preparation and realization of the requirements and wishes of the bride, groom and family on the wedding day.

After understanding the ideas and concepts of the wedding, the Logistics team develops a plan to rent, to buy, and prepare all the necessary products and equipment to be used on the wedding day. The logistics team will also do the setup and delivery of wedding products, equipment and supplies, including decorations, tables and chairs, tables, sound, lighting, projection screens and more and ensure that the wedding ceremony will take place in the most favorable way.

## **2. Company structure and Human resource orientation**

### **2.1. Founder**

Founders are the people who have the most important role in the development of Lililacs. Founders are those who set the correct directions in operating the company to maintain existence and development. Founder is also responsible for decisions and risks related to Lililacs' operational process management. These are the people who know their business better than anyone. They not only actively contribute in coming up with business ideas, making efforts to turn ideas into reality, seeking investment sources and raising capital to put the start-up company into operation, but also Leading the way, handling big issues, and keeping the organization running.

We, Lililacs Team - the founders of Lililacs with the aim of bringing Wedding Planner service closer to users in the North of Vietnam. Founding members include: Tran Thu Hang, Doan Huong Giang, Giang Thi Thu Huyen. Pham Huu Duc, Nguyen Nha Minh Quang. Each member has their own strengths and weaknesses, has the right elements to create Lililacs and promises to "Create a successful Lililacs".

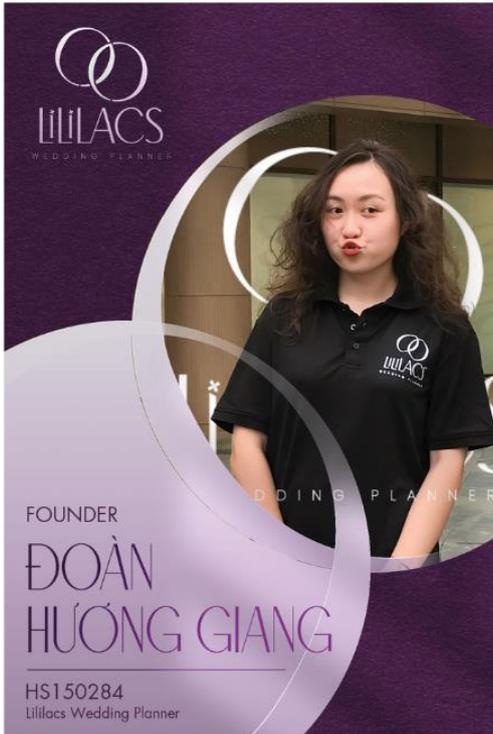


Figure 15: Profile picture of Doan Huong Giang

## DOAN HUONG GIANG

**D.O.B: 17/01/2001**

**Major: International Business**

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- An energetic and enthusiastic person
- Having a lot of experience as the leader of big events

=> Smart development orientations, catch up with trends and especially increase the ability to "Create a successful Lililacs"

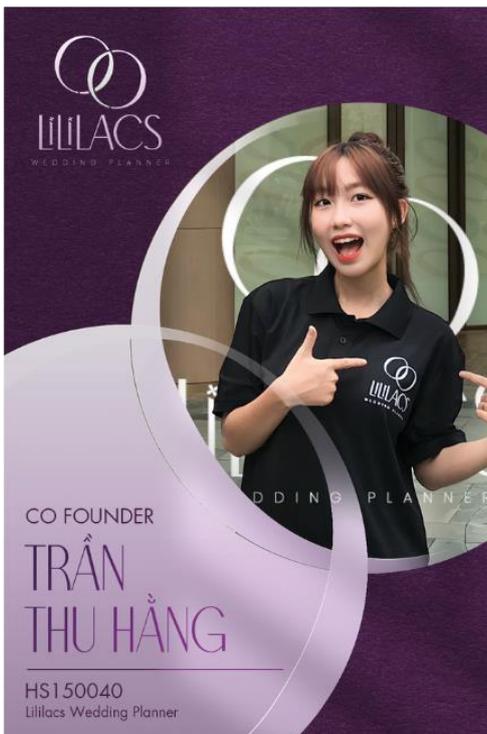


Figure 14: Profile picture of Tran Thu Hang

## TRAN THU HANG

**D.O.B: 10/10/2001**

**Major: International Business**

---

- Having lots of experience in event organization
- Having experience in HR
- Capable of creativity and coordination

=> Can manage human resources, coordinate the administrative and human resources department accurately, reducing the burden of operating errors



Figure 17: Profile picture of Giang Thi Thu Huyen

## GIANG THI THU HUYEN

**D.O.B: 22/08/2001**

**Major: International Business**

---

- Energy and tireless ability to work
  - Speak and communicate is outstanding
- => This will help Lililasc have good contracts, great customers

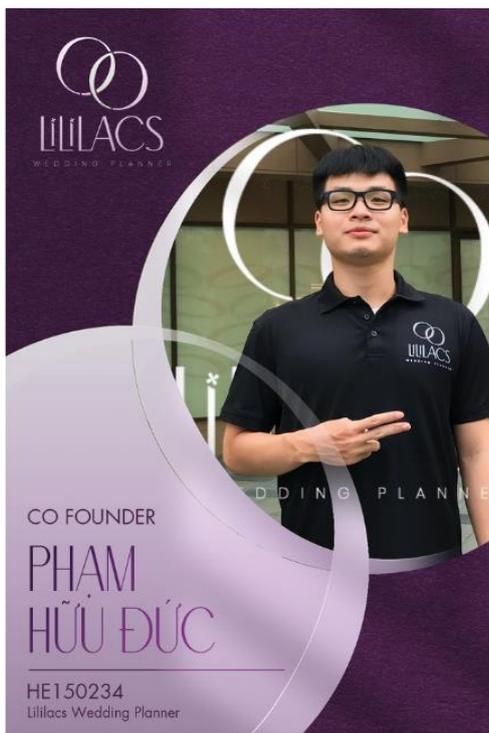


Figure 16: Profile picture of Pham HUU DUC

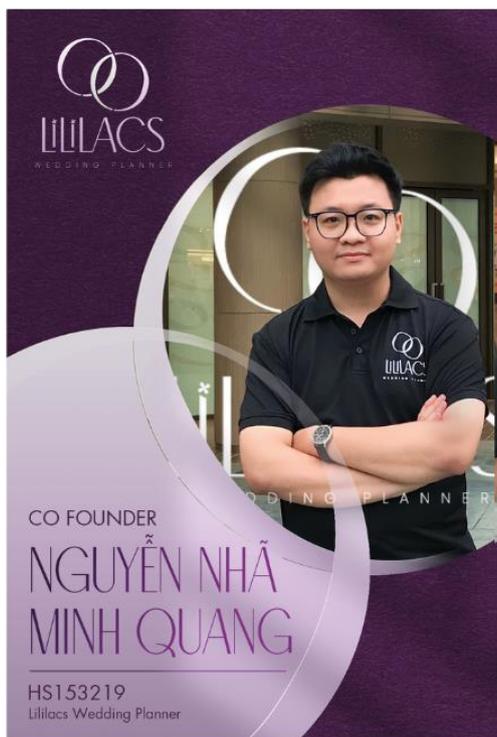
## PHAM HUU DUC

**D.O.B: 12/08/2001**

**Major: International Business**

---

- Hard - working
  - Outstanding research ability
  - Meticulous and careful
- => This will help Lililacs' R&D department easily work and generate important information in research



## NGUYEN NHA MINH QUANG

**D.O.B: 13/02/1998**

**Major: Digital Marketing**

- Working mindset, event organization experience
  - Ability to predict risks in projects
- => This will help Lililacs to have good directions, or to change plans if necessary in important cases

Figure 18: Profile picture of Nguyen Nha Minh Quang

Lililacs Wedding Planner Limited Liability Company established a company with investment capital contribution of 5 members.

STT	FULL NAME	PER % OWNERSHIP
1	Doan Huong Giang	40%
2	Tran Thu Hang	20%
3	Giang Thi Thu Huyen	15%
4	Nguyen Nha Minh Quang	15%
5	Pham Huu Duc	10%

Table 3: The table shows the percentage distribution of investment capital



## 2.2. Company Structure:

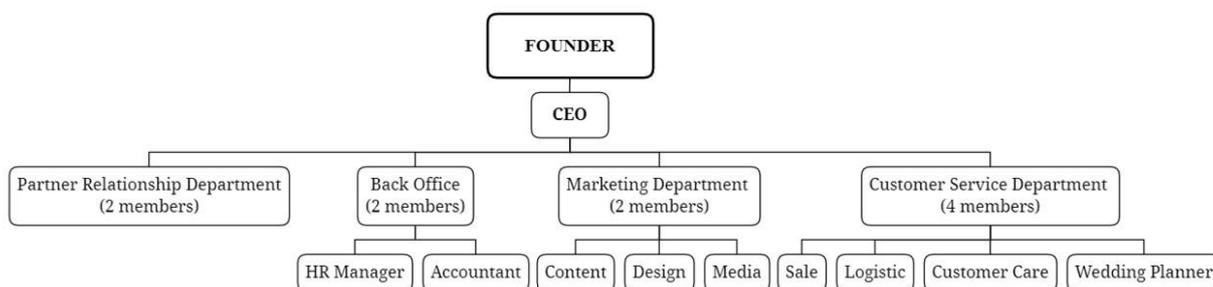


Figure 19: Lililacs's Company structure

### 2.2.1. Partner Relationship Management Department

Building a good relationship with partners is always in the long-term business strategy of the enterprise. The Partnership Management Department has always played a very important role. To be successful in the field of Wedding Planner, Lililacs cannot plan and execute the program alone. Lililacs's partners including event parties, studios, stage setup companies always play an important role in the success of the client's wedding. Managing relationships with partners has always played a key role in the company's growth.

Partner relationship management is the process of monitoring and maintaining relationships in order to collaborate effectively, efficiently, and harmoniously. Partnership management involves understanding the roles, perspectives, influence levels and needs of the partners from which to develop appropriate relationship management and communication methods. Depending on each partner, their interests and concerns for a business are different.

### 2.2.2. Marketing Department

Building and developing a brand is an important activity of a business because it helps businesses achieve success and create a competitive position in the market. Right from the beginning, businesses need to pay attention to building a consistent and transparent brand image, all images and messages need to be conveyed clearly, accurately, and attractively



to attract the attention of customers. targeted customer. This will help businesses build trust with customers and enhance brand value.

To build and develop a brand, the marketing department needs to perform a series of common tasks:

- Building and managing a professional customer care system
- Designing after-sales programs and product warranties for businesses
- Actively participate in sponsoring social activities to promote brand image

### ***2.2.3. Customer Service Department***

Customer Service Department is a department, a center of the business and is always focused on the top by businesses. This department aims to meet customer satisfaction before, during and after the purchase process, increasing the number of loyal customers, creating a connection between users and your business. Customer care room is a place where businesses can show support, care and service to meet the needs of satisfying customers.

Lililacs Customer Service Department is considered the "lifeblood" of the company. From searching for potential customers of the Sales department, planning ideas and plans of the Wedding Planner department, listening to the opinions and thoughts of customers from the Customer Care Department, implementing the program of the Logistic department, all functions of the Customer Service Department are always of certain importance, determining the success of the project and also the success of the customer's wedding.

### ***2.2.4. Back Office***

Backoffice plays an extremely important role in the company, specifically:

The Back Office department will usually handle and arrange the important work of the company in many different aspects such as recruitment, personnel management, salary payment, etc.

- Financial role: Manage the cash flow of the business to ensure the necessary amount of money for production and business activities and choose the best capital source. Provide useful advice on financial matters to the board of directors. Responsible for financial related tasks such as preparing financial statements, developing plans, setting goals and

developing strategies for the financial activities of the business. long career. From there can bring maximum business efficiency for the business.

- Human resource management role: Advising and supporting the Board of Directors on all issues related to the organization and management of human resources, administrative management, as well as legal, communication and important issues public system. Human resources department is responsible for the work performed within the scope of assigned tasks and powers. Building the organizational structure of personnel for departments in the enterprise. Advise the Board of Directors on the arrangement, arrangement and development of human resources through the analysis of organizational structure, assessment of work results and human capacity.

### **3. Key Partner**

In order for the wedding to go smoothly and bring the best experiences to customers, Lililacs has connected and cooperated with more than 100 units in Vietnam in many service areas. With a mid-range customer segment and venue in Hanoi, Lililacs builds close partnerships with suppliers including: restaurants, hotels, studios, make-up... to satisfy all customers. all customer requirements for their big day. The specific main units are as follows:

#### **3.1. Restaurants, hotels (Venue)**

- **Trong Dong Palace**

Address 1: No. 40 Hang Cot, Hoan Kiem District, Hanoi

Address 2: Hancorp Plaza Building, 72 Tran Dang Ninh, Cau Giay District, Hanoi

Address 3: 173B Truong Chinh, Dong Da District, Hanoi

Table price for reference: 3,500,000 VND/table

Strengths of Trong Dong Palace:

- Trong Dong Palace is one of the leading wedding venues in Hanoi with a luxurious and sophisticated space.

- The restaurant has a flexible capacity, serving up to 1,500 guests, meeting all the most demanding needs of customers and bringing the most successful and brilliant wedding.
- Trong Dong Place has a team of professionally trained staff who are always ready to support the bride and groom on the big day.



**TRÔNG ĐÔNG PALACE**  
CONVENTION CENTER

*Figure 20: Trong Dong Palace*

- **Van Hoa Wedding & Event**

Address 1 - The One: 02 Chapter Duong Dong, Hoan Kien District, Hanoi

Address 2 - Van Hoa Thai Thinh: 98 Thai Thinh, Dong Da District, Hanoi

Address 3 - Van Hoa Thien Son Plaza: 89 Le Duc Tho, Nam Tu Liem District, Hanoi

Address 4 - Van hoa Center: 79 Le Duc Tho, Nam Tu Liem District, Hanoi

Address 5 - Van Hoa Ly Thai To: 27a Ly Thai To, Hoan Kiem District, Hanoi

Address 6 - Van Hoa Ha Dong: 08 Quang Trung, Ha Dong District, Hanoi

Table price for reference: 6,000,000 VND/table

Strengths of Van Hoa Wedding & Event:

- Hanoi's leading brand with more than 20 years of experience in organizing weddings and has many facilities in beautiful locations in Hanoi.



- Van Hoa has a strong point in always being dedicated to building ideas, performing arts themes and every smallest detail for the perfect wedding. This will greatly assist Lililacs in expressing the love story and wishes and dreams of the bride and groom on the big day.
- Van Hoa has a diverse menu, delicately prepared, unique and delicious with dishes made from fresh and quality ingredients. The team of chefs with many years of experience always ensures food hygiene and safety standards.



*Figure 21: Van Hoa Wedding & Event*

### **3.2. Team of Photography, Studio (Photographers)**

- **Mimosa Wedding**

Address 1: 133 Giap Nhat, Thanh Xuan, Hanoi

Address 2: 239 Giap Nhat, Thanh Xuan, Hanoi

Website: <https://mimosawedding.net/>

Strengths of Mimosa Wedding:

- Own a team of professional Photographers, over 5 years of experience, have proprietary Blending color technology
- There are top Make-up Artists, always updating with new photography and makeup trends to bring customers stylish wedding photos, bringing each couple's own colors.
- There are 24 photography packages with prices from 3,500,000 VND to 30,000,000 VND for the couple to have the most suitable choice





*Figure 22: Mimosa Wedding*

- **Jeju Wedding**

Address: 175 Dai La, Hai Ba Trung, Hanoi

Hotline: 0888.6996960 VND

Website: <https://jejuwedding.vn/>

Strengths of Jeju Wedding:

- Having been in the market for 8 years, JEJU has consulted for over 10,000 couples
- A team of young, dynamic consultants, makeup artists, photographers with high aesthetic taste, always updating the latest trends of the market.
- Time to edit and complete photos quickly (5-7 days), support super-fold for free in special cases (1-2 days).
- With service prices in the mid-range segment, JEJU Wedding offers customers the quality of service that is worthy of the high-end segment.

**JEJU WEDDING**

*Figure 23: Jeju Wedding*



### 3.3. Makeup Team

- **Jane Nguyen Makeup Academy**

Location: 452 Xa Dan, Dong Da, Hanoi

Hotline 0326.082.648/ 0971.981.898

IG: janenguyenn.makeup

Email: jna.creative.academ@gmail.com

Makeup price for the bride: 1,000,000 - 1,500,000 VND

Strengths of Jane Nguyen Makeup Academy:

- Has been established for 9 years, is the "golden address" chosen by many beauty lovers
- Aimed at intermediate to advanced customers, focusing on intermediate suitable for Lililacs customers
- JNA was founded by Makeup Artist Jane Nguyen - one of the hot names in the beauty industry. She is well-trained in Makeup Technique with Thai & Korean experts and has received many prestigious and prestigious awards for Make-up.



Figure 24: Jane Nguyen Makeup Academy

- **Juhee Make up**

Address: 101K16 TT Bach Khoa, Nguyen Hien, Hai Ba Trung, Hanoi

Website: <https://juheemakeup.com.vn/>

Price: 1,400,000 VND

Strengths of Junhee Make Up:



- Juhee Makeup is currently at the top of the list of Top professional makeup addresses in Hanoi voted for 15 years from 2008 to 2023.
- The price is mid-range but the quality of service and make up artist is good



*Figure 25: Junhee Make Up*

### 3.4. Wedding decoration and floral design partner

- **Bug de Fleur**

Address: 14 lane 31 Tam Khuong - Dong Da - Hanoi

Facebook:

Instagram: @**Bug.de.Fleur**

Strengths of Bug de Fleur:

- We know the shop owner, Minh Anh, a former student of FPT University
- They have a source of beautiful flowers, reasonable prices



*Figure 26: Bug de Fleur*



### 3.5. Sound and light service provider

- **Thoi Gian Vang Light & Sound company**

Address: 30 Cau Tri Street, Son Loc Ward, Son Tay Town, Hanoi, Vietnam

Email: Sukienthoigianvang@gmail.com

Hotline: 096.259.2590 - 034.383.6789

Facebook: <https://www.facebook.com/congtynhhsukienthoigianvang>

Strengths of Thoi Gian Vang Light & Sound company :

- As a collective of members with more than 10 years of experience working in the field of performing arts, sound - lighting, staging design
- Professional work team, as long as the customer gives information, ideas will propose the corresponding light and sound creative scenario, in order to achieve the best visual and auditory effect for the audience.
- Successfully organized hundreds of large and small events nationwide



*Figure 27: Thoi Gian Vang Light & Sound*



### 3.6. Transportation service provider

- **Dong A Wedding Car**

Address: 14th floor – Office Building 19 Le Van Luong – Thanh Xuan – Hanoi

Hotline: 032.665.9999

Website: <https://chothuexecuoihanoi.com/dich-vu/gia-thue-xe-cuoi>

Strengths of Dong A Wedding Car:

- Hanoi's leading brand in wedding car rental services.
- Dedicated and Professional Car Operators Department
- Dong A invests in a lot of new cars for customers to choose from



*Figure 28: Dong A Wedding Car*

### 3.7. Design and printing partners

- **Thiep Dep Ha Noi**

Address: No. 105, lane 196 Ho Tung Mau

Hotline: 0983031745 (Ms. Tuong)

Facebook: <https://www.facebook.com/thiepdephanoi>

Strengths of Thiep Dep Ha Noi :



- Super sharp Digital Laser Printing, imported paper material IVORY, FOR, OFFSET, high-quality Art paper
- There are many styles of card printing that are very beautiful, luxurious and cheaper than the common ground because they are printed directly at the factory



*Figure 29: Thiep dep Ha Noi*

- **Tam Tan**

Website: <https://intamtan.com/>

Address 1: House 22, 5 alleys, 360 La Thanh, O coconut market

Address 2: No. 10 Trung Liet - Dong Da

Strengths of Tam Tan:

- The most competitive price in Hanoi
- Fast printing time, can be obtained in the same day even when printing in large quantities
- The quality of their machines and technicians are also rated among the best in Hanoi
- Enthusiastic staff, always trying their best to complete orders for customers





Figure 30: Tam Tan

#### 4. Key Resource

To operate a Wedding Planner Company both effectively and long-term in the market, the restaurant's resources are very important. Besides financial resources, human, financial or knowledge resources are essential resources that demonstrate the company's ability to operate and develop.

##### 4.1. Finance resources

For Lililacs to operate smoothly and sustainably, financial resources play a very important role. Specifically, the financial resource here is cash.

In terms of cash, the total initial investment cost of Lililacs is nearly 700.000.000 VND. This amount includes investment money for renting premises, purchasing equipment and renovating the premises.

Secondly, we have a reserve of 100.000.000 VND to ensure backup for operations. The transportation costs, travel of the company's departments will also be able to use this money.

##### 4.2. Human resources

As a company specializing in organizing events, human resources are an extremely important factor for the operation of Lililacs. It is estimated that to keep the company running smoothly and profitably, the company needs 15 permanent employees for a client's wedding project. This personnel will include 5 people in the Leader team. The remaining

10 employees will be employees aged 18-25. This is a receptive and especially energetic age, in keeping with the spirit of Lililacs.

#### ***4.2.1. Management team***

Management team plays a key role, is the core team to run the company effectively. The admin group will consist of 5 members. The members of the management team with the common spirit of youth, enthusiasm, high energy with the mindset of "dare to think, dare to do", the management team is also a typical representative expressing the energy of Lililacs.

The CEO is the person in charge of running the business according to the inherent goals, vision and core values of the business. The CEO is also the one who aggregates data and makes strategic decisions for the company's short- and long-term business and is responsible for these business results.

The Head of PRM will be the main person responsible for the partnership strategies with 3rd party vendors. Successfully running Lililacs will require collaboration with a lot of related partners, the Partner Relationship Manager will be the strategic planner, responsible for assigning, checking the search and cooperating with 3rd parties so that Lililacs can create a network of partner members with the necessary quality and quantity.

Marketing Manager is a position of senior staff planning strategies to promote the business brand, new products and services of Lililacs. The Marketing Manager will be the person responsible for the main activities of the Marketing Department: Developing development plans, Marketing strategies, PR for brands, products and services.

The Customer Service Manager is the person who plays a vital role in Lililacs's success. The Head of Customer Service Department is the person who is most responsible for closing orders with customers, creating ideas and operating plans for the project. As the head of the customer-facing department, the department that brings Lililacs's image to customers is a direct and intuitive one.

Head Office is the last position in the management team but plays a very important role in keeping the company's working circuit steady. The issues of administration, personnel,

finance and accounting must be ensured transparency, clarity and especially accuracy. It is the Head Office's responsibility to always ensure that the company's Backstage issues are resolved and run smoothly

#### ***4.2.2. Employees who work directly with customers***

- **Lililac's staff:**

Lililacs's staff is selected on many criteria in accordance with the spirit and vision of the company. Lililacs's employees need to have basic knowledge of domestic and foreign wedding culture. Like the management team, the staff working at Lililacs will also be appreciated for their optimism, their ability to handle situations, and above all, the enthusiasm and youth of each individual.

- **Project Volunteers**

Lililacs project volunteers are active students with experience running events at high schools and universities. Youth and the spirit of learning are what Lililacs always puts first for volunteers.



## 5. Key Channel

Lililacs is a professional wedding planning company with headquarters in 44 Ba Trieu, Hoan Kiem, Hanoi, Vietnam. Lililacs' office with 2 floors is designed in a close and convenient style for working.



*Figure 31: Lililacs store with the view from the outside*

Upon entering Lililacs' office, you will be greeted by a spacious and cozy space. The reception desk is carefully decorated with fresh flowers and wedding books exclusively for customers. In the middle of the wall of the reception area will be the word Lililacs Wedding Planner



*Figure 32: Lililacs Reception desk*

To the left of the front desk is the space for Lililacs to receive customers. There will be a luxurious sofa of velvet material. On the table will be wedding magazines and packages of Lililacs products.



*Figure 33: The consulting area for Lililacs customers*

To the right of the front desk is a display area. This place will have the image of the bride and groom's mannequin and will decorate more details around. Customers coming to Lililacs can check-in and take photos at this beautiful place.





*Figure 34: Gallery of Lililacs*

The 2nd floor is the office of Lililacs, which is arranged scientifically with a large, long working table for about 5-10 employees. It enables staff to effectively discuss the details of wedding projects.



*Figure 35: Lililacs' work area*





*Figure 36: Lililacs' work area from opposite view*

At the work area with the opposite view, there will be a brown door. Opening that door is Lililacs' Pantry for employees to eat and drink.



*Figure 37: Lililacs's Pantry*

However, the most special thing at Lililacs' office is the friendly and professional atmosphere of the staff. They are always ready to listen to customers' opinions and give dedicated and professional advice. With a beautiful space and dedicated staff, Lililacs is a reliable address for those who want to organize a perfect wedding.



## 6. Marketing Mix 5Ps

### 6.1. Product (Service)

To give the correct orientation for its products, Lililacs always tries to understand the problems that customers and young people are facing. There are 2 main issues we see that determine how we create products to help our customers solve their problems through our survey.

#### 6.1.1. Customer's knowledge of wedding procedures

Based on our survey, customers' knowledge about wedding procedures is not high. This was also anticipated by the Lililacs team. There are 76.3% of the survey respondents said that they know nothing or know very little about the wedding procedures. That shows that their wedding orientation is not high. They do not know clearly about the division of work, what types of work need to be prepared for their wedding.

#### 6.1.2. Requirements, the ability to imagine the customer's wedding

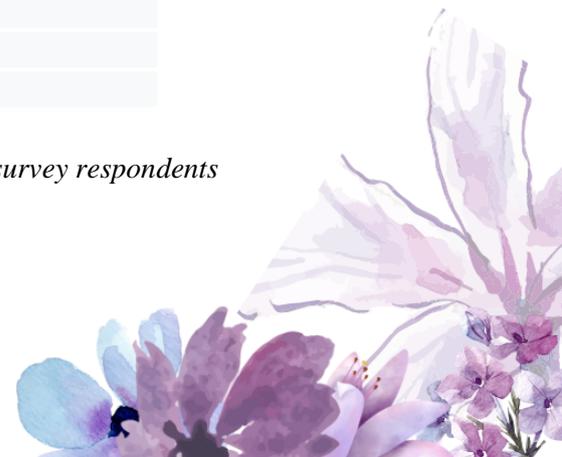
Through the survey, 95% of the respondents said that they have never had any ideas for their wedding. Among them are those who are about to get married. This is also completely understandable when today's young people do not understand well about wedding procedures or processes, which makes it difficult for them to come up with ideas for their own wedding.

Bạn có bất kỳ ý tưởng nào đặc biệt cho đám cưới của mình không? (nếu có hãy chia sẻ cho chúng mình nhé)

470 câu trả lời

Chưa ạ
Hiện tại thì mình chưa
Đơn giản
Ko có
tôi chưa có ý tưởng
Tôi chưa có ý tưởng
Mình chưa có
hiện tại thì chưa
khong

Figure 38: Responses about special wedding ideas of survey respondents



Understanding the above issues, Lililacs easily creates the company's products based on the stages in a wedding.

The main product of Lililacs will be wedding planning and organization services for couples. With different prices, Lililacs will bring different solutions and services to customers depending on their needs

Wedding services are divided into 3 main services: Wedding Decoration, Wedding Planner, Wedding Coordination.



*Figure 39: Product of Lililacs Wedding Planner Company*



## a. Wedding Decoration



*Figure 40: Wedding decoration Service*

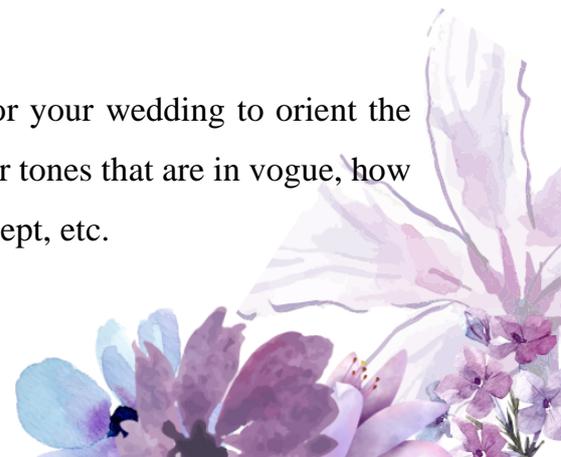
Decorate the ancestors, Decorate the wedding party, Create concepts that match the wishes of the customer

- Decorative items:

- Engagement ceremony: Decorate the backdrop at the customer's home
- Wedding ceremony: Create backdrop, stage, 3D check-in area

- Consulting, style orientation

Lilacs will listen to your love story, listen to your ideas for your wedding to orient the most suitable wedding style. Consult the corresponding color tones that are in vogue, how to use flowers, what decor details will suit the wedding concept, etc.



## b. Wedding Planner



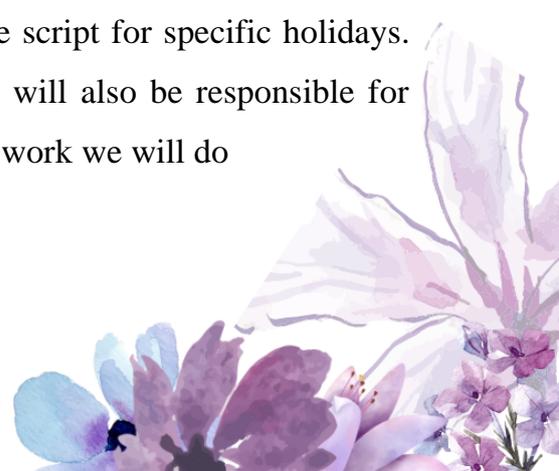
*Figure 41: Wedding planner Service*

Plan the wedding and accompanying ceremonies. The decoration is not included, the wedding operation is not included:

- Overall consultation: Through the information received from customers, we will help you visualize the wedding more clearly, thereby making appropriate plans depending on the level of combo package that the customer chooses.

- Planning, timeline for the program: Liliacs will design the script for specific holidays. For jobs that need the participation of 3rd parties, Lililacs will also be responsible for managing and monitoring the implementation progress. The work we will do

- Design scenarios and specific activities



- Propose personalized, novel, modern, and impressive content for the wedding
- Support to introduce, order MC, singer, band, dance group
- Build a holiday music playlist tailored to your personal taste and wedding theme
- Light Design
- Wedding budget management
- Determine the estimated budget for the entire wedding and advise on reasonable budget allocation for each item
- Statistics & cost management throughout the event

### c. Wedding Coordination



*Figure 42: Wedding coordination Service*

#### - Coordination in the wedding

- Coordinate, check, monitor & accept the work results of suppliers on the wedding day (decoration, sound, lighting, filming, photography, makeup, MC, singer, music group) ...)
- Support the bride and groom, family members and guests with pre-agreed tasks
- Coordinate and run the wedding day program according to the prepared plan.

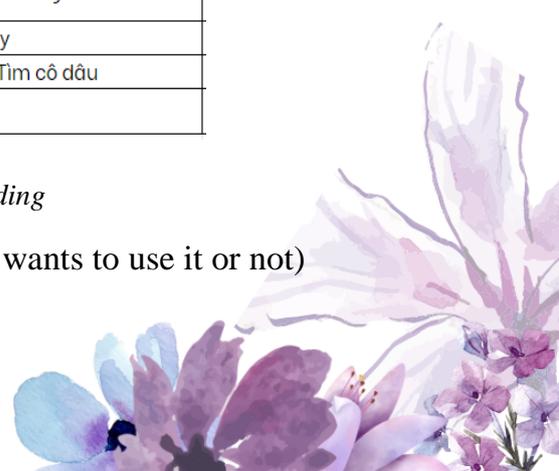
- Plan for arising situations and solutions within the allowed authority
- Welcoming and taking care of guests at the wedding
- Support personnel in reception positions
- Assist in arranging seating for guests, grasping the guest's situation to have a suitable coordination plan
- Customer support after the wedding
- Support to collect the bride and groom's belongings such as: accessories, accessories, albums, photos, souvenirs, guest gifts
- Support to return rental/borrowed items from suppliers
- Support checking, refunding invoices for suppliers
- For example:

In the first event that Lililacs carried out, the plans for the wedding day program were carefully noted, ensuring that all operating personnel understood the program in order to execute a successful program.

TIMELINE ĐÁM CƯỚI		
STT	THỜI GIAN DỰ KIẾN	NỘI DUNG
1	17:30 - 18:15	CDCR đón khách, checkin cùng khách mời
2	18:15 - 18:30	Khách mời ổn định chỗ ngồi
3	18:30 - 18:35	MC chào quan khách, giới thiệu CDCR và love story
4	18:35 - 18:40	Giới thiệu CR, CD
5	18:40 - 18:45	CD CR đọc VOWS
6	18:45 - 18:50	CDCR trao nhẫn
7	18:50 - 19:00	Mời bố mẹ 2 bên lên sân khấu, đại diện 2 bên phát biểu
8	19:00 - 19:05	Mời rượu song thân
9	19:05 - 19:10	Người thân, bạn bè trao quà, hoặc gửi lời chúc
10	19:10 - 19:15	Nghi thức tưới cây, trao nhau nụ hôn
11	19:15 - 19:30	Hội trường nâng ly chúc mừng
12	19:30 - 19:35	Cô dâu chú rể nháy
13	19:35 - 19:50	Chơi game Tâm đầu ý hợp, Tìm cô dâu
14	19:50 - 21:00	Văn nghệ tự do

Figure 43: Example of timeline for Wedding

**d. Additional services** (depending on whether the customer wants to use it or not)



- Support to book transportation for guests
- Accommodation management for the bride's family, groom's family, guests
- Support to find and introduce accommodation for the bride, groom, and guests if the wedding of 2 families is far away
- Support monitoring, checking 3rd party services providing accommodation, ensuring that guests have the best experience when attending the wedding of 2 families

## 6.2. Price

Price is a very important element in the marketing mix strategy of Lililacs 5Ps. This is an important factor in generating revenue. At the same time, it also supports other activities such as distribution, promotion and promotion of services.

HOW MUCH ARE YOU WILLING TO PAY FOR WEDDING PLANNER SERVICE?

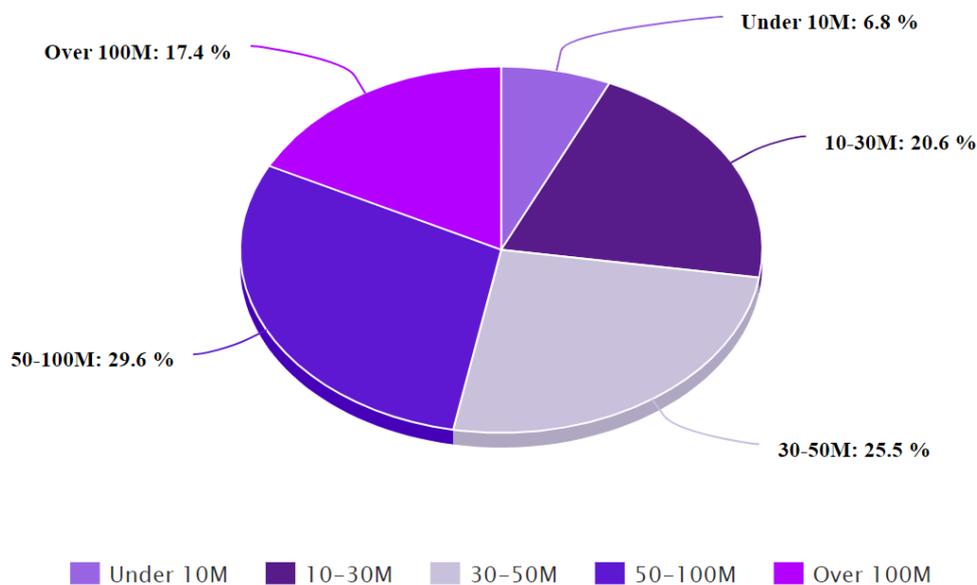


Figure 44: The chart show the amount respondent are willing to pay for the wedding

Through the results received from a survey of 503 samples about the amount of money willing to pay for Wedding Planner services, we have come up with specific prices for our services.

With 25.5% of survey respondents willing to spend 30,000,000 - 50,000,000 VND for using Wedding Planner service and 29.6% survey respondents able to pay 50,000,000-



100,000,000 VND, we have realized and created suitable price lists for the customers that we are targeting.

Lililacs' pricing strategy will be divided according to the service packages that customers use, and the price may change when receiving opinions and wishes of customers when using the service. More specifically, at each different request level, Lililacs will offer appropriate prices, specifically:



Figure 45: Price of Lililacs Wedding Planner Company

### 6.2.1. Wedding Decoration

- Decor Pack 1: 20,000,000 (All events)
- Decor Pack 2: 10,000,000 (Wedding only)

### 6.2.2. Wedding Planner



- Plan package 1: 30,000,000 (The level of requirement is high & difficult of customer - Need 5-6 main operators & volunteers);
- Plan package 2: 20,000,000 (Average requirements of customer - Need 3-4 main operators & volunteers);
- Plan package 3: 10,000,000 (The level of simple requirements of customer - Need 2 main operating personnel & volunteers).

### 6.2.3. Wedding Coordination

- Coordination package: 10,000,000 (2-3 operators)

### 6.2.4. Combo packs

We offer 6 combos for customers to choose from. The price of each combo Lililacs offers is based on the level of customer requirements and the difficulty of the work we need to do.



**COMBO**

- Combo 1: Wedding Decoration (All ceremonies) + Wedding Planner (High level of requirements)  
40,000,000 & Offering Wedding Co-ordination
- Combo 2: Wedding Decoration (All ceremonies) + Wedding Planner (Medium required)  
30,000,000 & Gift Wedding Co-ordination
- Combo 3: Wedding Decoration (All ceremonies) + Wedding Planner (Simplified level required)  
25,000,000 & Gift Wedding Co-ordination
- Combo 4: Wedding Decoration (For weddings only) + Wedding Planner (Medium requirements) + Wedding Co-ordination  
22,500,000
- Combo 5: Wedding Decoration (Only for wedding) + Wedding Planner (Simplified level of requirement) + Wedding Co-ordination  
20,000,000
- Combo 6: Wedding Planner (Medium required) + Wedding Co-ordination  
20,000,000

Figure 46: : Combo of Lililacs Wedding Planner Company



### 6.3. Process

#### 6.3.1. The customer's process when coming to Lililacs will include the following 4 steps

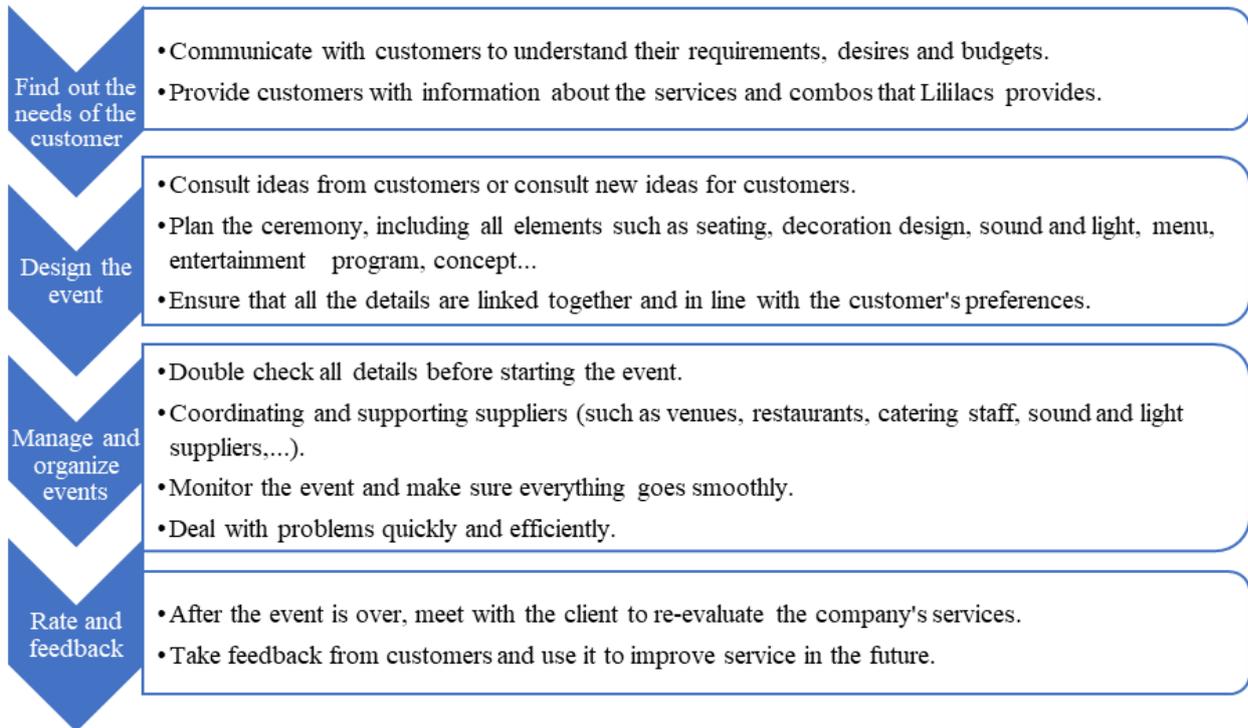


Figure 47: The process when customers coming to Lililacs

#### 6.3.2. The process of the Wedding Decoration package



Figure 48: The process of the Wedding Decoration package



### 6.3.3. The process of the Wedding Planner package

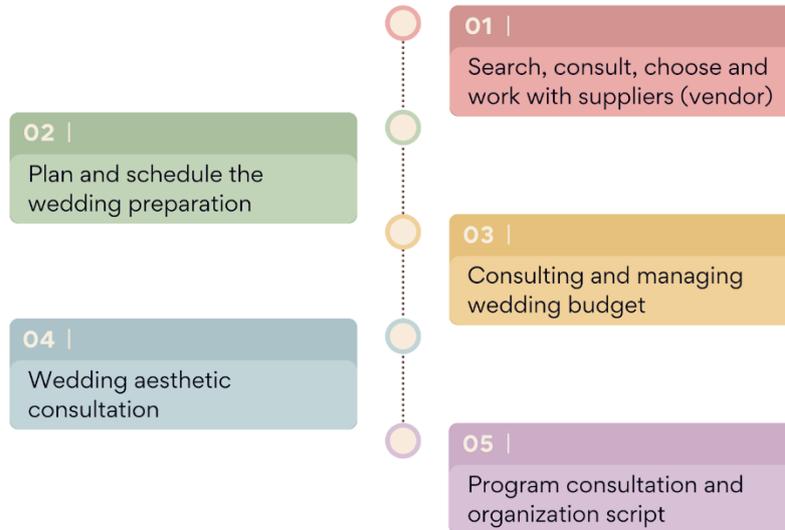


Figure 49: The process of the Wedding Planner package

### 6.3.4. The items to be done in the Wedding Co-ordination package

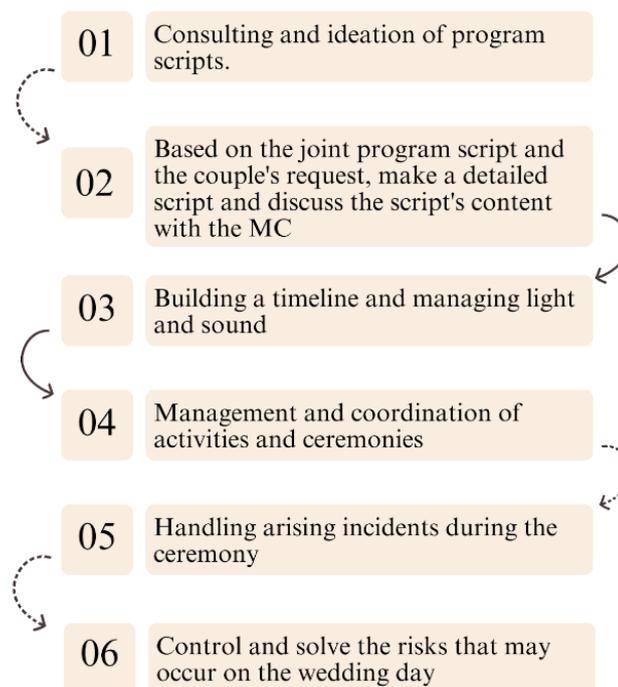


Figure 50: The items to be done in the Wedding Co-ordination package



## 6.4. Physical Evidence

### 6.4.1. Logo

The Lililacs logo is designed with two rings woven together to create a perfect picture. These two rings not only represent the connection between two lovers, but also represent the spirit and motto of the company - becoming a reliable companion, bringing joy and happiness to each other. customers on the most important occasions in life.

The logo has the main color purple, symbolizing luxury and elegance. In addition, there are other small details such as the flower on the letter I in the name Lililacs, to add emphasis and show Lililacs' connection with the Logo.



*Figure 51: Logo of Lililacs*

With its unique design and clear symbolic meaning, the Lililacs Logo has become a familiar and recognizable brand symbol. They also help to show the professionalism and prestige of the company in the field of organizing special events.

In addition to being used on promotional materials, Lililacs' logo is also printed on products such as photo albums, invitations, visiting cards and uniforms to increase identification and show the company's professionalism.

After 3 years of operation, we will register the copyright of the Lililacs brand logo at the National Office of Intellectual Property of Vietnam

### 6.4.2. Uniform shirt

Lililacs' uniform shirt has the logo of two interlocking rings in the middle of the front of the shirt. The logo is shown in striking purple colors, and the material is printed on the shirt by heat transfer printing technology combined with silk screen printing to ensure durability and color does not fade after washing.



Figure 52: Uniform of Lililacs (Black version)



Figure 53: Uniform of Lililacs (Purple version)



With the logo of two interlocking rings, Lililacs uniforms create a luxurious and meaningful image. This logo can represent cohesion, trust and affection between two people or two organizations, which is consistent with Lililacs' brand in providing high quality products and services to customers. We have 2 versions of the uniform: a black polo shirt and a purple crew neck shirt

### 6.4.3. Card Visit

Lililacs Card Visit is a simple yet elegant design. On one side is a logo of two interlocking rings, symbolizing connection and love.



Figure 54: Card visit of Lililacs

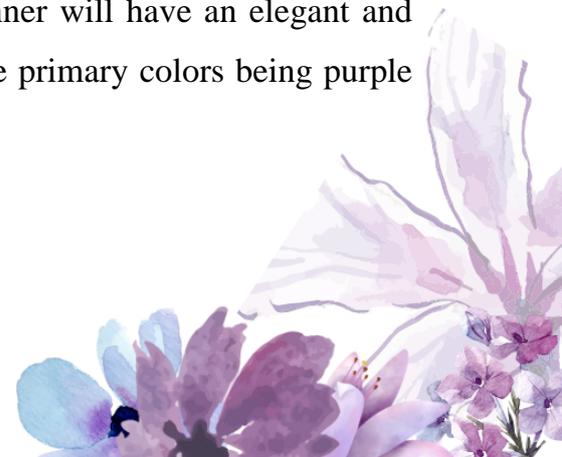
The other side of the Lililacs Card Visit has clear contact information including the company's phone number and address. This information helps customers easily contact Lililacs when needed.

Card Visit's design is also created with pastel purple tones and professional style, helping potential customers feel confident and decide to use Lililacs's services. With really useful information and beautiful design, Card Visit by Lililacs will certainly be an important tool to help the company attract and retain many new customers.

### 6.4.3. Employee identification card

The employee identification card of Lililacs Wedding Planner will have an elegant and beautiful design, suitable for the wedding industry, with the primary colors being purple and white - the colors of flowers and sophistication.

- Front side of the employee identification card:



**Color scheme:** The card will have a bright white background, creating a sense of cleanliness and elegance. Borders and details such as text and images will be designed in a soft purple shade, adding a refined touch that complements Lililacs Wedding Planner's color theme.

**Logo:** The Lililacs Wedding Planner logo will be placed in the top left or top right corner of the card, using purple and white to honor the imagery of flowers and achieve consistency with the lanyard.

**Employee Name and Title:** The employee's full name will appear in the middle of the card, using a sophisticated font in purple, similar to the logo. Below the name will be the employee's job title, such as "Founder," "Design," or "Staff."

- Back side of the employee identification card:

**Color scheme:** The back side of the card will also have a purple background, maintaining uniformity and elegance.

**Lililacs Wedding Planner Logo:** The Lililacs logo will be placed at the center of the back side, using a simple purple and white color scheme to create a focal point and link with the front side.



*Figure 55: Employee identification card of Lililacs*

- Lanyard:

The lanyard will be designed similarly to the employee identification card to achieve consistency and aesthetics. It will be made of soft and comfortable fabric material, featuring a dominant purple color with the Lililacs Wedding Planner logo and the text "Lililacs Wedding Planner" printed repeatedly on the lanyard.



## 6.5. Promotion

In order to bring the Lililacs Wedding Planner brand to increase awareness and get closer to the audience, we divide it into 3 major parts including: Advertising, Public Relation, Marketing Plan

### 6.5.1. Advertising

#### a. Facebook

Facebook page is one of the most important tools for Lililacs to attract customers and grow its business. In order to create an effective Facebook page, Lililacs focuses on the target audience of young people aged 20-35 who are interested in weddings and offer content that matches their interests and their needs.

The content of Lililacs' Facebook page includes information about beautiful wedding concept photos, stories of the bride and groom, wedding experiences, and sharing stories from customers who have used the product by Lililacs.

Lililacs's page will be updated with the latest information about product packages, promotions, and discounts so that customers can grasp the information and make the right choice.

To attract more customers, Lililacs can also organize activities on the Facebook page such as quiz, minigame, and giving gifts to the luckiest customers. This will help Lililacs increase engagement on the page and help the company reach more potential customers.



Figure 56: Lililacs official page

## b. Tiktok

Lililacs's TikTok account is a great place for customers to see our professionalism and uniqueness. To attract customers, Lililacs has built an effective posting plan on the TikTok account.

The plan includes uploading short wedding-related videos each week, which includes suggestions on wedding trends, decorations, and wedding entertainment. The videos are designed with attractive images and sounds, capturing memorable moments in the weddings that Lililacs has organized before.

Lililacs also uses appropriate hashtags like #weddingplanner, #weddingtips, #weddinginspiration, #weddingdecor to help videos get searched and shared widely on the TikTok account.

With this posting plan, Lililacs believes her TikTok account will attract the attention of a large number of customers and help the company prosper in the future.

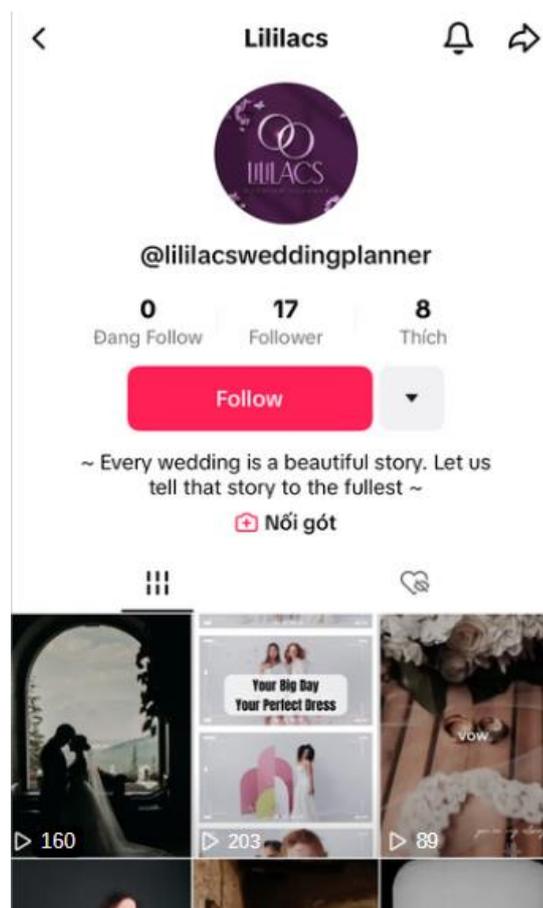


Figure 57: Lililacs's TikTok



### c. Instagram

The Instagram page of wedding planner Lililacs is designed in a simple, intimate and romantic style to attract the attention of customers. In this Instagram page, Lililacs shares beautiful, vibrant photos of weddings.

The content of the Instagram page has a Highlight of Lililacs wedding packages. Posts can be related to the theme of the wedding such as suggestions for costumes, decorations, wedding and wedding details, etc.

To create a connection with customers, Lililacs may use the Instagram page to share stories of special weddings that have been organized, the stories behind the photos and best wishes that Lililacs would like to send to the couples. The Instagram page helps Lililacs create a community of wedding lovers and share experiences and ideas about weddings.

Hashtags related to the wedding planner industry can also be used to increase the searchability of your Instagram page and attract more potential customers. Overall, Lililacs' Instagram page is an effective tool to showcase products and services, connect with customers, and increase engagement.



Figure 58: Lililacs's IG



## d. Website

Website is a very important part to retain customers and help customers understand more about Lililacs. Therefore, the website that Lililacs built has a beautiful and professional design, the website is decorated with vivid images and eye-catching colors. In addition, the website also has a simple design, easy to use and provides full information about the company's products and services.

On the company's website, customers can look up service packages, view beautiful images and contact them for direct advice. Posts on the Web are written in a clear and detailed way about the products and services the company is offering. Customers will know the difference and benefits of each product package. Old customer reviews and feedback will also be posted on the website so that new customers can easily evaluate and make decisions.

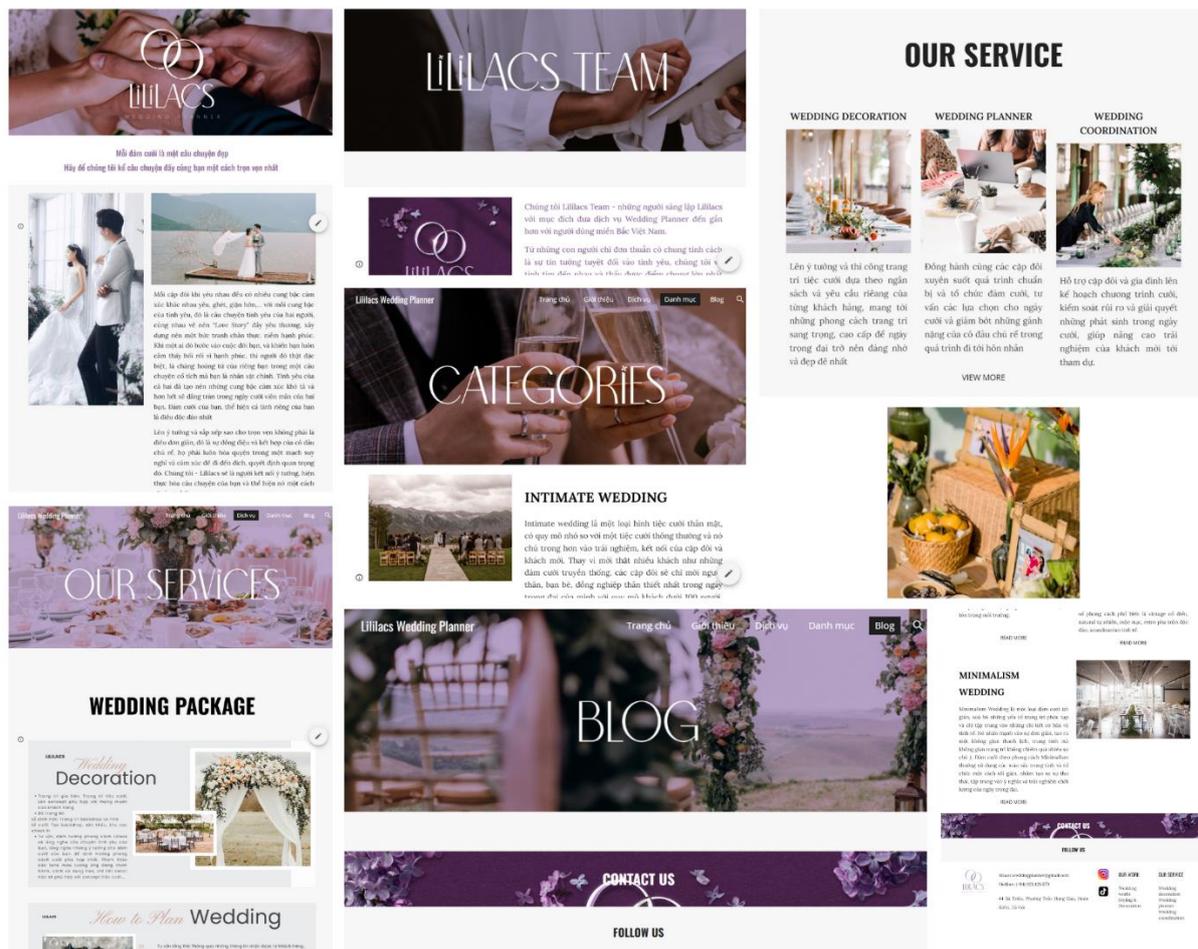
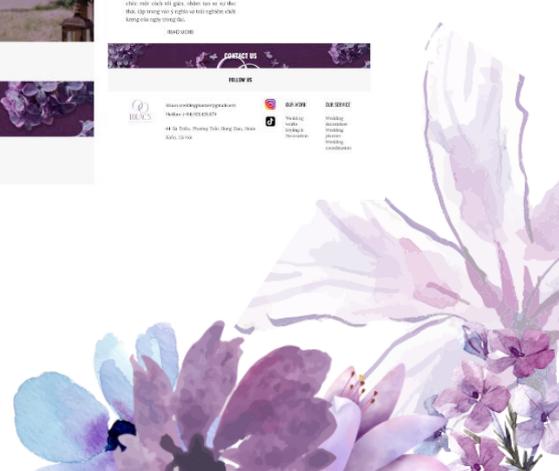


Figure 59: Lililacs's website



To increase the credibility of the company, the website has an introduction to Lililacs and its development history. Customers will understand clearly about the quality of output, the company's business philosophy, so that they can trust and choose to accompany the company. In addition, Lililacs's website also provides full contact information including: Address, hotline, and link to Facebook Page so that customers can contact and request support when needed.

### **6.5.2. PR (Public Relations)**

Regarding PR for Lililacs Wedding Planner, we created a blog on the company website and Facebook page. The goal of these two pages is to introduce team members, create intimacy and trust with customers, and honor their dedication and achievements in the field of wedding planning at Lililacs Wedding Planner.

#### **a. Website's Blog**

On Lililacs Website, there will be a section called Blog. This Blog is a place to focus on sharing stories, information and thoughts of employees as well as the proud community activities that Lililacs has participated in. The goal of this Blog Page is to introduce the true image of Lililacs Wedding Planner, and at the same time create trust and build a good relationship with customers and the online community.

Lililacs Blog will include the following content:

- Founder's Story: The Blog page will tell the personal stories of the 5 members that create Lililacs Wedding Planner. It includes emotions, concerns, passions about the field of Wedding Planner and the reason for creating Lililacs. These stories will help customers feel the dedication and professionalism of Lililacs team.
- Introducing community activities: Lililacs Wedding Planner in addition to organizing wedding ceremonies, also participates in and supports meaningful community activities. The Blog page will share about the charity and community support activities that Lililacs participates in, building the company's image as a responsible business and making positive contributions to society.

- Memorable experiences: The Blog page will tell about the special wedding ceremonies that Lililacs has organized, lovely details and creativity in each project. These stories will demonstrate Lililacs Wedding Planner's creativity and customization ability to meet every client's requirements and ideas.
- Share experiences and tips: The Blog page will provide articles sharing experiences and tips from Lililacs staff, including wedding professionals, designers and people who work directly with clients. This builds credibility and shares useful knowledge with customers.



*Figure 60: Lililacs' blog on Website*

### **b. Facebook page "The Lililacs Journey"**

Inspired by "Làng giáo áo cam", Lililacs built the Page "The Lililacs Journey" with the goal of conveying the behind-the-scenes stories of the wedding, the moments of dedication to the work of the Lililacs team.

"The Lililacs Journey" is the vivid memoir of those who ventured into the wedding industry. Here you will find emotional and humorous stories about our staff who put their heart and soul into creating a wonderful wedding ceremony. They are the ones who create lovely details in every wedding, valuable lessons from life's challenges, and memorable moments when passionate love fills the space.

Not only stopping at conveying touching stories, "The Lililacs Journey" is also a place to show passion for work. You will find each of our staff willing to put all their heart, creativity and talent into every little detail in every wedding event. They constantly hone their knowledge and skills to meet any special requests from the couple, helping to turn seemingly impossible ideas into brilliant reality.

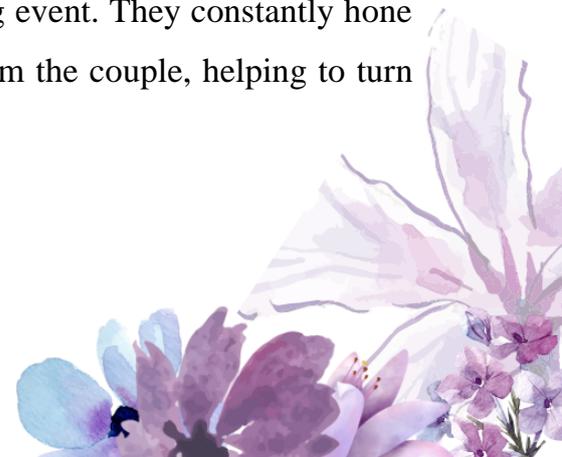


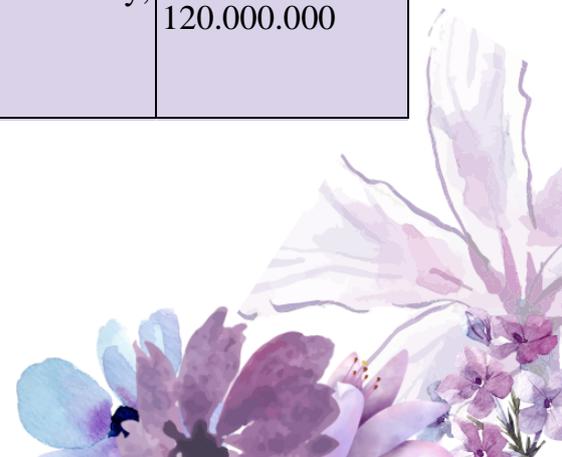


Figure 61: The Lililacs Journey facebook page

### 6.5.3. Marketing Plan

This is the Marketing plan for Lililacs Wedding Planner in the next 1 year with 5 Phases: Pre-launching; Launching, Promote advertising, Promoting PR in parallel with advertising, Focus on promoting social media (maintaining PR)

	Phase' name	Duration	Estimated cost (VND)
Phase 1	Pre-launching	2 months (July, August - 2023)	4.000.000
Phase 2	Launching	1 month (September - 2023)	115.000.000
Phase 3	Promote advertising	3 months (October, November, December - 2023)	185.000.000
Phase 4	Promoting PR in parallel with advertising	3 months (January, February, March - 2024)	120.000.000



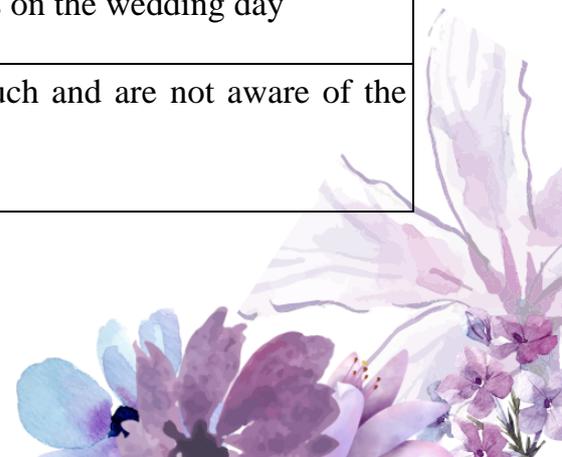
<b>Phase 5</b>	Focus on promoting social media (maintaining PR)	6 months (April, May, June, July, August, September - 2024)	400.000.000
<b>Total</b>			824.000.000

Table 4: Lililacs Wedding Planner Marketing Campaign (in year 1 2023-2024)

- **Phase 1: Pre - launching**

At the stage of market penetration, Lililacs needs to provide customers with information about the wedding industry and the need for Wedding Planner. After that, it is positioning itself in the Hanoi area, giving diners an overview of the brand and the benefits of accompanying Lililacs on the big day of their lives.

<b>Customer personal</b>		
<b>Customer demographic</b>	Age	20-35
	Location	The North, Viet Nam
	Income	10-20M
<b>Hobbies &amp; Interest</b>	<ul style="list-style-type: none"> <li>- Love to learn about weddings, wedding procedures</li> <li>- Interested in wedding trends: on the beach, outdoors...</li> <li>- Interested in finding a support person for the wedding</li> </ul>	
<b>Goals</b>	<ul style="list-style-type: none"> <li>- Increasing people's awareness about wedding planner</li> <li>- Provide information about the wedding industry and useful information for couples about to get married</li> <li>- Provide support solutions for couples on the wedding day</li> </ul>	
<b>Challenges</b>	<ul style="list-style-type: none"> <li>- Vietnamese people do not know much and are not aware of the importance of Wedding Planner</li> </ul>	



	- Confused about the price
<b>Channels</b>	- Facebook - Instagram - Tiktok - Website

Table 5: Customer personal

Lililacs is a completely new name in the Hanoi market, especially in the wedding industry. Therefore, Pre - launching is an important part of Lililacs' marketing strategy. It helps potential customers better understand the Wedding Planner industry and the importance and benefits that Wedding Planner brings, thereby creating interest in Wedding Planner.

<b>Pre - Launching</b>		
<b>Objective:</b> Increase customer awareness and create interest in the Wedding Planner industry		
<b>Time:</b> 6/7 - 29/8		
<b>Channels</b>	<b>Targets</b>	<b>Activities</b>
Facebook page	Facebook's reach: 50 per day	Main activities at Facebook page Lililacs follow the following timeline: Articles about Wedding, introduction of benefits of Wedding Planner, Trends in wedding organization, Minigame... We have 15 posts on Facebook Page.
Instagram	Instagram's reach: 10 per day	Instagram: Expected 10 posts with a high focus on beautiful visual design in addition to conveying the same information as on FB: Wedding trends in 2023, Benefits of Wedding Planner, Articles about decoration wedding design.

Tiktok	Tiktok: more than 100 views/video	Tiktok: 3-5 videos: 1 video simulation image, experience, 1 wedding, 1 video of wedding trends 2023, 1 benefit video of Wedding Planner"
Website	Website's reach: 10 per day	Website: On FB posts, IG will attach the website link. Information about Lililacs, product packages, and illustrations is available on the website to help customers easily visualize.

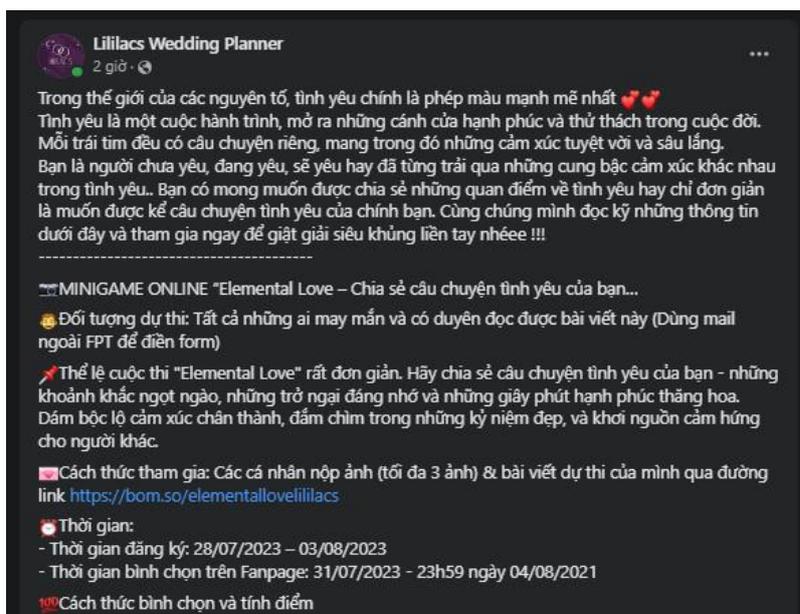
Table 6: Phase 1 Pre-launching Online

## Minigame on Facebook

**Time:** 28/7 - 5/8

**Estimated cost:** 1.000.000

"Elemental Love" - a special event organized by Lililacs Wedding Planner to honor beautiful and meaningful love stories. This contest is an opportunity for you to share your special love story along with memorable images and memories, thereby spreading the message of love and happiness to the community.



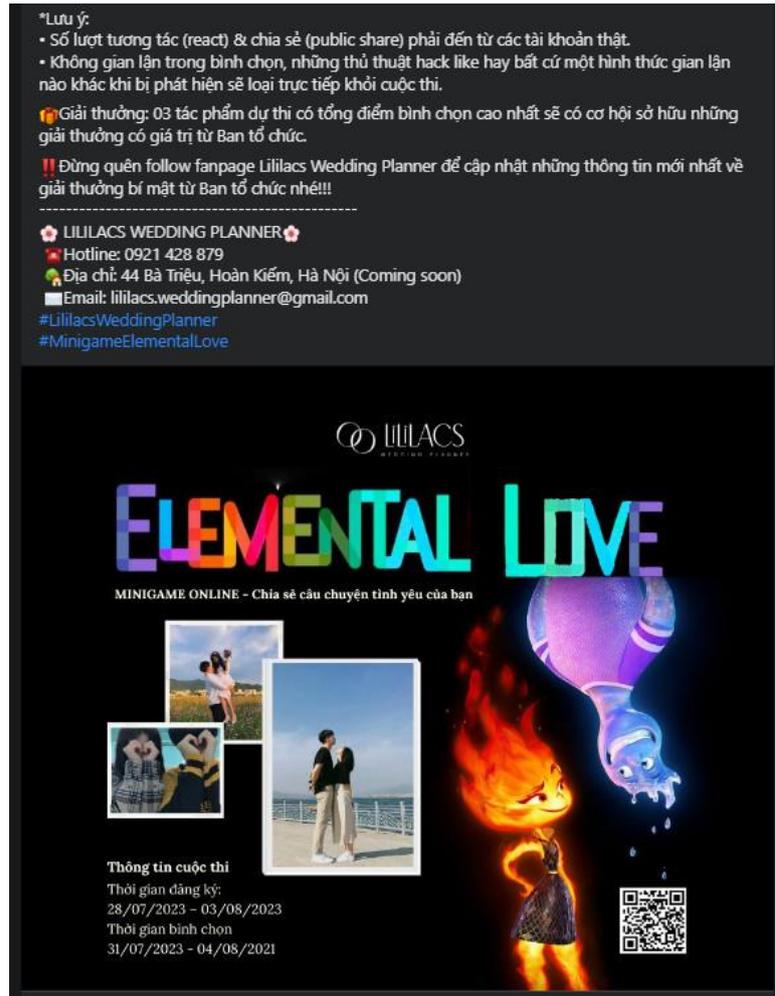


Figure 62: Elemental Minigame

Expense for Phase 1	Estimated Cost (VND)
Brand identity design	3.000.000
Prize for Minigame	1.000.000
Total	4.000.000

Table 7: Expenses for Phase 1

- **Phase 2: Launching**

Launching is around the time Lililacs officially opened.



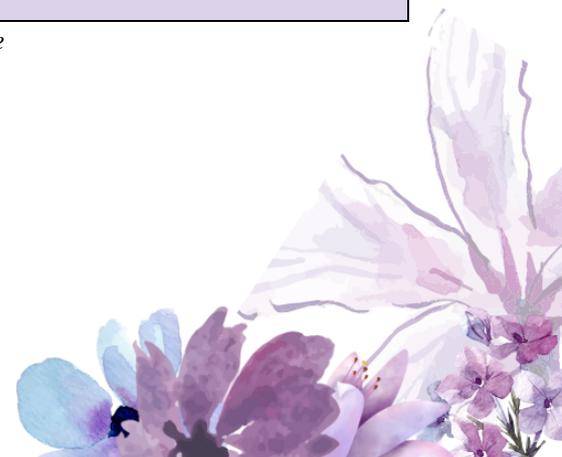
Regarding communication, we divide the article routes into three phases: Before opening day, Opening day, Route about the first customer.

<b>Launching</b>		
<b>Opening welcome post</b>		
<b>Objective:</b> Increase awareness and create interest in Lililacs		
<b>Time:</b> 1/9 - 30/9		
<b>Before opening day</b>		
<b>Time:</b> 1/9 - 7/9		
Channels	Targets	Activities
<ul style="list-style-type: none"> <li>- Facebook page</li> <li>- Instagram</li> <li>- Tiktok</li> <li>- Website</li> </ul>	<ul style="list-style-type: none"> <li>- Facebook's reach: 80 per day</li> <li>- Instagram's reach: 15 per day</li> <li>- Website's reach: 15 per day</li> <li>- Tiktok: more than 200 views/video</li> </ul>	<ul style="list-style-type: none"> <li>- FB&amp;IG&amp;Website: Launch promotion: 30% off for the first month of opening</li> <li>- Group FB Seeding: Create 10 Nick FB and Seeding about Lililacs in 15 groups about weddings</li> <li>- Tiktok: 2 videos: 1 video why Lililacs set up 1 opening day promotion video</li> </ul>
<b>Opening day</b>		
<b>Time:</b> 8/9/2023		
Channels	Targets	Activities



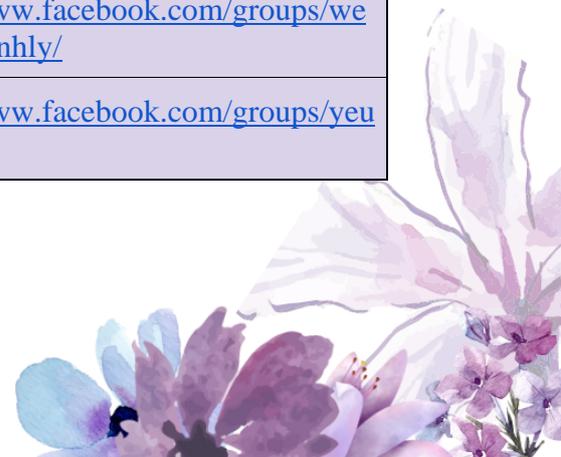
<ul style="list-style-type: none"> <li>- Facebook page</li> <li>- Instagram</li> <li>- Tiktok</li> <li>- Website</li> </ul>	<ul style="list-style-type: none"> <li>- Facebook's reach: 1000</li> <li>- Instagram's reach: 50</li> <li>- Website's reach: 100</li> <li>- Tiktok: 300 views</li> </ul>	<ul style="list-style-type: none"> <li>- Livestream on the company page about the opening date</li> <li>- 3 posts related to events taking place on the opening day at FB, IG</li> </ul>
<p>Route about the first customer</p> <p>Time: 9/9 - 30/9</p>		
Channels	Targets	Activities
<ul style="list-style-type: none"> <li>- Facebook page</li> <li>- Instagram</li> <li>- Tiktok</li> <li>- Website</li> </ul>	<ul style="list-style-type: none"> <li>- Facebook's reach: 100 per day</li> <li>- Instagram's reach: 20 per day</li> <li>- Website's reach: 20 per day</li> <li>- Tiktok: more than 300 views/video</li> </ul>	<ul style="list-style-type: none"> <li>- Facebook page &amp; IG: 3 posts about customer journey: 1. For content about customer's love; 2. Video recap of the whole wedding 3. 1 post with short content but lots of photos about the wedding</li> <li>- Tiktok: 1 video of Lililacs journey with customers</li> </ul>

Table 8: Phase 2 Launchinng Online



**Seeding groups include:**

No.	Group Name	Number of members	Link
1	Hội Cô Dâu Chia Sẻ Kinh Nghiệm Cưới Việt Nam <input checked="" type="checkbox"/>	146,1K	<a href="https://www.facebook.com/groups/186690114797505/">https://www.facebook.com/groups/186690114797505/</a>
2	Hội Chuẩn Bị Cưới	165,9K	<a href="https://www.facebook.com/groups/hoichuanbicuoi/">https://www.facebook.com/groups/hoichuanbicuoi/</a>
3	Hội Review Cưới Hỏi Có Tâm <input checked="" type="checkbox"/>	110,2K	<a href="https://www.facebook.com/groups/reviewcuoihoi/">https://www.facebook.com/groups/reviewcuoihoi/</a>
4	Hội Cô Dâu Sắp Cưới - Chia Sẻ Kinh Nghiệm Cưới <input checked="" type="checkbox"/>	394,8K	<a href="https://www.facebook.com/groups/hoicodausapcuoi.vietnamese/">https://www.facebook.com/groups/hoicodausapcuoi.vietnamese/</a>
5	Chia Sẻ Kinh Nghiệm Cưới Hỏi - Share Deal/voucher Cưới Hỏi	99,5K	<a href="https://www.facebook.com/groups/606088323140393/">https://www.facebook.com/groups/606088323140393/</a>
6	Chuẩn bị gì trước đám cưới	131,1K	<a href="https://www.facebook.com/groups/chuanbidamcuoi/?notif_id=1686041552599532&amp;notif_t=group_r2j_approved&amp;ref=notif">https://www.facebook.com/groups/chuanbidamcuoi/?notif_id=1686041552599532&amp;notif_t=group_r2j_approved&amp;ref=notif</a>
7	CỘNG ĐỒNG TỔ CHỨC SỰ KIỆN & NGÀNH CƯỚI	7,3K	<a href="https://www.facebook.com/groups/145256782683397/">https://www.facebook.com/groups/145256782683397/</a>
8	KINH NGHIỆM WEDDING PLANNER	29,6K	<a href="https://www.facebook.com/groups/kinhnghiemweddingplanner/">https://www.facebook.com/groups/kinhnghiemweddingplanner/</a>
9	Hỏi & đáp Wedding Planner	13,9K	<a href="https://www.facebook.com/groups/weddingandmore/">https://www.facebook.com/groups/weddingandmore/</a>
10	Chia Sẻ Kinh Nghiệm Cưới WEDDING PLANNER	2,4K	<a href="https://www.facebook.com/groups/820479935570780/">https://www.facebook.com/groups/820479935570780/</a>
11	Wedding Planner	143,5K	<a href="https://www.facebook.com/groups/vivahsutra/">https://www.facebook.com/groups/vivahsutra/</a>
12	The Planners Wedding Việt Nam <input checked="" type="checkbox"/>	7,0K	<a href="https://www.facebook.com/groups/wedding.thanhly/">https://www.facebook.com/groups/wedding.thanhly/</a>
13	YÊU LÀ CƯỚI	233,6K	<a href="https://www.facebook.com/groups/yeulacuoi/">https://www.facebook.com/groups/yeulacuoi/</a>



14	Hội Cô Dâu Sắp Cưới <input checked="" type="checkbox"/>	259,8K	<a href="https://www.facebook.com/groups/HoiCoDauSapCuoi/">https://www.facebook.com/groups/HoiCoDauSapCuoi/</a>
15	Hội Cô Dâu Sắp Cưới - Việt Nam <input checked="" type="checkbox"/>	293,5K	<a href="https://www.facebook.com/groups/741867469998842/">https://www.facebook.com/groups/741867469998842/</a>

Table 9: Potential group in social media

## Grand Opening

After the marketing phase to attract attention and create sympathy for customers, Lililacs will proceed to the next stage, which is the opening ceremony.

This stage plays a very important role because the first look always leaves a deep impression on the customer. Opening day will be taken place smoothly and best to make a good impression on customers. Specifically, below are the activities of Lililacs for the opening day:

Grand Opening		
<b>Time</b>	9:00-11:00 on 8/9/2023	
<b>Guest object</b>	<ul style="list-style-type: none"> <li>- Friends, relatives and customers</li> <li>- Who have known Wedding Planner</li> <li>- Those who are planning a wedding</li> </ul>	
<b>Target</b>	- 100 guests attend the opening ceremony of Lililacs.	
<b>Activities</b>		<b>Budget (VND)</b>
<b>Eating</b>	Tea and Cakes	5.000.000
<b>Minigame</b>	A game with cash prizes to attract the attention and participation of couples.	5.000.000
<b>Promotion</b>	The first 5 customers who register to use Lililacs' services and product packages will receive a 40% discount, other customers who register on the opening day will receive a 30% discount	0



<b>Gift</b>	All female customers who attend the opening ceremony of Lililacs will be given a gift of 1 wedding flower bouquet.	2.500.000
<b>KOL</b>	In order to increase the attraction of couples to the opening ceremony of Lililacs, we will invite the couple that is loved by young people and suitable for Lililacs' image, which is Le Ha Truc - Nguyen Quang Dat	50.000.000
<b>Others</b>	Printing, ...	2.500.000
<b>Total</b>		65.000.000

Table 10: Key activities in Grand Opening



Figure 63: Grand opening poster



Advertising media costs for Launching		
Time 1/9-30/9		
Activities	Details	Estimated Cost (VND)
Facebook Ads	- Advertisement post promotion 30% - Grand Opening Advertisement (Run ads yourself, have not cooperated with GOBRADING)	10.000.000
Advertisement in the press	1 introduction about Lililacs and product packages on kenh14	7.000.000
VOV Radio in Hanoi		11.000.000
Banner at the mall	Large outdoor LED screen, Vincom Center Ba Trieu urban area, Hanoi	22.000.000
Total		50.000.000

Table 11: Advertising media costs for Phase 2

Expense for Phase 2	Estimated Cost (VND)
Grand Opening	65.000.000
Advertising for Launching	50.000.000
Total	115.000.000

Table 12: Total expenses for Phase 2

- **Phase 3: Promote advertising**



The last 3 months of the year are the wedding season and the need to learn about wedding-related things will increase. Therefore, Lililacs will promote advertising to increase awareness.

Promote advertising		
<b>Objective:</b> Increase customer awareness and create interest in the Wedding Planner industry, increase awareness of Lililacs		
<b>Time:</b> 1/10 - 31/12		
Channels	Targets	Activities
- Facebook page - Instagram - Tiktok - Website	- Facebook's reach: 200 per day - Instagram's reach: 40 per day - Website's reach: 20 per day - Tiktok: more than 500 views/video	- FB&IG: Continue posting on wedding-related topics; Lililacs combo packages; Weddings Lililacs has done, Customer Feedback,... - Tiktok: 1 video/ a week about wedding and Lililacs activities - Run Facebook and Website Ads - Run special advertising programs

Table 13: Phase 3 Promote Advertising Online

Regarding the plan to run Facebook and Website ads, Lililacs has cooperated with Global Online Branding Joint Stock Company. This is a company with Japanese investment capital, operating in the field of providing solutions to develop digital brands.

Lililacs discussed with GOBRANDING, which has many years of experience in consulting, providing online services, consulting and implementing digital transformation, and came up with a specific plan as follows:

### Run Facebook Ads

This plan to run Facebook Ads helps Lililacs Wedding Planner increase interaction with the community, build trust and affirm the brand, and attract new customers and grow sales in the next 3 months (1/10 - 31/12).



Facebook Ads Plan		
Duration	Activities	Estimated cost (VND)
October 2023: Promote brand recognition	<ul style="list-style-type: none"> <li>- Campaign to increase page likes: Run ads to increase likes of Lililacs Wedding Planner's Facebook page, build trust and affirm the brand. Use impressive photos and videos of the wedding ceremonies held, as well as the dedication of the staff to make a positive impression on potential customers. (Estimated cost: 5,000,000 VND)</li> <li>- Advertising Awareness: Running an advertising campaign to increase brand awareness to bring Lililacs Wedding Planner into the spotlight in the field of wedding planning. Use beautiful images and unique value-focused messages that Lililacs brings to customers. (Estimated cost: 5,000,000 VND)</li> <li>- Brand Storytelling Ads: Create authentic story posts about Lililacs Wedding Planner and wedding success stories. Tell about community activities and meaningful values that Lililacs brings. (Estimated cost: 5,000,000 VND)</li> </ul>	15.000.000
November 2023: Increase engagement and interaction	<ul style="list-style-type: none"> <li>- Engagement Campaign: Increase engagement on posts, post interesting photos and videos of special wedding projects, run special promotion ads “Love is all around” in November (Estimated cost: 5,000,000 VND)</li> <li>- Carousel advertising: Use carousel ads to introduce Lililacs' wide range of services, including decoration, reception, performance and service packages. (Estimated cost: 5,000,000 VND)</li> <li>- Retargeting campaign: Spend a part of the budget to run retargeting ads, reminding customers who have interacted with Lililacs Wedding Planner before about the latest services and offers. (Estimated cost: 5,000,000 VND)</li> </ul>	15.000.000

December 2023: New customer growth	<ul style="list-style-type: none"> <li>- Lookalike Audience Ads: Build Lookalike Audiences from existing Lililacs customers to find and attract new audiences that tend to be interested and have a need for weddings. (Estimated cost: 5,000,000 VND)</li> <li>- Lead Generation Campaign: Run Lead Generation ads to collect contact information from potential customers interested in Lililacs wedding services. (Estimated cost: 5,000,000 VND)</li> <li>- Testimonials Ads: Use videos or photos of happy couples after their wedding by Lililacs to build trust and encourage potential customers. (Estimated cost: 5,000,000 VND)</li> </ul>	15.000.000
Total		45.000.000

Table 14: Phase 3 - Facebook Ads Plan

## Run Website Ads

This [Website Ads plan](#) helps Lililacs Wedding Planner increase traffic and interaction on the website, build trust and affirm the brand, and attract new customers and grow sales from 1/10 to 31/12



**CÔNG TY CỔ PHẦN GLOBAL ONLINE BRANDING**  
 Tòa nhà GOBRANDING 235 Lý Thường Kiệt, P.6, Q. Tân Bình, TP.HCM  
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 Tầng 7, tòa nhà Việt Á, số 9 phố Duy Tân, Quận Cầu Giấy, Hà Nội  
 Shibuya 1-12-2, Shibuya-ku, Tokyo 150-0002, Japan  
 Điện thoại: 0974 052 600  
 Website: [www.gobranding.com.vn](http://www.gobranding.com.vn)

**ĐỀ XUẤT GIẢI PHÁP TỐI ƯU HÓA WEBSITE  
(SEO TRAFFIC)**  
 Bit.ly/lililacswedding

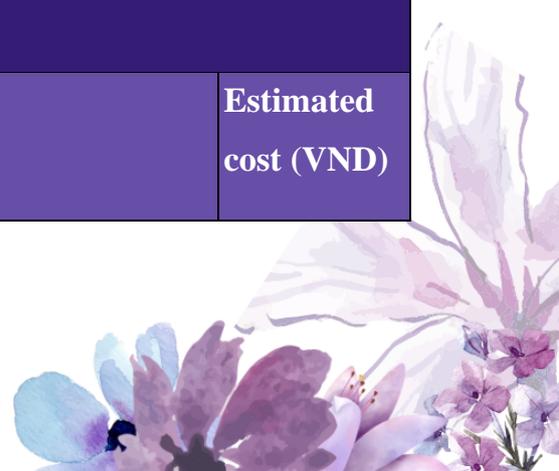
TP. Hồ Chí Minh ngày 24/07/2023

*Kính gửi Chị Huyền,*

Cảm ơn Chị và Quý Công ty đã tin tưởng để Thu Đăng và GOBRANDING có cơ hội gửi giải pháp tối ưu cải thiện website [bit.ly/lililacswedding](http://bit.ly/lililacswedding). Sau đây là bảng phân tích các chỉ số hiện tại và đề xuất phương án tối ưu website trong thời gian sắp tới nhằm mục đích giúp [bit.ly/lililacswedding](http://bit.ly/lililacswedding) tiếp cận được với nhiều hơn tập đối tượng khách hàng tiềm năng của mình và xây dựng phát triển thương hiệu [bit.ly/lililacswedding](http://bit.ly/lililacswedding) trong lĩnh vực.

Figure 64: References from gobranding

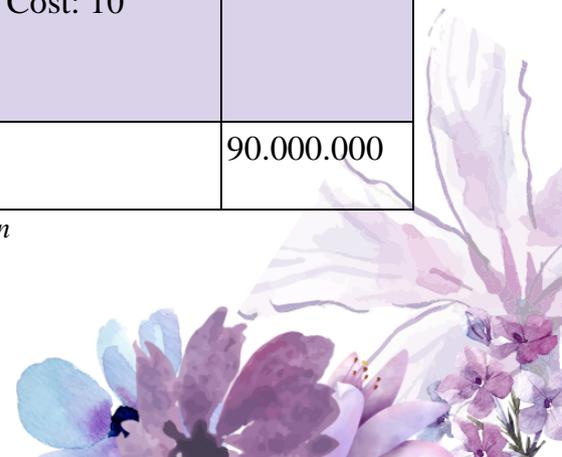
Google - Website Ads Plan		
Duration	Activities	Estimated cost (VND)



<p><b>October 2023: Website optimization and SEO key selection</b></p>	<ul style="list-style-type: none"> <li>- <b>Keyword Research:</b> Conduct keyword research related to the wedding industry, including keywords related to wedding services, wedding of the year, wedding venue, etc. Based on data from the research, identify a list of potential SEO keys for website optimization. (Estimated Cost: 5 million VND)</li> <li>- <b>On-page optimization:</b> Adjust the site structure and content to match the selected SEO keys. Optimize titles, meta tags, page descriptions, and other elements to increase the likelihood of your site appearing in search results. (Estimated Cost: 10 million VND)</li> <li>- <b>Optimize page load speed:</b> Ensure that Lililacs Wedding Planner's website is optimized for page load speed, which can improve user experience and positive reviews from search engines. (Estimated Cost: 5 million VND)</li> <li>- <b>Create quality content:</b> Create diverse and quality wedding content, including blogs, guides, tips and success stories of organized weddings. Content is responsive to user needs and optimized to support SEO. (Estimated Cost: 10 million VND)</li> </ul>	<p>30.000.000</p>
<p><b>November 2023: Google Ads Campaigns</b></p>	<ul style="list-style-type: none"> <li>- <b>Search advertising campaign:</b> Run search ads on Google Ads with keywords related to the wedding industry, to bring Lililacs Wedding Planner closer to potential customers and increase quality traffic. (Estimated Cost: 15 million VND)</li> </ul>	<p>30.000.000</p>

	<p>- Display Ads: Run display ads on the Google Display Network (GDN) to create brand awareness and attract new customers. Use impressive photos and videos to make a positive impression on potential customers. (Estimated Cost: 10 million VND)</p> <p>- Remarketing: Use Remarketing to remind and re-engage customers who have visited Lililacs' website without making a transaction. Offer special offers to encourage conversions. (Estimated Cost: 5 million VND)</p>	
<p><b>December 2023: Social Media Ads Campaign</b></p>	<p>- Instagram Ads Campaigns: Run ads on Facebook and Instagram to increase website engagement and offer attractive special offers and promotions to encourage conversions. (Estimated Cost: 10 million VND)</p> <p>- LinkedIn advertising campaign: Spend a part of the budget to run ads on LinkedIn, targeting business customers and couples who are planning a big wedding. (Estimated Cost: 10 million VND)</p> <p>- Video Marketing Campaign: Run video ads on social networks to increase interaction and introduce special services of Lililacs. (Estimated Cost: 10 million VND)</p>	<p>30.000.000</p>
<p><b>Total</b></p>		<p>90.000.000</p>

Table 15: Phase 3 - Website Ads Plan



## Special promotion “Love is all around” in November

**Name:** Love is all around

**Time:** 1/11-30/11

**Purpose:**

- Increase sales during the program period.
- Create trust and create opportunities for customers to experience Lililacs' services.
- Engage and create benefits for loyal customers."

**Idea:** Invite Trinh Ha Vi and her boyfriend from S-Channel to Lililacs to listen to advice on product packages and promotions in November

Estimated Cost: 50.000.000

**Special offers:**

- Package discount: 10% discount for customers who book a wedding package at Lililacs with a value greater than 25,000,000 VND during the program period.
- Offering additional decoration services: Free decoration for an extra space such as reception, backdrop, etc., for customers who order Combo 4 and 5 in package service.
- Attractive gifts for couples: Give a special souvenir or gift package of your choice (e.g. mental picture frames, usage history, etc.) to the contracted couple during the program period.
- Free support service: Free consultation service on the wedding process and customized service packages to help couples choose the most suitable wedding style."

Expense for Phase 3	Estimated Cost (VND)
Facebook Ads	30.000.000
Google - Website Ads	90.000.000

Event	50.000.000
Total	180.000.000

Table 16: Total expenses for Phase 3

- **Phase 4: Promoting PR in parallel with advertising**

At this stage, Lililacs will focus on promoting to a new aspect, TikTok, to increase its coverage and reach more customers.

Besides, Lililacs implemented Dream Wedding Workshop. This is an opportunity for Lililacs to connect and give value to its potential customers.

Phase 4: Promoting PR in parallel with advertising		
Time: 1/1-31/3		
Channels	Targets	Activities
Facebook	<ul style="list-style-type: none"> <li>- Increase Page Followers: Reach 10,000 followers</li> <li>- Increase user engagement and engagement: An average of 100 likes, comments and shares per post.</li> </ul>	<ul style="list-style-type: none"> <li>- Create articles on how to organize a wedding, from choosing a space, decoration, wedding dress, makeup and schedule.</li> <li>- Create introductory articles about wedding-related service providers and joint advertising partnerships to increase reach and engagement.</li> <li>- Promote for “Dream Wedding Workshop”</li> <li>- Continue running Facebook ads</li> </ul>
Instagram	<ul style="list-style-type: none"> <li>- Instagram's reach: 50 per day</li> <li>- Reach 2.000 Followers</li> </ul>	<ul style="list-style-type: none"> <li>- Upload photos and videos from organized weddings, focusing on</li> </ul>



		<p>highlights, memorable moments, capturing the couple's story.</p> <ul style="list-style-type: none"> <li>- Promote for “Dream Wedding Workshop”</li> </ul>
<b>Website</b>	<p>Website's reach: 20 per day without Ads</p>	<ul style="list-style-type: none"> <li>- Promote Blog posts about Lililacs personnel and activities</li> <li>- Promote for “Dream Wedding Workshop”</li> </ul>
<b>Tiktok</b>	<ul style="list-style-type: none"> <li>- 10,000 followers on Tiktok</li> <li>- Increase engagement with promotional videos: An average of 50,000 likes, 5,000 comments, and 2,000 shares.</li> </ul>	<ul style="list-style-type: none"> <li>- Upload photos and videos from organized weddings, focusing on highlights, memorable moments, ...</li> <li>- Run tiktok Ads</li> </ul>

*Table 17: Phase 4 Promoting PR in parallel with Advertising Online*

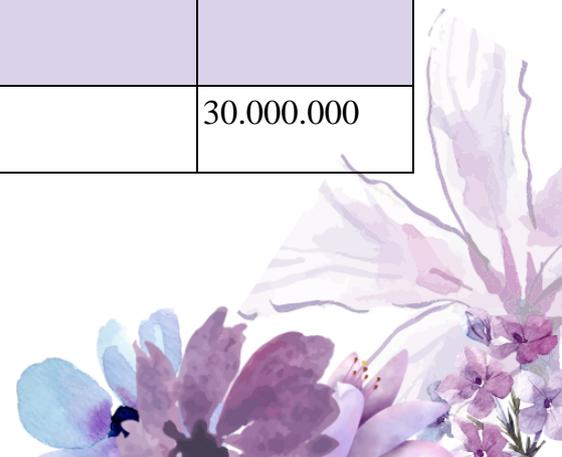
### **Tiktok Ads Plan**

<b>Tiktok Ads Plan</b>	
<b>Strategy</b>	<ul style="list-style-type: none"> <li>- Use short and creative videos to capture the attention of TikTok users.</li> <li>- Use the right effects, background music and stickers to make your promotional video interesting and impressive.</li> <li>- Use relevant and engaging hashtags to increase your reach and attract potential customers.</li> <li>- Monitor the results and evaluate the effectiveness of the campaign to optimize costs and achieve the set goals.</li> </ul>



Duration	Activities	Estimated cost (VND)
<b>January 2024: Initiation and attention</b>	<ul style="list-style-type: none"> <li>- Run paid ads to increase followers of Lililacs' TikTok page.</li> <li>- Use Video Alerts (TopView) to show the first promotional video when a user opens the TikTok app.</li> <li>- Create engaging and creative short videos of perfect weddings, beautiful shots and adorable moments from Lililacs-organized weddings.</li> </ul>	10.000.000
<b>February 2024: Focus on interaction and challenge</b>	<ul style="list-style-type: none"> <li>- Continue running paid ads to increase engagement with promotional videos.</li> <li>- Create wedding-related challenges (#challenge) or contests (#contest) to encourage users to participate.</li> <li>- January's ad audience, aimed at users who have interacted with Lililacs content.</li> </ul>	10.000.000
<b>March 2024: Enhance interaction and service referrals</b>	<ul style="list-style-type: none"> <li>- Run paid ads to further increase engagement with promotional videos.</li> <li>- Create videos showcasing the unique services of Lililacs Wedding Planner.</li> <li>- Use photos and videos of organized weddings to show the quality of service and beautiful images.</li> </ul>	10.000.000
<b>Total</b>		<b>30.000.000</b>

Table 18: Phase 4 - Tiktok Ads Plan



## Workshop

Name: Dream Wedding Workshop - Đám cưới trong mơ

Time: 9:00-12:00, 7/1/ 2024

Address: Hà Nội

Purpose:

- Create opportunities to meet and interact directly with potential customers and couples who are planning a wedding.
- Introducing Lililacs Wedding Planner and the company's professional wedding services.
- Provide useful knowledge about wedding planning steps and trends.
- Build trust and make a positive impression on customers.

**Estimated Cost: 60.000.000**

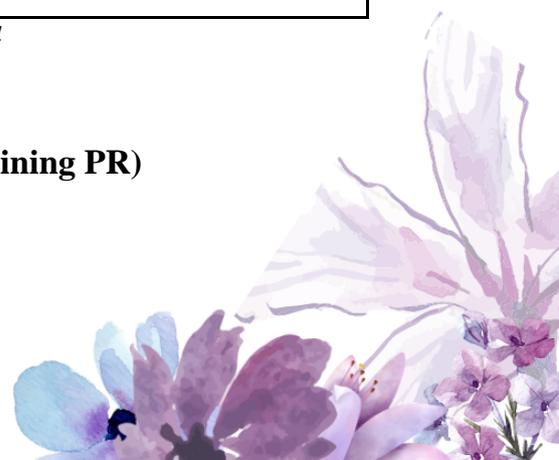
Main Activities:

- 3 speakers in the field of wedding planning, sharing experiences
- Interactive activities, games and rewards for customers to participate

Expense for Phase 4	Estimated Cost (VND)
Facebook Ads	30.000.000
Tiktok Ads	30.000.000
Workshop	60.000.000
Total	120.000.000

*Table 19: Total expenses for Phase 4*

- **Phase 5: Focus on promoting social media (maintaining PR)**



<b>Phase 5: Focus on promoting social media (maintaining PR)</b>			
<b>Time: 1/4-30/9</b>			
<b>Time</b>	<b>Duration</b>	<b>Key Activities</b>	<b>Estimated Cost</b>
1/4 - 31/5	60 days	Facebook Ads for 2 months	40.000.000
1/4 - 30/4	1 day	15% off in April + Workshop Blissful Bride	60.000.000
1/6 - 31/8	90 days	Facebook Ads for 3 months	60.000.000
		Google SEO Website for 3 months	90.000.000
1/7 - 31/7	2 days	Wedding Fair	30.000.000
1/9 - 30/9	30 days	1 year anniversary program - "Inspirational Concept"	100.000.000
		Facebook Ads in September	20.000.000
<b>Total</b>			<b>400.000.000</b>

*Table 20: Phase 5 Marketing Campaign in 6 months*

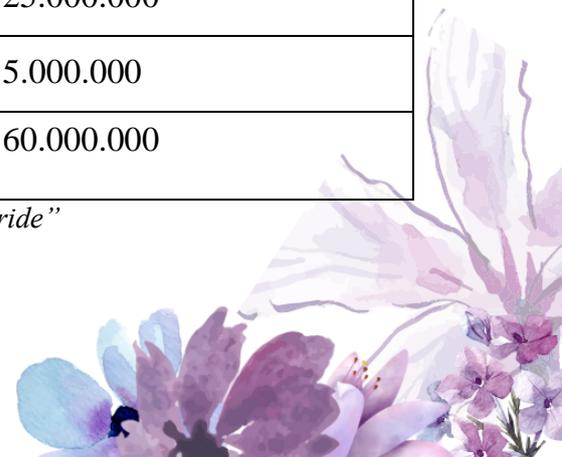
This is the stage when Lililacs begins to cover the market and make an impression on its customers. That's why we constantly carry out unique and interesting events.

<b>Workshop: "Blissful Bride"</b>	
<b>Purpose</b>	<ul style="list-style-type: none"> <li>- Collaborate with makeup and wedding dress partners, organized the workshop "Blissful Bride" to provide couples with makeup skills and choose the right wedding dress.</li> <li>- Introducing a 15% off promotion when you register with Lililacs in April</li> </ul>
<b>Time and place</b>	- April 2024



	- A place in Hanoi	
<b>Participators</b>	<p>Target: 15-20 couples</p> <p>Working in Hanoi</p> <p>Prepare for wedding</p> <p>Looking for weddings</p>	
<b>Key activities in the workshop</b>	<ul style="list-style-type: none"> <li>- Share makeup and: Share popular, favorite makeup and photography styles in 2024</li> <li>- Learn to choose a wedding dress: Share Choose the right wedding dress for each individual.</li> <li>- Discussion and Q&amp;A session with makeup artists and photographers.</li> <li>- 15% promotion for April</li> </ul>	
<b>Marketing Plan</b>	<ul style="list-style-type: none"> <li>- Prepare and publish workshop brochures on Lililacs website and social networking sites Facebook, Instagram.</li> <li>- Post information about the workshop on wedding communities (15 gr Facebook).</li> <li>- Create banners and posters advertising the workshop to hang at Lililacs' premises</li> <li>- Use Facebook ads to drive events and increase engagement.</li> </ul>	
<b>Estimated Cost</b>		
Cost of inviting makeup artists and photographers		15.000.000
Hire Makeup equipment, decor, ...		10.000.000
Design and print workshop brochures		5.000.000
Rent a place		25.000.000
Other (shipping costs, exhibition staff, ...)		5.000.000
<b>Total</b>		<b>60.000.000</b>

Table 21: Plan for Workshop “Blissful Bride”





*Figure 65: Make-up experts share, guide to beautiful bride makeup tone 2023*



*Figure 66: Experts share how to choose a wedding dress*



<b>WEDDING FAIR</b>	
<b>Purpose</b>	Join the Wedding Fair to showcase Lililacs Wedding Planner and unique services, attract potential customers, build relationships with partners and create brand awareness.
<b>Time and place</b>	- July, 2024 - A hotel in Ha Noi (Example Sheraton Hotel)
<b>Idea for Wedding fair</b>	- The booth design attracts the eye and professionalism of Lililacs with wedding decorations and unique designs. - Display photo albums and previously held wedding videos to demonstrate the quality of Lililacs service. - Place decorative models and wedding photography angles for customers to visit and take pictures.
<b>Key activities + promotion in the workshop</b>	1. Consulting service packages: Wedding Planner, Wedding Decoration, Wedding Coordination 2. Voucher 2,000,000 when signing contract or deposit at Wedding Fair for Decoration or Coordination service 3. Voucher 20% for guests signing contract/deposit of Wedding Planner package 4. Thank you gifts for couples taking photos, checking in at the booth
<b>Marketing Plan</b>	- Prepare and publish workshop brochures on Lililacs website and social networking sites Facebook, Instagram. - Post information about the workshop on wedding communities (15 gr Facebook). - Create banners and posters advertising the workshop to hang at Lililacs' premises - Use Facebook ads and Google ads to drive events and increase engagement.
<b>Estimated Cost</b>	
Design and decorate the booth	15.000.000

Gift	5.000.000
Advertising and printing materials:	5.000.000
Other (shipping costs, exhibition staff, ...)	5.000.000
Total	30.000.000

Table 22: Plan for joining in Wedding Fair



Figure 67: Example idea from Thuyen Giay booth in Sheraton Hotel



Figure 68: Lililacs staff will advise guests on wedding fair packages



## 1 year anniversary program - "Inspirational Concept" :

1 year anniversary program - "Inspirational Concept"		
Step		
1. Search and select couples	<ul style="list-style-type: none"> <li>- Build a campaign to inform your website, social media and wedding communities that Lililacs Wedding Planner is looking for a couple (disability, disadvantaged families...) with an inspirational story to create a wedding. their dream wedding.</li> <li>- Ask interested couples to submit their stories and why they wanted a unique wedding for Lililacs.</li> </ul>	
2. Choose and share stories	<ul style="list-style-type: none"> <li>- Choose a couple with an admirable and inspiring story, who are in difficult circumstances or have difficulty organizing a wedding.</li> <li>- Share the couple's story on websites, social media and other media to create awareness and motivate communities to contribute and support.</li> </ul>	
3. Unique wedding concept	<ul style="list-style-type: none"> <li>- Choose and create a unique wedding concept based on the couple's story and preferences. This concept will reflect the special values and spirit of the couple, bring a special feeling, and inspire the wedding day.</li> </ul>	
4. Wedding planning	<ul style="list-style-type: none"> <li>- Contact and collaborate with wedding partners to assist in providing services, such as wedding dress designers, makeup artists, photographers, wedding decorators, restaurants, and more.</li> <li>- Define and plan in detail for the activities of the wedding day, from the wedding ceremony, wedding photography, wedding reception and other fun activities.</li> </ul>	
Estimated cost		
Location	A hotel, small auditorium in Hanoi	20.000.000
Costumes and accessories	Wedding dresses and outfits for the bride and groom:	10.000.000
	Accessories such as shoes, flowers, necklaces, scarves, gloves	5.000.000
Photography and videography	Photo and video service for the ceremony	10.000.000

<b>Makeup and hairdo</b>		2.000.000
<b>Conceptual decoration</b>	Decorate the stage, banquet table, reception table, and wedding venue:	15.000.000
	Wedding flowers and decorative flowers	5.000.000
<b>Sweets and drinks</b>		20.000.000
<b>Sound and light</b>		7.000.000
<b>Gifts for guests</b>		5.000.000
<b>Other</b>		1.000.000
<b>Total</b>		100.000.000

Table 23: Plan for One year anniversary program - "Inspirational Concept"



Figure 69: Example Idea from "Cặp đôi linh chi" wedding

<b>Expense for Phase 5</b>	<b>Estimated Cost (VND)</b>
Facebook Ads for 6 months	120.000.000



15% off in April + Workshop Blissful Bride	60.000.000
Google SEO Website for 3 months	90.000.000
Wedding Fair	30.000.000
1 year anniversary program - "Inspirational Concept"	100.000.000
<b>Total</b>	<b>400.000.000</b>

*Table 24: Total expenses for Phase 5*



## IV. FINANCIAL ANALYSIS & CONCLUSION

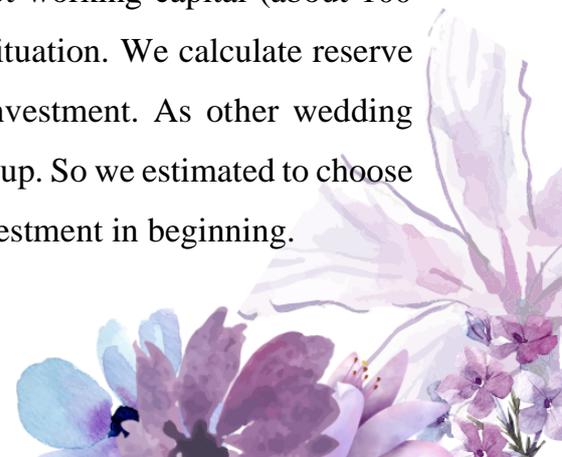
### 1. Initial Investment

#### 1.1. Initial Cost

No.	Name of capitals	Units	Quantity	Price	Total
1	Legal procedure	Set	1	10.000.000	10.000.000
2	Deposit rent	Month	6	30.000.000	180.000.000
3	Renovation & Reconstruct fee	Set	1	74.750.000	74.750.000
4	Computer, Software	Set	1	68.554.000	68.554.000
5	Furniture	Set	1	96.229.000	96.229.000
6	Equipment	Set	1	90.148.000	90.148.000
7	Printing	Set	1	1.650.000	1.650.000
8	Marketing on Grand-opening	Set	1	65.000.000	65.000.000
9	Net working capital	Set	1	100.000.000	100.000.000
<b>TOTAL</b>					<b>686.331.000</b>
Category			Total	Percentage (%)	
Capital Expenditure			586.331.000	85,43	
Net working capital			100.000.000	14,57	
<b>TOTAL INITIAL INVESTMENT</b>			<b>686.331.000</b>	<b>100</b>	

Table 25: Summarized initial investment of Lililacs Wedding Planner

The initial investment that we spend for establishing Lililacs Wedding Planner is 686.331.000 VND in total which is then paid for eight categories. First is legal procedure such as registering a business license, trademark, and necessary certificates Fire Protection Certificate,... Second is the deposit rent fee which is 180.000.000 VND, equal fee renting in 6 months. Next is renovation and construction, marketing and various equipment such as reception area, office furniture, pantry, etc. Finally is net working capital (about 100 millions VND) is ready for every expected or unexpected situation. We calculate reserve depend on estimations percentage contributed on initial investment. As other wedding planner or event company, they usually put 10 - 15% to back-up. So we estimated to choose 100.000.000 VND approximately 14,57% of total initial investment in beginning.



In reality, when revenue and real costs are incurred, we will record and calculate again exactly number of net working capital for each year.

## 1.2. Depreciation

	Monthly	Yearly
Depreciation	1.876.317	22.515.800

Table 26: Depreciation cost of Lililacs Wedding Planner

The above amortization table includes assets & equipment with a depreciation period of 5 years, and equipment depreciation 5 years.

## 2. Revenue Stream

Lililacs's revenue comes from four types of services: Wedding Decoration Only, Wedding Planner Only, Wedding Coordination Only and Combo. The price range from 10.000.000 VND to 40.000.000 VND. According to our survey (*Figure x: Structure of service from customer's habitation*), we found that of 470 respondents, 49 people would like to use Wedding Decoration Only, 156 people would like to use Wedding Planner Only, 52 people would to use Wedding Coordination Only and 213 people would like to choose Combo for their wedding in the future. These results are the foundation for the estimated ratio among 4 types of services, which is calculated Wedding Decoration Only had 10.4%, Wedding Planner Only had 33.1%, Wedding Coordination Only 11.1% and Combo had 45.5%.

STRUCTURE OF SERVICES OF LILILACS WEDDING PLANNER

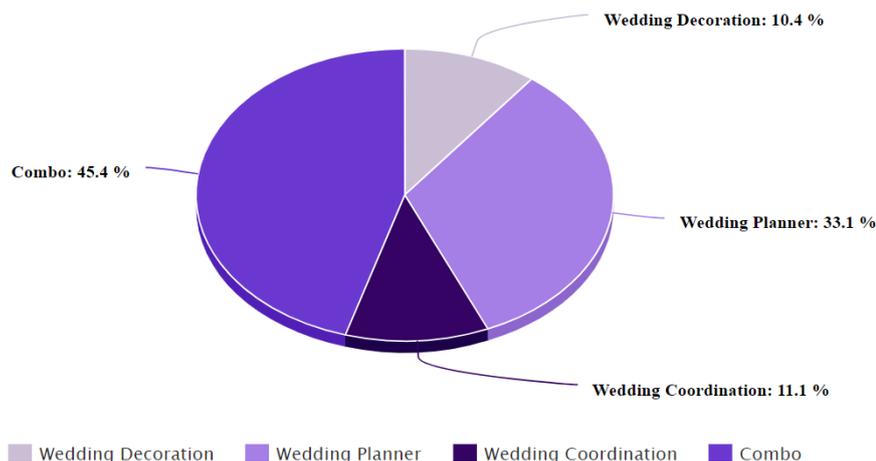


Figure 70: Structure of service from customer's habitation



Wedding Decoration Only divided into All Events and Wedding Day Only. Wedding Planner divided by demands of customer - high, medium or low order. Combo divided into 6 Combos. According to our survey, we estimated the sales contribution of each capitals in Table y: Structure estimated sales contribution of each service.

Name of Capitals		% Est. Sales contribution
Wedding Decoration only (10,4%)	All events	7,8%
	Wedding Day Only	2,6%
Wedding Planner only (33,1%)	Highest demand	9,6%
	Medium demand	17,9%
	Lowest demand	5,6%
Wedding Coordination only (11,1%)	Wedding Coordination only	11,1%
Combo (45,4%)	Combo 1	6,4%
	Combo 2	10,4%
	Combo 3	12,3%
	Combo 4	8,6%
	Combo 5	3,2%
	Combo 6	4,5%

*Table 27: Structure estimated sales contribution of each service*

Looking at the figure and table below, it can be seen that the Lililacs's revenue focuses quite strongly on Wedding Planner Only and Combo. Based on the scenario analysis, we separate our project financial into 3 cases: Optimistic, Most Likely, Pessimistic during 5 years.



## 2.1. In Year 1 (2023 - 2024)

Based on the scenario analysis, we separate our estimations into 3 cases: Optimistic, Most Likely, and Pessimistic. In the optimistic scenario, we estimate to have 10 events per month. The numbers slightly decrease in Most likely scenario with 8 events in a month. For Pessimistic scenario, we only have 7 events in 1 month.

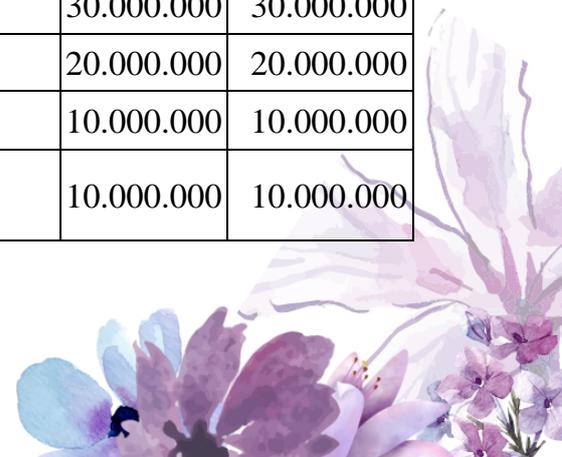
In Year 1 (2023 - 2024)			
Estimate quantity of Serving (per month)	Optimistic	Most Likely	Pessimistic
Wedding Decoration only	1	1	0
Wedding Planner only	3	2	2
Wedding Coordination only	1	1	1
Combo	5	4	4
<b>TOTAL</b>	<b>10</b>	<b>8</b>	<b>7</b>

Table 28: Estimate quantity of Serving per month in year 1 (2023 - 2024)

### 2.1.1. Optimistic Case

Looking at the best case of revenue, we can see that the Lililacs's sales volume is 10 events/month in the first year. Through a survey on service selection, this table was created with the highest revenue it can reach in this scenario is 227.500.000 VND per month.

OPTIMISTIC CASE IN YEAR 1 (10 events/month)				
Name		Quantity	Price	Revenue
Wedding Decoration only (10,4%)	All events	1	20.000.000	20.000.000
	Wedding Day Only	0	10.000.000	0
Wedding Planner only (33,1%)	Highest demand	1	30.000.000	30.000.000
	Medium demand	1	20.000.000	20.000.000
	Lowest demand	1	10.000.000	10.000.000
Wedding Coordination only (11,1%)	Wedding Coordination only	1	10.000.000	10.000.000



Combo (45,4%)	Combo 1	1	40.000.000	40.000.000
	Combo 2	1	30.000.000	30.000.000
	Combo 3	1	25.000.000	25.000.000
	Combo 4	1	22.500.000	22.500.000
	Combo 5	0	20.000.000	0
	Combo 6	1	20.000.000	20.000.000
<b>TOTAL</b>		<b>10</b>		<b>227.500.000</b>

Table 29: The table estimated revenue of Lililacs Wedding Planner in Optimistic Case in year 1  
(by month)

### 2.1.2. Most Likely Case

Looking at the Table 27 are the most likely case and the situations the team hopes to achieve.

MOST LIKELY CASE IN YEAR 1 (8 events/month)				
Name		Quantity	Price	Revenue
Wedding Decoration only (10,4%)	All events	1	20.000.000	20.000.000
	Wedding Day Only	0	10.000.000	0
Wedding Planner only (33,1%)	Highest demand	1	30.000.000	30.000.000
	Medium demand	1	20.000.000	20.000.000
	Lowest demand	0	10.000.000	0
Wedding Coordination only (11,1%)	Wedding Coordination only	1	10.000.000	10.000.000
Combo (45,4%)	Combo 1	1	40.000.000	40.000.000
	Combo 2	1	30.000.000	30.000.000
	Combo 3	1	25.000.000	25.000.000
	Combo 4	1	22.500.000	22.500.000
	Combo 5	0	20.000.000	0
	Combo 6	0	20.000.000	0
<b>TOTAL</b>		<b>8</b>		<b>197.500.000</b>

Table 30: The table estimated revenue of Lililacs Wedding Planner in Most Likely Case in year 1  
(by month)

Looking at the Most Likely Case of the project, it is clear that the number of events reduced from 10 to 8. Besides, it is also seen that the revenue is expected to reach 197.500.000 VND.

### 2.1.3. Pessimistic Case

Looking at the following table, we can see that Pessimistic case estimates have 7 events/month and revenue around 157.500.000 VND.

PESSIMISTIC CASE IN YEAR 1 (7 events/month)				
Name		Quantity	Price	Revenue
Wedding Decoration only (10,4%)	All events	0	20.000.000	0
	Wedding Day Only	0	10.000.000	0
Wedding Planner only (33,1%)	Highest demand	0	30.000.000	0
	Medium demand	1	20.000.000	20.000.000
	Lowest demand	1	10.000.000	10.000.000
Wedding Coordination only (11,1%)	Wedding Coordination only	1	10.000.000	10.000.000
Combo (45,4%)	Combo 1	1	40.000.000	40.000.000
	Combo 2	1	30.000.000	30.000.000
	Combo 3	1	25.000.000	25.000.000
	Combo 4	1	22.500.000	22.500.000
	Combo 5	0	20.000.000	0
	Combo 6	0	20.000.000	0
<b>TOTAL</b>		<b>7</b>		<b>157.500.000</b>

Table 31: The table estimated revenue of Lililacs Wedding Planner in Pessimistic Case in year 1

(by month)

### 2.1.4. Total Revenue in year 1 (2023 - 2024)

With the estimated unit sales per month, we can calculate total sales per month. The total sales per month are 227.500.000 VND in the optimistic case, 197.500.000 VND in the most likely case and 157.500.000 VND in the pessimistic case.



TOTAL REVENUE PER MONTH IN YEAR 1 (2023 - 2024)			
	Optimistic	Most likely	Pessimistic
Wedding Decoration only	20.000.000	20.000.000	0
Wedding Planner only	60.000.000	50.000.000	30.000.000
Wedding Coordination only	10.000.000	10.000.000	10.000.000
Combo	137.500.000	117.500.000	117.500.000
<b>TOTAL</b>	<b>227.500.000</b>	<b>197.500.000</b>	<b>157.500.000</b>

Table 32: Estimate Total revenue of Lililacs Wedding Planner in year 1 (by month)

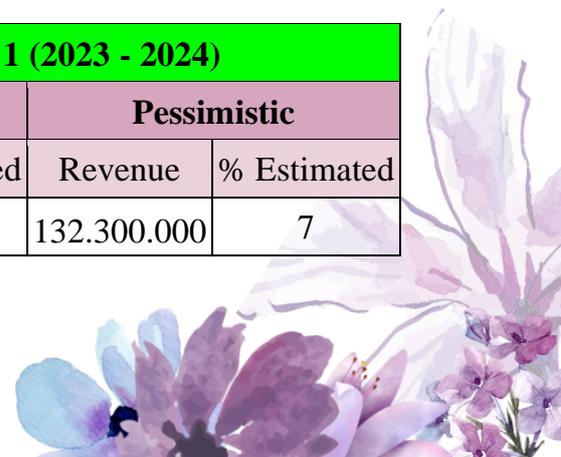
Follow up estimated revenue per month, we can calculate total revenue in the year 1 (2023 - 2024). The total sales in year 1 are 2.730.000.000 VND in the optimistic case, 2.370.000.000 VND in the most likely case and 1.890.000.000 VND in the pessimistic case.

TOTAL REVENUE IN YEAR 1 (2023 - 2024)			
	Optimistic	Most likely	Pessimistic
Wedding Decoration only	240.000.000	240.000.000	0
Wedding Planner only	720.000.000	600.000.000	360.000.000
Wedding Coordination only	120.000.000	120.000.000	120.000.000
Combo	1.650.000.000	1.410.000.000	1.410.000.000
<b>TOTAL</b>	<b>2.730.000.000</b>	<b>2.370.000.000</b>	<b>1.890.000.000</b>

Table 33: Estimate Total revenue of Lililacs Wedding Planner in year 1

Because of the unique nature of the wedding industry, we reallocate the expected revenue each month of the year. For the Lunar New Year or July (lunar month), the number of wedding customers is the least. In contrast, in the last 4 months of the year (from September to December), the number of weddings will increase the highest compared to other months of the year.

ESTIMATED REVENUE DURING YEAR 1 (2023 - 2024)						
Month	Optimistic		Most likely		Pessimistic	
	Revenue	% Estimated	Revenue	% Estimated	Revenue	% Estimated
Jan	191.100.000	7	165.900.000	7	132.300.000	7



Feb	136.500.000	5	118.500.000	5	94.500.000	5
Mar	163.800.000	6	142.200.000	6	113.400.000	6
Apr	218.400.000	8	189.600.000	8	151.200.000	8
May	245.700.000	9	213.300.000	9	170.100.000	9
Jun	191.100.000	7	165.900.000	7	132.300.000	7
Jul	136.500.000	5	118.500.000	5	94.500.000	5
Aug	136.500.000	5	118.500.000	5	94.500.000	5
Sep	409.500.000	15	355.500.000	15	283.500.000	15
Oct	409.500.000	15	355.500.000	15	283.500.000	15
Nov	273.000.000	10	237.000.000	10	189.000.000	10
Dec	218.400.000	8	189.600.000	8	151.200.000	8

Table 34: Estimate revenue contribution each month in year 1 (2023 - 2024)

## 2.2. In Year 2 (2024 - 2025)

Look at the table, in year 2 (2024 - 2025), we estimate higher sales per month than year 1. In the optimistic scenario, Lilacs's team estimate to have 13 events per month. The numbers slightly decrease in Most likely scenario with 10 events in a month. For Pessimistic scenario, we only have 8 events in 1 month.

In Year 2 (2024 - 2025)			
Estimate quantity of Serving (per month)	Optimistic	Most Likely	Pessimistic
Wedding Decoration only	1	1	0
Wedding Planner only	4	3	3
Wedding Coordination only	2	1	1
Combo	6	5	4
<b>TOTAL</b>	<b>13</b>	<b>10</b>	<b>8</b>

Table 35: Estimate quantity of Serving per month in year 2 (2024 - 2025)

### 2.2.1. Optimistic Case

Looking at the best case of revenue, we can see that the Lililacs's sales volume is 13 events/month in the second year. Through a survey on service selection, this table was created with the highest revenue it can reach in this scenario is 277.500.000 VND per month.

<b>OPTIMISTIC CASE IN YEAR 2 (13 events/month)</b>				
Name		Quantity	Price	Revenue
Wedding Decoration only (10,4%)	All events	1	20.000.000	20.000.000
	Wedding Day Only	0	10.000.000	0
Wedding Planner only (33,1%)	Highest demand	1	30.000.000	30.000.000
	Medium demand	2	20.000.000	40.000.000
	Lowest demand	1	10.000.000	10.000.000
Wedding Coordination only (11,1%)	Wedding Coordination only	2	10.000.000	20.000.000
Combo (45,4%)	Combo 1	1	40.000.000	40.000.000
	Combo 2	1	30.000.000	30.000.000
	Combo 3	1	25.000.000	25.000.000
	Combo 4	1	22.500.000	22.500.000
	Combo 5	1	20.000.000	20.000.000
	Combo 6	1	20.000.000	20.000.000
<b>TOTAL</b>		<b>13</b>		<b>277.500.000</b>

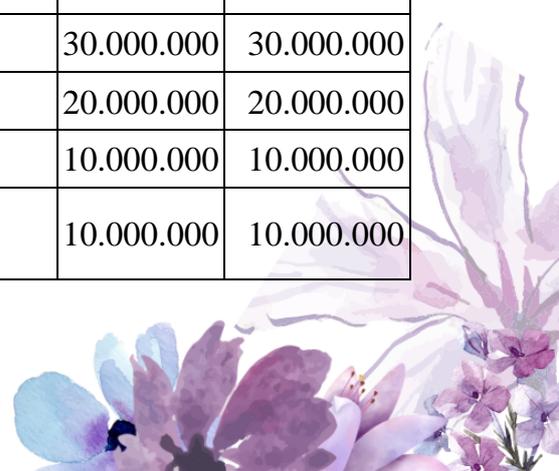
Table 36: The table estimated revenue of Lililacs Wedding Planner in Optimistic Case in year 2

(by month)

### 2.2.2. Most Likely Case

Looking at the Table 34 are the most likely case and the situations the team hopes to achieve.

<b>MOST LIKELY CASE IN YEAR 2 (10 events/month)</b>				
Name		Quantity	Price	Revenue
Wedding Decoration only (10,4%)	All events	1	20.000.000	20.000.000
	Wedding Day Only	0	10.000.000	0
Wedding Planner only (33,1%)	Highest demand	1	30.000.000	30.000.000
	Medium demand	1	20.000.000	20.000.000
	Lowest demand	1	10.000.000	10.000.000
Wedding Coordination only (11,1%)	Wedding Coordination only	1	10.000.000	10.000.000



Combo (45,4%)	Combo 1	1	40.000.000	40.000.000
	Combo 2	1	30.000.000	30.000.000
	Combo 3	1	25.000.000	25.000.000
	Combo 4	1	22.500.000	22.500.000
	Combo 5	0	20.000.000	0
	Combo 6	1	20.000.000	20.000.000
<b>TOTAL</b>		<b>10</b>		<b>227.500.000</b>

Table 37: The table estimated revenue of Lililacs Wedding Planner in Most Likely Case in year 2  
(by month)

Looking at the Most Likely Case of the project, it is clear that the number of events reduced from 13 to 10. Besides, it is also seen that the revenue is expected to reach 227.500.000 VND.

### 2.2.3. Pessimistic Case

Looking at the following table, we can see that Pessimistic case estimates have 7 events/month and revenue around 197.500.000 VND.

PESSIMISTIC CASE IN YEAR 2 (8 events/month)				
Name		Quantity	Price	Revenue
Wedding Decoration only (10,4%)	All events	1	20.000.000	20.000.000
	Wedding Day Only	0	10.000.000	0
Wedding Planner only (33,1%)	Highest demand	1	30.000.000	30.000.000
	Medium demand	1	20.000.000	20.000.000
	Lowest demand	0	10.000.000	0
Wedding Coordination only (11,1%)	Wedding Coordination only	1	10.000.000	10.000.000
Combo (45,4%)	Combo 1	1	40.000.000	40.000.000
	Combo 2	1	30.000.000	30.000.000
	Combo 3	1	25.000.000	25.000.000
	Combo 4	1	22.500.000	22.500.000

	Combo 5	0	20.000.000	0
	Combo 6	0	20.000.000	0
<b>TOTAL</b>		<b>8</b>		<b>197.500.000</b>

Table 38: The table estimated revenue of Lililacs Wedding Planner in Pessimistic Case in year 2

(by month)

#### 2.2.4. Total Revenue in year 2 (2024 - 2025)

With the estimated unit sales per month, we can calculate total sales per month. The total sales per month are 277.500.000 VND in the optimistic case, 227.500.000 VND in the most likely case and 197.500.000 VND in the pessimistic case.

<b>TOTAL REVENUE PER MONTH IN YEAR 2 (2024 - 2025)</b>			
	Optimistic	Most likely	Pessimistic
Wedding Decoration only	20.000.000	20.000.000	20.000.000
Wedding Planner only	80.000.000	60.000.000	50.000.000
Wedding Coordination only	20.000.000	10.000.000	10.000.000
Combo	157.500.000	137.500.000	117.500.000
<b>TOTAL</b>	<b>277.500.000</b>	<b>227.500.000</b>	<b>197.500.000</b>

Table 39: Estimate Total revenue of Lililacs Wedding Planner in year 2 (by month)

Follow up estimated revenue per month, we can calculate total revenue in the year 2 (2024 - 2025). The total sales in year 2 are 3.330.000.000 VND in the optimistic case, 2.730.000.000 VND in the most likely case and 2.370.000.000 VND in the pessimistic case.

<b>TOTAL REVENUE IN YEAR 2 (2024 - 2025)</b>			
	Optimistic	Most likely	Pessimistic
Wedding Decoration only	240.000.000	240.000.000	240.000.000
Wedding Planner only	960.000.000	720.000.000	600.000.000
Wedding Coordination only	240.000.000	120.000.000	120.000.000
Combo	1.890.000.000	1.650.000.000	1.410.000.000
<b>TOTAL</b>	<b>3.330.000.000</b>	<b>2.730.000.000</b>	<b>2.370.000.000</b>

Table 40: Estimate Total revenue of Lililacs Wedding Planner in year 2

In the table below, we estimate revenue of each month how much it contributes to total revenue the whole year. Basically, year 2 has the same trend with year 1, but year 2 has more revenue than year 1 a little bit.

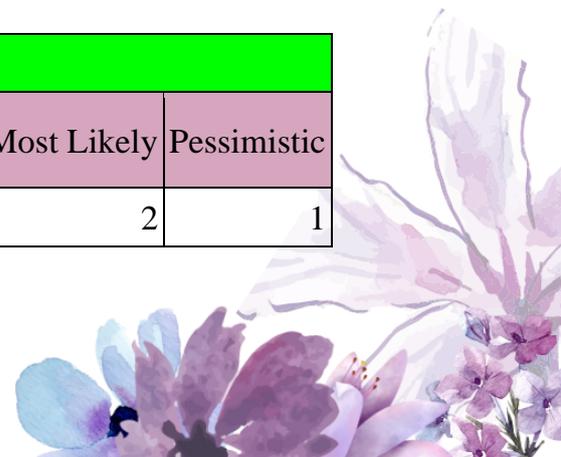
<b>ESTIMATED REVENUE DURING YEAR 2 (2024 - 2025)</b>						
<b>Month</b>	<b>Optimistic</b>		<b>Most likely</b>		<b>Pessimistic</b>	
	Revenue	% Estimated	Revenue	% Estimated	Revenue	% Estimated
Jan	233.100.000	7	191.100.000	7	165.900.000	7
Feb	166.500.000	5	136.500.000	5	118.500.000	5
Mar	199.800.000	6	163.800.000	6	142.200.000	6
Apr	266.400.000	8	218.400.000	8	189.600.000	8
May	299.700.000	9	245.700.000	9	213.300.000	9
Jun	233.100.000	7	191.100.000	7	165.900.000	7
Jul	166.500.000	5	136.500.000	5	118.500.000	5
Aug	166.500.000	5	136.500.000	5	118.500.000	5
Sep	499.500.000	15	409.500.000	15	355.500.000	15
Oct	499.500.000	15	409.500.000	15	355.500.000	15
Nov	333.000.000	10	273.000.000	10	237.000.000	10
Dec	266.400.000	8	218.400.000	8	189.600.000	8
<b>TOTAL</b>	<b>3.330.000.000</b>	<b>100</b>	<b>2.730.000.000</b>	<b>100</b>	<b>2.370.000.000</b>	<b>100</b>

Table 41: Estimate revenue contribution each month in year 2 (2024 - 2025)

### 2.3. In Year 3 (2025 - 2026)

After two years of opening, Lililacs estimate higher unit sales per month in year 3 compared to year 2. In the optimistic scenario, we estimate to have 16 events per month. The numbers slightly decrease in Most likely scenario with 14 events in a month. For Pessimistic scenario, we only have 11 events in 1 month.

<b>In Year 3 (2025 - 2026)</b>			
Estimate quantity of Serving (per month)	Optimistic	Most Likely	Pessimistic
Wedding Decoration only	2	2	1



Wedding Planner only	5	4	4
Wedding Coordination only	2	2	1
Combo	7	6	5
<b>TOTAL</b>	<b>16</b>	<b>14</b>	<b>11</b>

Table 42: Estimate quantity of Serving per month in year 3 (2025 - 2026)

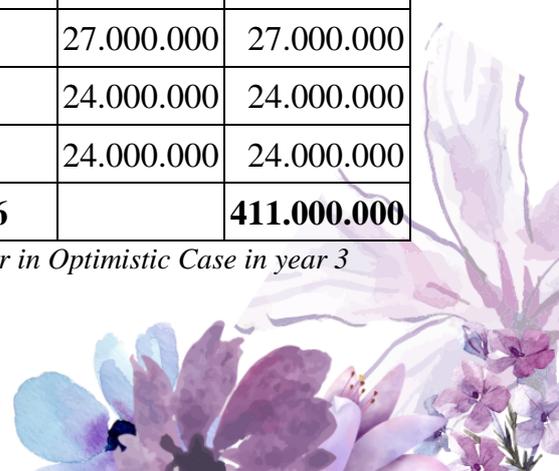
### 2.3.1. Optimistic Case

In year 1, Lililacs know that we need to have lower prices than other competitors because we are newbies in the wedding planner industry. However, after 2 years with about more than 200 events, Lililacs will have some fame in this industry. So we decide to increase all service prices by 20% over year 1 and year 2.

Looking at the best case of revenue, we can see that the Lililacs's sales volume is 16 events/month in the third year. Through a survey on service selection, this table was created with the highest revenue it can reach in this scenario is 411.000.000 VND per month.

OPTIMISTIC CASE IN YEAR 3 (16 events/month)				
Name		Quantity	Price	Revenue
Wedding Decoration only (10,4%)	All events	1	24.000.000	24.000.000
	Wedding Day Only	1	12.000.000	12.000.000
Wedding Planner only (33,1%)	Highest demand	2	36.000.000	72.000.000
	Medium demand	2	24.000.000	48.000.000
	Lowest demand	1	12.000.000	12.000.000
Wedding Coordination only (11,1%)	Wedding Coordination only	2	12.000.000	24.000.000
Combo (45,4%)	Combo 1	1	48.000.000	48.000.000
	Combo 2	1	36.000.000	36.000.000
	Combo 3	2	30.000.000	60.000.000
	Combo 4	1	27.000.000	27.000.000
	Combo 5	1	24.000.000	24.000.000
	Combo 6	1	24.000.000	24.000.000
<b>TOTAL</b>		<b>16</b>		<b>411.000.000</b>

Table 43: The table estimated revenue of Lililacs Wedding Planner in Optimistic Case in year 3



(by month)

### 2.3.2. Most Likely Case

Looking at the Table 41 are the most likely case and the situations the team hopes to achieve.

<b>MOST LIKELY CASE IN YEAR 3 (14 events/month)</b>				
Name		Quantity	Price	Revenue
Wedding Decoration only (10,4%)	All events	1	24.000.000	24.000.000
	Wedding Day Only	1	12.000.000	12.000.000
Wedding Planner only (33,1%)	Highest demand	1	36.000.000	36.000.000
	Medium demand	2	24.000.000	48.000.000
	Lowest demand	1	12.000.000	12.000.000
Wedding Coordination only (11,1%)	Wedding Coordination only	2	12.000.000	24.000.000
Combo (45,4%)	Combo 1	1	48.000.000	48.000.000
	Combo 2	1	36.000.000	36.000.000
	Combo 3	1	30.000.000	30.000.000
	Combo 4	1	27.000.000	27.000.000
	Combo 5	1	24.000.000	24.000.000
	Combo 6	1	24.000.000	24.000.000
<b>TOTAL</b>		<b>14</b>		<b>345.000.000</b>

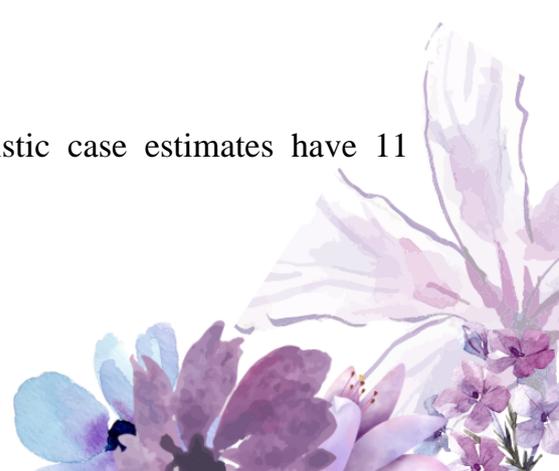
Table 44: The table estimated revenue of Lililacs Wedding Planner in Most Likely Case in year 3

(by month)

Looking at the Most Likely Case of the project, it is clear that the number of events reduced from 16 to 14. Besides, it is also seen that the revenue is expected to reach 345.000.000 VND.

### 2.3.3. Pessimistic Case

Looking at the following table, we can see that Pessimistic case estimates have 11 events/month and revenue around 297.000.000 VND.



PESSIMISTIC CASE IN YEAR 3 (11 events/month)				
Name		Quantity	Price	Revenue
Wedding Decoration only (10,4%)	All events	1	24.000.000	24.000.000
	Wedding Day Only	0	12.000.000	0
Wedding Planner only (33,1%)	Highest demand	1	36.000.000	36.000.000
	Medium demand	2	24.000.000	48.000.000
	Lowest demand	1	12.000.000	12.000.000
Wedding Coordination only (11,1%)	Wedding Coordination only	1	12.000.000	12.000.000
Combo (45,4%)	Combo 1	1	48.000.000	48.000.000
	Combo 2	1	36.000.000	36.000.000
	Combo 3	1	30.000.000	30.000.000
	Combo 4	1	27.000.000	27.000.000
	Combo 5	0	24.000.000	0
	Combo 6	1	24.000.000	24.000.000

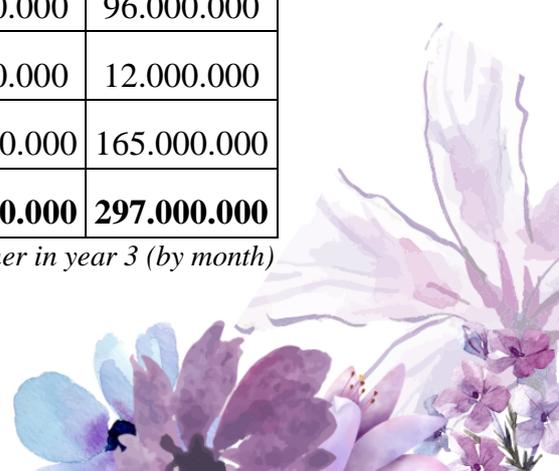
Table 45: The table estimated revenue of Lililacs Wedding Planner in Pessimistic Case in year 3  
(by month)

### 2.3.4. Total Revenue in year 3 (2025 - 2026)

With the estimated unit sales per month, we can calculate total sales per month. The total sales per month are 411.000.000 VND in the optimistic case, 345.000.000 VND in the most likely case and 297.000.000 VND in the pessimistic case.

TOTAL REVENUE PER MONTH IN YEAR 3 (2025 - 2026)			
	Optimistic	Most likely	Pessimistic
Wedding Decoration only	36.000.000	36.000.000	24.000.000
Wedding Planner only	132.000.000	96.000.000	96.000.000
Wedding Coordination only	24.000.000	24.000.000	12.000.000
Combo	219.000.000	189.000.000	165.000.000
<b>TOTAL</b>	<b>411.000.000</b>	<b>345.000.000</b>	<b>297.000.000</b>

Table 46: Estimate Total revenue of Lililacs Wedding Planner in year 3 (by month)



Follow up estimated revenue per month, we can calculate total revenue in the year 3 (2025 - 2026). The total sales in year 3 are 4.932.000.000 VND in the optimistic case, 4.140.000.000 VND in the most likely case and 3.564.000.000 VND in the pessimistic case.

<b>TOTAL REVENUE IN YEAR 3 (2025 - 2026)</b>			
	Optimistic	Most likely	Pessimistic
Wedding Decoration only	432.000.000	432.000.000	288.000.000
Wedding Planner only	1.584.000.000	1.152.000.000	1.152.000.000
Wedding Coordination only	288.000.000	288.000.000	144.000.000
Combo	2.628.000.000	2.268.000.000	1.980.000.000
<b>TOTAL</b>	<b>4.932.000.000</b>	<b>4.140.000.000</b>	<b>3.564.000.000</b>

Table 47: Estimate Total revenue of Lililacs Wedding Planner in year 3

In the table below, we estimate revenue of each month how much it contributes to total revenue the whole year. Basically, year 3 has the same trend with year 1 and year 2, but year 3 has total revenue higher than year 1 and year 2.

<b>ESTIMATED REVENUE DURING YEAR 3 (2025 - 2026)</b>						
Month	Optimistic		Most likely		Pessimistic	
	Revenue	% Estimated	Revenue	% Estimated	Revenue	% Estimated
Jan	345.240.000	7	289.800.000	7	249.480.000	7
Feb	246.600.000	5	207.000.000	5	178.200.000	5
Mar	295.920.000	6	248.400.000	6	213.840.000	6
Apr	394.560.000	8	331.200.000	8	285.120.000	8
May	443.880.000	9	372.600.000	9	320.760.000	9
Jun	345.240.000	7	289.800.000	7	249.480.000	7
Jul	246.600.000	5	207.000.000	5	178.200.000	5
Aug	246.600.000	5	207.000.000	5	178.200.000	5
Sep	739.800.000	15	621.000.000	15	534.600.000	15
Oct	739.800.000	15	621.000.000	15	534.600.000	15

Nov	493.200.000	10	414.000.000	10	356.400.000	10
Dec	394.560.000	8	331.200.000	8	285.120.000	8
<b>TOTAL</b>	<b>4.932.000.000</b>	<b>100</b>	<b>4.140.000.000</b>	<b>100</b>	<b>3.564.000.000</b>	<b>100</b>

Table 48: Estimate revenue contribution each month in year 3 (2025 - 2026)

## 2.4. In Year 4 (2026 - 2027)

After three years of opening, Lililacs estimate higher unit sales per month in year 4 compared to year 3. In the optimistic scenario, we estimate to have 20 events per month. The numbers slightly decrease in Most likely scenario with 17 events in a month. For Pessimistic scenario, we only have 14 events in 1 month.

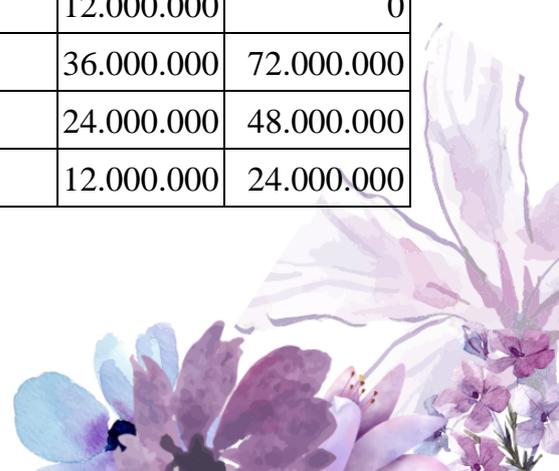
In Year 4 (2026 - 2027)			
Estimate quantity of Serving (per month)	Optimistic	Most Likely	Pessimistic
Wedding Decoration only	2	2	1
Wedding Planner only	6	5	5
Wedding Coordination only	3	2	1
Combo	9	8	7
<b>TOTAL</b>	<b>20</b>	<b>17</b>	<b>14</b>

Table 49: Estimate quantity of Serving per month in year 4 (2026 - 2027)

### 2.4.1. Optimistic Case

Looking at the best case of revenue, we can see that the Lililacs's sales volume is 20 events/month in the fourth year. Through a survey on service selection, this table was created with the highest revenue it can reach in this scenario is 510.000.000 VND per month.

OPTIMISTIC CASE IN YEAR 4 (20 events/month)				
Name		Quantity	Price	Revenue
Wedding Decoration only (10,4%)	All events	2	24.000.000	48.000.000
	Wedding Day Only	0	12.000.000	0
Wedding Planner only (33,1%)	Highest demand	2	36.000.000	72.000.000
	Medium demand	2	24.000.000	48.000.000
	Lowest demand	2	12.000.000	24.000.000



Wedding Coordination only (11,1%)	Wedding Coordination only	3	12.000.000	36.000.000
Combo (45,4%)	Combo 1	1	48.000.000	48.000.000
	Combo 2	2	36.000.000	72.000.000
	Combo 3	2	30.000.000	60.000.000
	Combo 4	2	27.000.000	54.000.000
	Combo 5	1	24.000.000	24.000.000
	Combo 6	1	24.000.000	24.000.000
<b>TOTAL</b>		<b>20</b>		<b>510.000.000</b>

Table 50: The table estimated revenue of Lililacs Wedding Planner in Optimistic Case in year 4

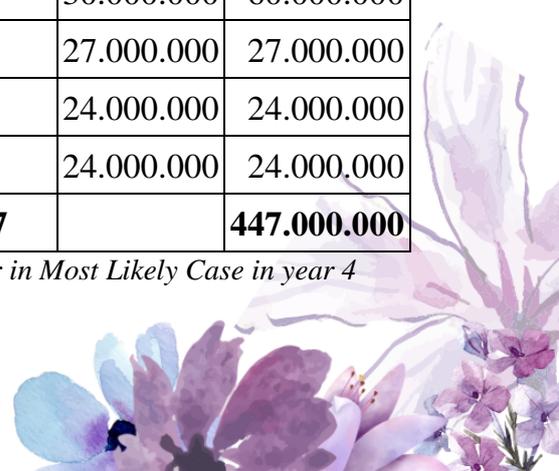
(by month)

#### 2.4.2. Most Likely Case

Looking at the Table 48 are the most likely case and the situations the team hopes to achieve.

MOST LIKELY CASE IN YEAR 4 (17 events/month)				
Name		Quantity	Price	Revenue
Wedding Decoration only (10,4%)	All events	1	24.000.000	24.000.000
	Wedding Day Only	1	12.000.000	12.000.000
Wedding Planner only (33,1%)	Highest demand	2	36.000.000	72.000.000
	Medium demand	2	24.000.000	48.000.000
	Lowest demand	1	12.000.000	12.000.000
Wedding Coordination only (11,1%)	Wedding Coordination only	2	12.000.000	24.000.000
Combo (45,4%)	Combo 1	1	48.000.000	48.000.000
	Combo 2	2	36.000.000	72.000.000
	Combo 3	2	30.000.000	60.000.000
	Combo 4	1	27.000.000	27.000.000
	Combo 5	1	24.000.000	24.000.000
	Combo 6	1	24.000.000	24.000.000
<b>TOTAL</b>		<b>17</b>		<b>447.000.000</b>

Table 51: The table estimated revenue of Lililacs Wedding Planner in Most Likely Case in year 4



(by month)

Looking at the Most Likely Case of the project, it is clear that the number of events reduced from 20 to 17. Besides, it is also seen that the revenue is expected to reach 447.000.000 VND.

### 2.4.3. Pessimistic Case

Looking at the following table, we can see that Pessimistic case estimates have 14 events/month and revenue around 363.000.000 VND.

PESSIMISTIC CASE IN YEAR 4 (14 events/month)				
Name		Quantity	Price	Revenue
Wedding Decoration only (10,4%)	All events	1	24.000.000	24.000.000
	Wedding Day Only	0	12.000.000	0
Wedding Planner only (33,1%)	Highest demand	1	36.000.000	36.000.000
	Medium demand	2	24.000.000	48.000.000
	Lowest demand	2	12.000.000	24.000.000
Wedding Coordination only (11,1%)	Wedding Coordination only	1	12.000.000	12.000.000
Combo (45,4%)	Combo 1	1	48.000.000	48.000.000
	Combo 2	1	36.000.000	36.000.000
	Combo 3	2	30.000.000	60.000.000
	Combo 4	1	27.000.000	27.000.000
	Combo 5	1	24.000.000	24.000.000
	Combo 6	1	24.000.000	24.000.000
<b>TOTAL</b>		<b>14</b>		<b>363.000.000</b>

Table 52: The table estimated revenue of Lililacs Wedding Planner in Pessimistic Case in year 4

(by month)

### 2.4.4. Total Revenue in year 4 (2026 - 2027)

With the estimated unit sales per month, we can calculate total sales per month. The total sales per month are 510.000.000 VND in the optimistic case, 447.000.000 VND in the most likely case and 363.000.000 VND in the pessimistic case.



<b>TOTAL REVENUE PER MONTH IN YEAR 4 (2026 - 2027)</b>			
	Optimistic	Most likely	Pessimistic
Wedding Decoration only	48.000.000	36.000.000	24.000.000
Wedding Planner only	144.000.000	132.000.000	108.000.000
Wedding Coordination only	36.000.000	24.000.000	12.000.000
Combo	282.000.000	255.000.000	219.000.000
<b>TOTAL</b>	<b>510.000.000</b>	<b>447.000.000</b>	<b>363.000.000</b>

Table 53: Estimate Total revenue of Lililacs Wedding Planner in year 4 (by month)

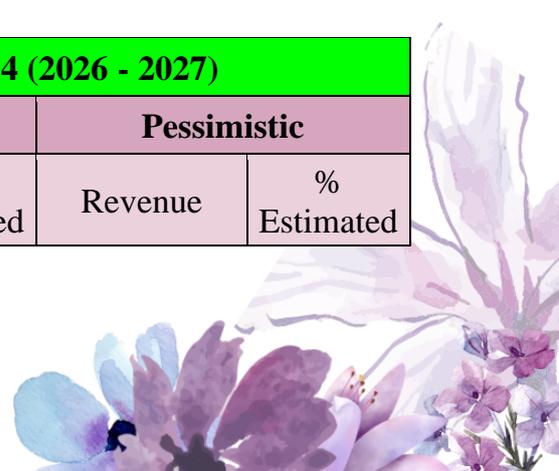
Follow up estimated revenue per month, we can calculate total revenue in the year 4 (2026 - 2027). The total sales in year 4 are 6.120.000.000 VND in the optimistic case, 5.364.000.000 VND in the most likely case and 4.356.000.000 VND in the pessimistic case.

<b>TOTAL REVENUE IN YEAR 4 (2026 - 2027)</b>			
	Optimistic	Most likely	Pessimistic
Wedding Decoration only	576.000.000	432.000.000	288.000.000
Wedding Planner only	1.728.000.000	1.584.000.000	1.296.000.000
Wedding Coordination only	432.000.000	288.000.000	144.000.000
Combo	3.384.000.000	3.060.000.000	2.628.000.000
<b>TOTAL</b>	<b>6.120.000.000</b>	<b>5.364.000.000</b>	<b>4.356.000.000</b>

Table 54: Estimate Total revenue of Lililacs Wedding Planner in year 4

In the table below, we estimate revenue of each month how much it contributes to total revenue the whole year. Basically, year 4 has the same trend as 3 years previous, but year 4 has more revenue than year 3 a little bit.

<b>ESTIMATED REVENUE DURING YEAR 4 (2026 - 2027)</b>						
Month	Optimistic		Most likely		Pessimistic	
	Revenue	% Estimated	Revenue	% Estimated	Revenue	% Estimated



Jan	428.400.000	7	375.480.000	7	304.920.000	7
Feb	306.000.000	5	268.200.000	5	217.800.000	5
Mar	367.200.000	6	321.840.000	6	261.360.000	6
Apr	489.600.000	8	429.120.000	8	348.480.000	8
May	550.800.000	9	482.760.000	9	392.040.000	9
Jun	428.400.000	7	375.480.000	7	304.920.000	7
Jul	306.000.000	5	268.200.000	5	217.800.000	5
Aug	306.000.000	5	268.200.000	5	217.800.000	5
Sep	918.000.000	15	804.600.000	15	653.400.000	15
Oct	918.000.000	15	804.600.000	15	653.400.000	15
Nov	612.000.000	10	536.400.000	10	435.600.000	10
Dec	489.600.000	8	429.120.000	8	348.480.000	8
<b>TOTAL</b>	<b>6.120.000.000</b>	<b>100</b>	<b>5.364.000.000</b>	<b>100</b>	<b>4.356.000.000</b>	<b>100</b>

Table 55: Estimate revenue contribution each month in year 4 (2026 - 2027)

## 2.5. In Year 5 (2027 - 2028)

After four years of opening, Lililacs estimate higher unit sales per month in year 5 compared to year 4. In the optimistic scenario, we estimate to have 23 events per month. The numbers slightly decrease in Most likely scenario with 20 events in a month. For Pessimistic scenario, we only have 17 events in 1 month.

<b>In Year 5 (2027 - 2028)</b>			
Estimate quantity of Serving (per month)	Optimistic	Most Likely	Pessimistic
Wedding Decoration only	2	2	1
Wedding Planner only	7	6	5
Wedding Coordination only	3	2	2
Combo	11	10	9
<b>TOTAL</b>	<b>23</b>	<b>20</b>	<b>17</b>

Table 56: Estimate quantity of Serving per month in year 5 (2027 - 2028)

### 2.5.1. Optimistic Case

After 4 years with about more than 500 events, Lililacs will have more fame in wedding planner industry in Vietnam. So we decide to increase all service prices by 20% over year 4.

Looking at the best case of revenue, we can see that the Lililacs's sales volume is 23 events/month in the fifth year. Through a survey on service selection, this table was created with the highest revenue it can reach in this scenario is 705.600.000 VND per month.

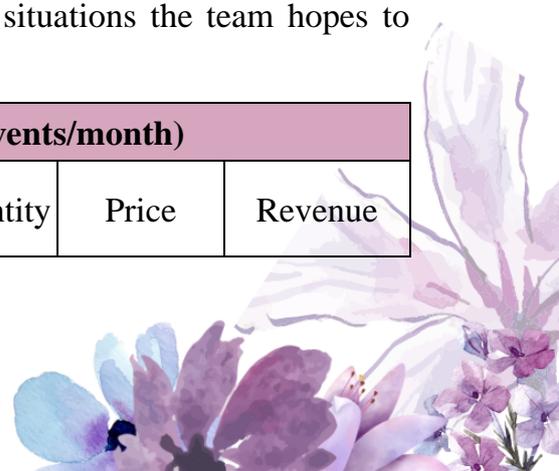
<b>OPTIMISTIC CASE IN YEAR 5 (23 events/month)</b>				
Name		Quantity	Price	Revenue
Wedding Decoration only (10,4%)	All events	2	28.800.000	57.600.000
	Wedding Day Only	0	14.400.000	0
Wedding Planner only (33,1%)	Highest demand	2	43.200.000	86.400.000
	Medium demand	3	28.800.000	86.400.000
	Lowest demand	2	14.400.000	28.800.000
Wedding Coordination only (11,1%)	Wedding Coordination only	3	14.400.000	43.200.000
Combo (45,4%)	Combo 1	1	57.600.000	57.600.000
	Combo 2	2	43.200.000	86.400.000
	Combo 3	3	36.000.000	108.000.000
	Combo 4	2	32.400.000	64.800.000
	Combo 5	1	28.800.000	28.800.000
	Combo 6	2	28.800.000	57.600.000
<b>TOTAL</b>		<b>23</b>		<b>705.600.000</b>

*Table 57: The table estimated revenue of Lililacs Wedding Planner in Optimistic Case in year 5  
(by month)*

### 2.5.2. Most Likely Case

Looking at the Table 55 are the most likely case and the situations the team hopes to achieve.

<b>MOST LIKELY CASE IN YEAR 5 (20 events/month)</b>				
Name		Quantity	Price	Revenue



Wedding Decoration only (10,4%)	All events	1	28.800.000	28.800.000
	Wedding Day Only	1	14.400.000	14.400.000
Wedding Planner only (33,1%)	Highest demand	2	43.200.000	86.400.000
	Medium demand	2	28.800.000	57.600.000
	Lowest demand	2	14.400.000	28.800.000
Wedding Coordination only (11,1%)	Wedding Coordination only	3	14.400.000	43.200.000
Combo (45,4%)	Combo 1	1	57.600.000	57.600.000
	Combo 2	2	43.200.000	86.400.000
	Combo 3	2	36.000.000	72.000.000
	Combo 4	2	32.400.000	64.800.000
	Combo 5	1	28.800.000	28.800.000
	Combo 6	1	28.800.000	28.800.000
<b>TOTAL</b>		<b>20</b>		<b>597.600.000</b>

Table 58: The table estimated revenue of Lililacs Wedding Planner in Most Likely Case in year 5 (by month)

Looking at the Most Likely Case of the project, it is clear that the number of events reduced from 23 to 20. Besides, it is also seen that the revenue is expected to reach 597.600.000 VND.

### 2.5.3. Pessimistic Case

Looking at the following table, we can see that Pessimistic case estimates have 17 events/month and revenue around 525.600.000 VND.

PESSIMISTIC CASE IN YEAR 5 (17 events/month)				
Name		Quantity	Price	Revenue
Wedding Decoration only (10,4%)	All events	1	28.800.000	28.800.000
	Wedding Day Only	0	14.400.000	0
Wedding Planner only (33,1%)	Highest demand	1	43.200.000	43.200.000
	Medium demand	2	28.800.000	57.600.000
	Lowest demand	2	14.400.000	28.800.000

Wedding Coordination only (11,1%)	Wedding Coordination only	2	14.400.000	28.800.000
Combo (45,4%)	Combo 1	1	57.600.000	57.600.000
	Combo 2	2	43.200.000	86.400.000
	Combo 3	2	36.000.000	72.000.000
	Combo 4	2	32.400.000	64.800.000
	Combo 5	1	28.800.000	28.800.000
	Combo 6	1	28.800.000	28.800.000
<b>TOTAL</b>		<b>17</b>		<b>525.600.000</b>

Table 59: The table estimated revenue of Lililacs Wedding Planner in Pessimistic Case in year 5  
(by month)

#### 2.5.4. Total Revenue in year 5 (2027 - 2028)

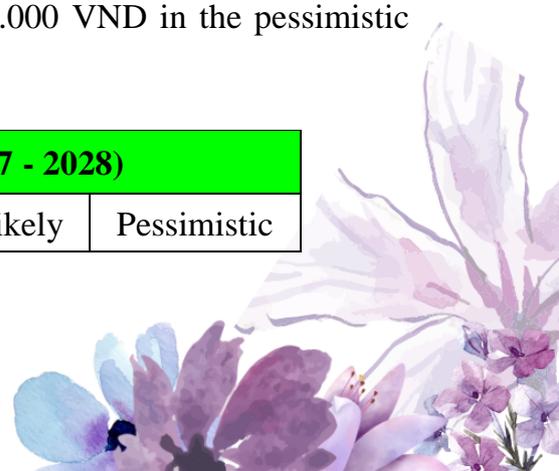
With the estimated unit sales per month, we can calculate total sales per month. The total sales per month are 705.600.000 VND in the optimistic case, 597.600.000 VND in the most likely case and 525.600.000 VND in the pessimistic case.

<b>TOTAL REVENUE PER MONTH IN YEAR 5 (2027 - 2028)</b>			
	Optimistic	Most likely	Pessimistic
Wedding Decoration only	57.600.000	43.200.000	28.800.000
Wedding Planner only	201.600.000	172.800.000	129.600.000
Wedding Coordination only	43.200.000	43.200.000	28.800.000
Combo	403.200.000	338.400.000	338.400.000
<b>TOTAL</b>	<b>705.600.000</b>	<b>597.600.000</b>	<b>525.600.000</b>

Table 60: Estimate Total revenue of Lililacs Wedding Planner in year 5 (by month)

Follow up estimated revenue per month, we can calculate total revenue in the year 5 (2027 - 2028). The total sales in year 5 are 8.467.200.000 VND in the optimistic case, 7.171.200.000 VND in the most likely case and 6.307.200.000 VND in the pessimistic case.

<b>TOTAL REVENUE IN YEAR 5 (2027 - 2028)</b>			
	Optimistic	Most likely	Pessimistic



Wedding Decoration only	691.200.000	518.400.000	345.600.000
Wedding Planner only	2.419.200.000	2.073.600.000	1.555.200.000
Wedding Coordination only	518.400.000	518.400.000	345.600.000
Combo	4.838.400.000	4.060.800.000	4.060.800.000
<b>TOTAL</b>	<b>8.467.200.000</b>	<b>7.171.200.000</b>	<b>6.307.200.000</b>

Table 61: Estimate Total revenue of Lililacs Wedding Planner in year 5

In the table below, we estimate revenue of each month how much it contributes to total revenue the whole year. Basically, year 5 still has the same trend with 4 years previous, but year 5 has total revenue higher.

ESTIMATED REVENUE DURING YEAR 5 (2027 - 2028)						
Month	Optimistic		Most likely		Pessimistic	
	Revenue	% Estimated	Revenue	% Estimated	Revenue	% Estimated
Jan	592.704.000	7	501.984.000	7	441.504.000	7
Feb	423.360.000	5	358.560.000	5	315.360.000	5
Mar	508.032.000	6	430.272.000	6	378.432.000	6
Apr	677.376.000	8	573.696.000	8	504.576.000	8
May	762.048.000	9	645.408.000	9	567.648.000	9
Jun	592.704.000	7	501.984.000	7	441.504.000	7
Jul	423.360.000	5	358.560.000	5	315.360.000	5
Aug	423.360.000	5	358.560.000	5	315.360.000	5
Sep	1.270.080.000	15	1.075.680.000	15	946.080.000	15
Oct	1.270.080.000	15	1.075.680.000	15	946.080.000	15
Nov	846.720.000	10	717.120.000	10	630.720.000	10
Dec	677.376.000	8	573.696.000	8	504.576.000	8
<b>TOTAL</b>	<b>8.467.200.000</b>	<b>100</b>	<b>7.171.200.000</b>	<b>100</b>	<b>6.307.200.000</b>	<b>100</b>

Table 62: Estimate revenue contribution each month in year 5 (2027 - 2028)

### 3. Cost Structure & Expense

#### 3.1. Fixed Cost

No.	Name of capitals	Units	Quantity	Fixed cost in year 1 (2023 - 2024) (VND)
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				Optimistic	Most likely	Pessimistic
1	Internet fees	Month	1	545.000	545.000	545.000
2	Sanitation fees	Month	1	50.000	50.000	50.000
3	Rental Fee	Month	1	30.000.000	30.000.000	30.000.000
4	Depreciation cost	Month	1	1.876.317	1.876.317	1.876.317
<b>Total one month</b>				<b>32.471.317</b>	<b>32.471.317</b>	<b>32.471.317</b>
<b>Total one year</b>				<b>389.655.800</b>	<b>389.655.800</b>	<b>389.655.800</b>

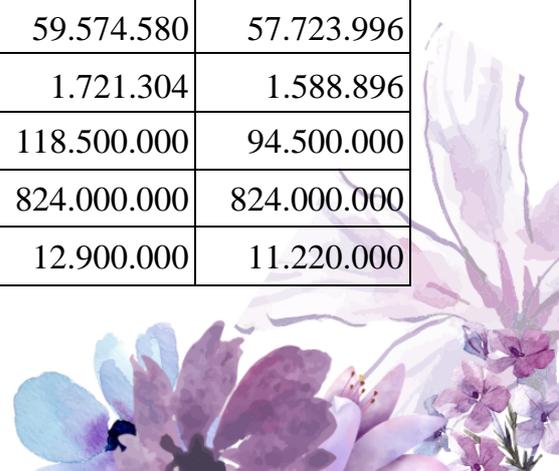
Table 63: Fixed cost of Lililacs Wedding Planner

Fixed cost is stable with 32.471.317 per month and total 389.655.800 in a year for all 3 case Optimistic, Most Likely and Pessimistic.

### 3.2. Variable Cost

Variable costs of our business include salary expense, insurance expenses, marketing expense, electricity expense, water expense, commission expense, and other costs. In year 1, total variable cost is 1.909.513.876 VND in optimistic case, 1.787.470.884 VND in most likely case, 1.659.427.892 VND in a pessimistic case because the number of employees is reduced, so the salary and insurance amount is reduced.

Variable Cost In Year 1 (2023 - 2024)						
No.	Name of capitals	Units	Quantity	Variable cost in year 1 (2023 - 2024) (VND)		
				Optimistic	Most likely	Pessimistic
1	Salary expenses	Year	1	729.000.000	645.000.000	561.000.000
2	Social insurance	Year	1	127.575.000	112.875.000	98.175.000
3	Health insurance	Year	1	21.870.000	19.350.000	16.830.000
4	Unemployment insurance	Year	1	7.290.000	6.450.000	5.610.000
5	Electricity expense	Year	1	61.425.164	59.574.580	57.723.996
6	Water expense	Year	1	1.853.712	1.721.304	1.588.896
7	Commission expense	Year	1	136.500.000	118.500.000	94.500.000
8	Marketing expense	Year	1	824.000.000	824.000.000	824.000.000
9	Other costs	Year	1	14.580.000	12.900.000	11.220.000



<b>TOTAL</b>	<b>1.909.513.876</b>	<b>1.787.470.884</b>	<b>1.659.427.892</b>
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Table 64: Variable cost of Lililacs Wedding Planner in year 1 (2023 - 2024)

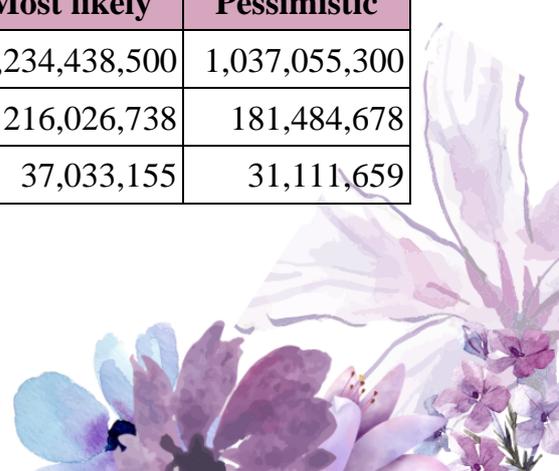
In year 2, total variable cost is 2.461.404.411 VND in optimistic case, 1.946.902.110 VND in most likely case, 1.727.714.918 VND in a pessimistic case.

<b>Variable Cost In Year 2 (2024 - 2025)</b>						
No.	Name of capitals	Units	Quantity	Variable cost in year 2 (2024 - 2025) (VND)		
				Optimistic	Most likely	Pessimistic
1	Salary expenses	Year	1	1,149,150,000	874,710,000	784,830,000
2	Social insurance	Year	1	201,101,250	153,074,250	137,345,250
3	Health insurance	Year	1	34,474,500	26,241,300	23,544,900
4	Unemployment insurance	Year	1	11,491,500	8,747,100	7,848,300
5	Electricity expense	Year	1	64,201,041	63,275,748	61,425,164
6	Water expense	Year	1	1,986,120	1,853,712	1,721,304
7	Commission expense	Year	1	166,500,000	136,500,000	118,500,000
8	Marketing expense	Year	1	832,500,000	682,500,000	592,500,000
9	Other costs	Year	1	22,983,000	17,494,200	15,696,600
<b>TOTAL</b>				<b>2,461,404,411</b>	<b>1,946,902,110</b>	<b>1,727,714,918</b>

Table 65: Variable cost of Lililacs Wedding Planner in year 2 (2024 - 2025)

In year 3, total variable cost is 3.304.667.922 VND in optimistic case, 2.601.029.938 VND in most likely case, 2.215.226.358 VND in a pessimistic case.

<b>Variable Cost In Year 3 (2025 - 2026)</b>						
No.	Name of capitals	Units	Quantity	Variable cost in year 3 (2025 - 2026) (VND)		
				Optimistic	Most likely	Pessimistic
1	Salary expenses	Year	1	1,648,207,800	1,234,438,500	1,037,055,300
2	Social insurance	Year	1	288,436,365	216,026,738	181,484,678
3	Health insurance	Year	1	49,446,234	37,033,155	31,111,659



4	Unemployment insurance	Year	1	16,482,078	12,344,385	10,370,553
5	Electricity expense	Year	1	66,976,917	64,201,041	62,350,456
6	Water expense	Year	1	2,118,528	1,986,120	1,853,712
7	Commission expense	Year	1	246,600,000	207,000,000	178,200,000
8	Marketing expense	Year	1	986,400,000	828,000,000	712,800,000
9	Other costs	Year	1	32,964,156	24,688,770	20,741,106
<b>TOTAL</b>				<b>3,304,667,922</b>	<b>2,601,029,938</b>	<b>2,215,226,358</b>

Table 66: Variable cost of Lililacs Wedding Planner in year 3 (2025 - 2026)

In year 4, total variable cost is 3.766.742.097 VND in optimistic case, 3.021.374.207 VND in most likely case, 2.457.894.740 VND in a pessimistic case.

Variable Cost In Year 4 (2026 - 2027)						
No.	Name of capitals	Units	Quantity	Variable cost in year 4 (2026 - 2027) (VND)		
				Optimistic	Most likely	Pessimistic
1	Salary expenses	Year	1	2,034,182,100	1,547,548,680	1,251,337,590
2	Social insurance	Year	1	355,981,868	270,821,019	218,984,078
3	Health insurance	Year	1	61,025,463	46,426,460	37,540,128
4	Unemployment insurance	Year	1	20,341,821	15,475,487	12,513,376
5	Electricity expense	Year	1	68,827,501	66,051,625	64,201,041
6	Water expense	Year	1	2,383,344	2,250,936	2,118,528
7	Commission expense	Year	1	306,000,000	268,200,000	217,800,000
8	Marketing expense	Year	1	918,000,000	804,600,000	653,400,000
9	Other costs	Year	1	40,683,642	30,950,974	25,026,752
<b>TOTAL</b>				<b>3,766,742,097</b>	<b>3,021,374,207</b>	<b>2,457,894,740</b>

Table 67: Variable cost of Lililacs Wedding Planner in year 4 (2026 - 2027)

In year 5, total variable cost is 4.779.842.012 VND in optimistic case, 3.799.623.525 VND in most likely case, 3.212.815.648 VND in a pessimistic case.

Variable Cost In Year 5 (2027 - 2028)						
No.	Name of capitals	Units	Quantity	Variable cost in year 5 (2027 - 2028) (VND)		
				Optimistic	Most likely	Pessimistic
1	Salary expenses	Year	1	2,686,679,745	2,065,165,656	1,705,478,748
2	Social insurance	Year	1	470,168,955	361,403,990	298,458,781
3	Health insurance	Year	1	80,600,392	61,954,970	51,164,362
4	Unemployment insurance	Year	1	26,866,797	20,651,657	17,054,787
5	Electricity expense	Year	1	73,453,962	68,827,501	66,051,625
6	Water expense	Year	1	2,648,160	2,515,752	2,383,344
7	Commission expense	Year	1	423,360,000	358,560,000	315,360,000
8	Marketing expense	Year	1	1,016,064,000	860,544,000	756,864,000
9	Other costs	Year	1	53,733,595	41,303,313	34,109,575
<b>TOTAL</b>				<b>4,779,842,012</b>	<b>3,799,623,525</b>	<b>3,212,815,648</b>

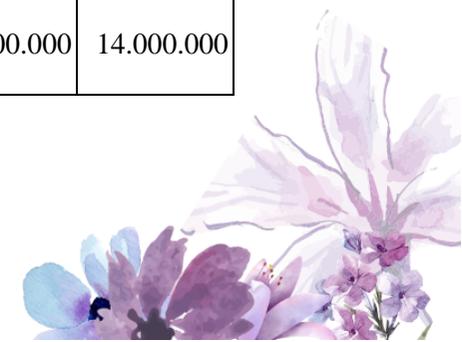
Table 68: Variable cost of Lililacs Wedding Planner in year 5 (2027 - 2028)



### 3.3. Salary

The table below shows our human resources and salary expenses in year 1. As we can see, the number of staff depends on the business situation. In the optimistic case, we have 9 employees in total. This number is 8 in the most likely case and 7 in the pessimistic case. As a result, the total salary in year 1 is 729.000.000 VND in optimistic case, 645.000.000 VND in most likely case, 561.000.000 VND in pessimistic case.

2023 - 2024		Optimistic (9 employees)				Most Likely (8 employees)				Pessimistic (7 employees)			
		Theo tháng - By month				Theo tháng - By month				Theo tháng - By month			
No.	Name of capitals	Quantity	Working hour	Salary	Total	Quantity	Working hour	Salary	Total	Quantity	Working hour	Salary	Total
1	CEO (indirect cost of COS)	1	flexible	10.000.000	10.000.000	1	flexible	10.000.000	10.000.000	1	flexible	10.000.000	10.000.000
2	Accountant (part-time) (indirect cost of COS)	1	4	3.500.000	3.500.000	1	4	3.500.000	3.500.000	1	4	3.500.000	3.500.000
3	HR (indirect cost of COS)	0	0	0	0	0	0	0	0	0	0	0	0
4	Marketing (indirect cost of COS)	2	8	7.000.000	14.000.000	2	8	7.000.000	14.000.000	2	8	7.000.000	14.000.000
5	Partner Relationship (indirect cost of COS)	1	6	5.250.000	5.250.000	1	6	5.250.000	5.250.000	1	6	5.250.000	5.250.000
6	Customer Service (direct cost of COS)	4	8	7.000.000	28.000.000	3	8	7.000.000	21.000.000	2	8	7.000.000	14.000.000



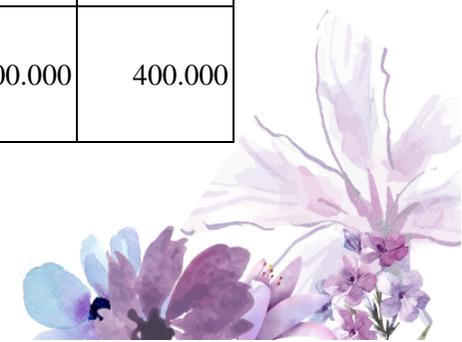
7	Volunteer (part-time) (direct cost of COS)	0	0	0	0	0	0	0	0	0	0	0	0
	<b>TOTAL (1 month)</b>				<b>60.750.000</b>				<b>53.750.000</b>				<b>46.750.000</b>
	<b>TOTAL (1 year)</b>				<b>729.000.000</b>				<b>645.000.000</b>				<b>561.000.000</b>

*Table 69: Human resources and salaries in year 1 (2023 - 2024)*



In year 2, we expect to increase the number of employees and also increase salary for each position by 7% than in year 1. As a result, the total salary in year 2 is 1.149.150.000 VND in optimistic case, 874.710.000 VND in most likely case, 784.830.000 VND in pessimistic case.

2024 - 2025		Optimistic (13 employees)				Most Likely (10 employees)				Pessimistic (9 employees)			
		Theo tháng - By month				Theo tháng - By month				Theo tháng - By month			
No.	Name of capitals	Quantity	Working hour	Salary	Total	Quantity	Working hour	Salary	Total	Quantity	Working hour	Salary	Total
1	CEO (indirect cost of COS)	1	flexible	10.700.000	10.700.000	1	flexible	10.700.000	10.700.000	1	flexible	10.700.000	10.700.000
2	Accountant (part-time) (indirect cost of COS)	1	4	3.745.000	3.745.000	1	4	3.745.000	3.745.000	1	4	3.745.000	3.745.000
3	HR (indirect cost of COS)	1	8	7.490.000	7.490.000	0	0	0	0	0	0	0	0
4	Marketing (indirect cost of COS)	2	8	7.490.000	14.980.000	2	8	7.490.000	14.980.000	2	8	7.490.000	14.980.000
5	Partner Relationship (indirect cost of COS)	1	8	5.617.500	5.617.500	1	8	5.617.500	5.617.500	1	8	5.617.500	5.617.500
6	Customer Service (direct cost of COS)	7	8	7.490.000	52.430.000	5	8	7.490.000	37.450.000	4	8	7.490.000	29.960.000
7	Volunteer (part-time) (direct cost of COS)	2	flexible	400.000	800.000	1	flexible	400.000	400.000	1	flexible	400.000	400.000



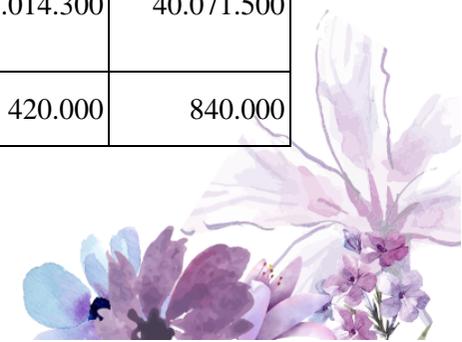
<b>TOTAL (1 month)</b>				<b>95.762.500</b>				<b>72.892.500</b>				<b>65.402.500</b>
<b>TOTAL (1 year)</b>				<b>1.149.150.000</b>				<b>874.710.000</b>				<b>784.830.000</b>

*Table 70: Human resources and salaries in year 2 (2024 - 2025)*



In year 3, we expect to have 17 employees in the optimistic case, 13 employees in the most likely case, and 11 employees in the pessimistic case. And in year 3 we continue to increase 7% salary for every position when compared to year 2. As a result, the total salary in year 3 is 1.648.207.800 VND in optimistic case, 1.234.438.500 VND in most likely case, 1.037.055.300 VND in pessimistic case.

2025 - 2026		Optimistic (17 employees)				Most Likely (13 employees)				Pessimistic (11 employees)			
		Theo tháng - By month				Theo tháng - By month				Theo tháng - By month			
No.	Name of capitals	Quantity	Working hour	Salary	Total	Quantity	Working hour	Salary	Total	Quantity	Working hour	Salary	Total
1	CEO (indirect cost of COS)	1	flexible	11.449.000	11.449.000	1	flexible	11.449.000	11.449.000	1	flexible	11.449.000	11.449.000
2	Accountant (part-time) (indirect cost of COS)	1	8	8.014.300	8.014.300	1	8	4.007.150	4.007.150	1	8	4.007.150	4.007.150
3	HR (indirect cost of COS)	1	8	8.014.300	8.014.300	1	8	8.014.300	8.014.300	1	8	8.014.300	8.014.300
4	Marketing (indirect cost of COS)	3	8	8.014.300	24.042.900	2	8	8.014.300	16.028.600	2	8	8.014.300	16.028.600
5	Partner Relationship (indirect cost of COS)	2	8	6.010.725	12.021.450	1	8	6.010.725	6.010.725	1	8	6.010.725	6.010.725
6	Customer Service (direct cost of COS)	9	8	8.014.300	72.128.700	7	8	8.014.300	56.100.100	5	8	8.014.300	40.071.500
7	Volunteer (part-time)	4	flexible	420.000	1.680.000	3	flexible	420.000	1.260.000	2	flexible	420.000	840.000



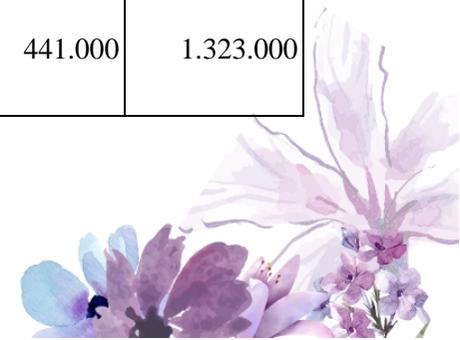
(direct cost of COS)												
<b>TOTAL (1 month)</b>				<b>137.350.650</b>				<b>102.869.875</b>				<b>86.421.275</b>
<b>TOTAL (1 year)</b>				<b>1.648.207.800</b>				<b>1.234.438.500</b>				<b>1.037.055.300</b>

*Table 71: Human resources and salaries in year 3 (2025 - 2026)*



In year 4, we expect to have 19 employees in the optimistic case, 15 employees in the most likely case, and 12 employees in the pessimistic case. In year 4, we decide to increase 10% salary for every position when compared to year 3. As a result, the total salary in year 4 is 2.034.182.100 VND in optimistic case, 1.547.548.680 VND in most likely case, 1.251.337.590 VND in pessimistic case.

2026 - 2027		Optimistic (19 employees)				Most Likely (15 employees)				Pessimistic (12 employees)			
		Theo tháng - By month				Theo tháng - By month				Theo tháng - By month			
No.	Name of capitals	Quantity	Working hour	Salary	Total	Quantity	Working hour	Salary	Total	Quantity	Working hour	Salary	Total
1	CEO (indirect cost of COS)	1	flexible	12.593.900	12.593.900	1	flexible	12.593.900	12.593.900	1	flexible	12.593.900	12.593.900
2	Accountant (part-time) (indirect cost of COS)	1	8	8.815.730	8.815.730	1	8	4.407.865	4.407.865	1	8	4.407.865	4.407.865
3	HR (indirect cost of COS)	1	8	8.815.730	8.815.730	1	8	8.815.730	8.815.730	1	8	8.815.730	8.815.730
4	Marketing (indirect cost of COS)	3	8	8.815.730	26.447.190	2	8	8.815.730	17.631.460	2	8	8.815.730	17.631.460
5	Partner Relationship (indirect cost of COS)	2	8	6.611.798	13.223.595	2	8	6.611.798	13.223.595	1	8	6.611.798	6.611.798
6	Customer Service (direct cost of COS)	11	8	8.815.730	96.973.030	8	8	8.815.730	70.525.840	6	8	8.815.730	52.894.380
7	Volunteer (part-time) (direct cost of COS)	6	flexible	441.000	2.646.000	4	flexible	441.000	1.764.000	3	flexible	441.000	1.323.000



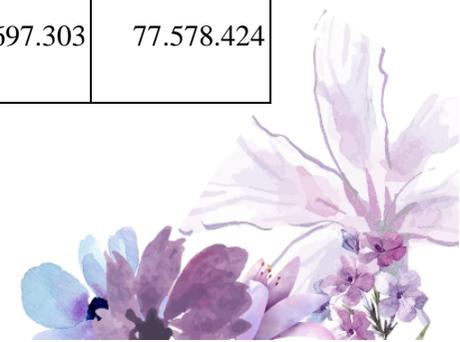
<b>TOTAL (1 month)</b>				<b>169.515.175</b>				<b>128.962.390</b>				<b>104.278.133</b>
<b>TOTAL (1 year)</b>				<b>2.034.182.100</b>				<b>1.547.548.680</b>				<b>1.251.337.590</b>

*Table 72: Human resources and salaries in year 4 (2026 - 2027)*



In year 5, we expect to have 23 employees in the optimistic case, 18 employees in the most likely case, and 15 employees in the pessimistic case. In year 5, we continue to increase 10% salary for every position when compared to year 4. As a result, the total salary in year 5 is 2.686.679.745 VND in optimistic case, 2.065.165.656 VND in most likely case, 1.705.478.748 VND in pessimistic case.

2027 - 2028		Optimistic (23 employees)				Most Likely (18 employees)				Pessimistic (15 employees)			
		Theo tháng - By month				Theo tháng - By month				Theo tháng - By month			
No.	Name of capitals	Quantity	Working hour	Salary	Total	Quantity	Working hour	Salary	Total	Quantity	Working hour	Salary	Total
1	CEO (indirect cost of COS)	1	flexible	13.853.290	13.853.290	1	flexible	13.853.290	13.853.290	1	flexible	13.853.290	13.853.290
2	Accountant (part-time) (indirect cost of COS)	1	8	9.697.303	9.697.303	1	8	4.848.652	4.848.652	1	8	4.848.652	4.848.652
3	HR (indirect cost of COS)	1	8	9.697.303	9.697.303	1	8	9.697.303	9.697.303	1	8	9.697.303	9.697.303
4	Marketing (indirect cost of COS)	4	8	9.697.303	38.789.212	3	8	9.697.303	29.091.909	2	8	9.697.303	19.394.606
5	Partner Relationship (indirect cost of COS)	3	8	7.272.977	21.818.932	2	8	7.272.977	14.545.955	2	8	7.272.977	14.545.955
6	Customer Service (direct cost of COS)	13	8	9.697.303	126.064.939	10	8	9.697.303	96.973.030	8	8	9.697.303	77.578.424



7	Volunteer (part-time) (direct cost of COS)	9	flexible	441.000	3.969.000	7	flexible	441.000	3.087.000	5	flexible	441.000	2.205.000
	<b>TOTAL (1 month)</b>				<b>223.889.979</b>				<b>172.097.138</b>				<b>142.123.229</b>
	<b>TOTAL (1 year)</b>				<b>2.686.679.745</b>				<b>2.065.165.656</b>				<b>1.705.478.748</b>

Table 73: Human resources and salaries in year 5 (2027 - 2028)



### 3.4. Operating Expenses

#### 3.4.1. Optimistic Case

In an optimistic case, the operating expense is estimated to be 2.291.233.876 VND in year 1, 2.859.527.411 VND in year 2, 3.704.772.078 VND in year 3, 4.174.565.739 VND in year 4 and 5.200.751.607 VND in year 5.

Name	Year 1	Year 2	Year 3	Year 4	Year 5
Salaries	729,000,000	1,149,150,000	1,648,207,800	2,034,182,100	2,686,679,745
Internet fees	6,540,000	6,540,000	6,540,000	6,540,000	6,540,000
Sanitation fees	600,000	600,000	600,000	600,000	600,000
Social insurance	127,575,000	201,101,250	288,436,365	355,981,868	470,168,955
Health insurance	21,870,000	34,474,500	49,446,234	61,025,463	80,600,392
Unemployment insurance	7,290,000	11,491,500	16,482,078	20,341,821	26,866,797
Rental Fee	360,000,000	360,000,000	360,000,000	360,000,000	360,000,000
Marketing cost	824,000,000	832,500,000	986,400,000	918,000,000	1,016,064,000
Electricity expense	61,425,164	64,201,041	66,976,917	68,827,501	73,453,962
Water expense	1,853,712	1,986,120	2,118,528	2,383,344	2,648,160
Commission expense	136,500,000	166,500,000	246,600,000	306,000,000	423,360,000
Other costs	14,580,000	22,983,000	32,964,156	40,683,642	53,733,595
<b>TOTAL EXPENSES</b>	<b>2,291,233,876</b>	<b>2,851,527,411</b>	<b>3,704,772,078</b>	<b>4,174,565,739</b>	<b>5,200,715,607</b>

Table 74: Operating expense - Optimistic case

#### 3.4.2. Most Likely Case

In most likely case, the operating expense is estimated to be 2.167.510.884 VND in year 1, 2.331.536.310 VND in year 2, 2.992.858.708 VND in year 3, 3.419.465.181 VND in year 4 and 4.208.066.039 VND in year 5.



Name	Year 1	Year 2	Year 3	Year 4	Year 5
Salaries	645,000,000	874,710,000	1,234,438,500	1,547,548,680	2,065,165,656
Internet fees	6,540,000	6,540,000	6,540,000	6,540,000	6,540,000
Sanitation fees	600,000	600,000	600,000	600,000	600,000
Social insurance	112,875,000	153,074,250	216,026,738	270,821,019	361,403,990
Health insurance	19,350,000	26,241,300	37,033,155	46,426,460	61,954,970
Unemployment insurance	6,450,000	8,747,100	12,344,385	15,475,487	20,651,657
Rental Fee	360,000,000	360,000,000	360,000,000	360,000,000	360,000,000
Marketing cost	824,000,000	682,500,000	828,000,000	804,600,000	860,544,000
Electricity expense	59,574,580	63,275,748	64,201,041	66,051,625	68,827,501
Water expense	1,721,304	1,853,712	1,986,120	2,250,936	2,515,752
Commission expense	118,500,000	136,500,000	207,000,000	268,200,000	358,560,000
Other costs	12,900,000	17,494,200	24,688,770	30,950,974	41,303,313
<b>TOTAL EXPENSES</b>	<b>2,167,510,884</b>	<b>2,331,536,310</b>	<b>2,992,858,708</b>	<b>3,419,465,181</b>	<b>4,208,066,839</b>

Table 75: Operating expense - Most likely case

### 3.4.3. Pessimistic Case

In pessimistic case, the operating expense is estimated to be 2.037.787.892 VND in year 1, 2.110.551.518 VND in year 2, 2.603.107.464 VND in year 3, 2.850.061.492 VND in year 4 and 3.614.065.223 VND in year 5.

Name	Year 1	Year 2	Year 3	Year 4	Year 5
Salaries	561,000,000	784,830,000	1,037,055,300	1,251,337,590	1,705,478,748
Internet fees	6,540,000	6,540,000	6,540,000	6,540,000	6,540,000
Sanitation fees	600,000	600,000	600,000	600,000	600,000
Social insurance	98,175,000	137,345,250	181,484,678	218,984,078	298,458,781
Health insurance	16,830,000	23,544,900	31,111,659	37,540,128	51,164,362
Unemployment insurance	5,610,000	7,848,300	10,370,553	12,513,376	17,054,787
Rental Fee	360,000,000	360,000,000	360,000,000	360,000,000	360,000,000

Marketing cost	824,000,000	592,500,000	712,800,000	653,400,000	756,864,000
Electricity expense	57,723,996	61,425,164	62,350,456	64,201,041	66,051,625
Water expense	1,588,896	1,721,304	1,853,712	2,118,528	2,383,344
Commission expense	94,500,000	118,500,000	178,200,000	217,800,000	315,360,000
Other costs	11,220,000	15,696,600	20,741,106	25,026,752	34,109,575
<b>TOTAL EXPENSES</b>	<b>2,037,787,892</b>	<b>2,110,551,518</b>	<b>2,603,107,464</b>	<b>2,850,061,492</b>	<b>3,614,065,223</b>

Table 76: Operating expense - Pessimistic case

## 4. Financial Analysis

### 4.1. Revenue Growth rate

With development experience and a talented leadership team, we are confident that the company's growth will be 35% for Optimistic, 25 % for Most Likely and 15% for Pessimistic cases. This expectation is based on market predictions as well as our company potential.

#### Revenue Growth Rate

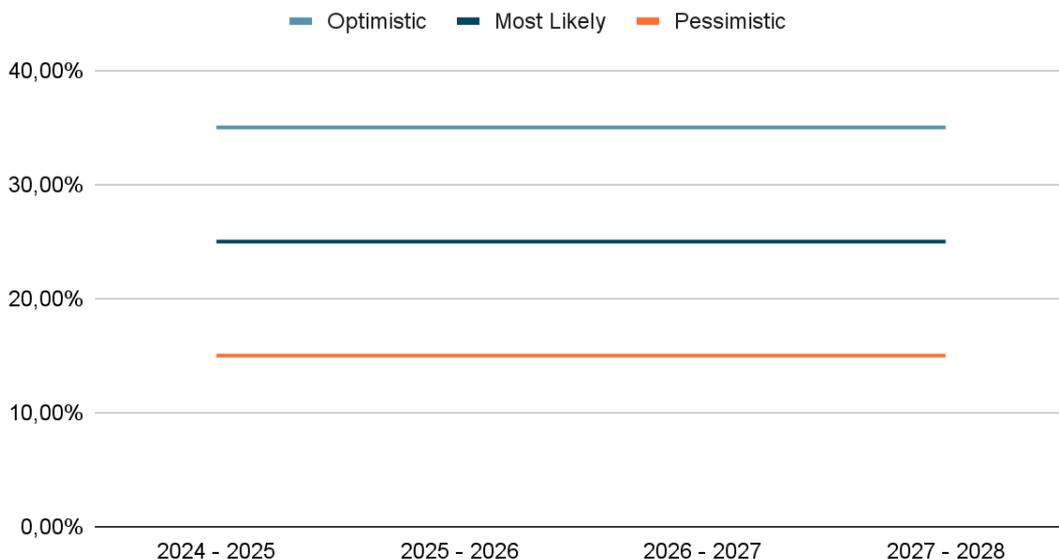


Figure 71: Estimate revenue growth rate of Lililacs Wedding Planner



## 4.2. Financial statements

### 4.2.1. Income statement

#### a. Optimistic case

<b>INCOME STATEMENT OPTIMISTIC CASE</b>					
	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
<b>Sales</b>					
Wedding Decoration only	240.000.000	240.000.000	432.000.000	576.000.000	691.200.000
Wedding Planner only	720.000.000	960.000.000	1.584.000.000	1.728.000.000	2.419.200.000
Wedding Coordination only	120.000.000	240.000.000	288.000.000	432.000.000	518.400.000
Combo	1.650.000.000	1.890.000.000	2.628.000.000	3.384.000.000	4.838.400.000
<b>Total Sales</b>	<b>2.730.000.000</b>	<b>3.330.000.000</b>	<b>4.932.000.000</b>	<b>6.120.000.000</b>	<b>8.467.200.000</b>
<b>Cost of service (Direct costs)</b>					
Less: Salaries (employees direct costs of service)	336.000.000	638.760.000	885.704.400	1.195.428.360	1.560.407.268
Less: Social insurance (employees direct costs)	58.800.000	111.783.000	154.998.270	209.199.963	273.071.272
Less: Health insurance (employees direct costs)	10.080.000	19.162.800	26.571.132	35.862.851	46.812.218
Less: Unemployment insurance (employees direct costs)	3.360.000	6.387.600	8.857.044	11.954.284	15.604.073
Less: Commission	136.500.000	166.500.000	246.600.000	306.000.000	423.360.000
<b>Total Cost of service (Direct costs)</b>	<b>544.740.000</b>	<b>942.593.400</b>	<b>1.322.730.846</b>	<b>1.758.445.457</b>	<b>2.319.254.831</b>
<b>Gross Profit = Total Sales - Total Cost of service</b>	<b>2.185.260.000</b>	<b>2.387.406.600</b>	<b>3.609.269.154</b>	<b>4.361.554.543</b>	<b>6.147.945.169</b>
<b>Operating Expenses (Indirect costs of service)</b>					
Salaries (employees indirect costs of service)	393.000.000	510.390.000	762.503.400	838.753.740	1.126.272.477



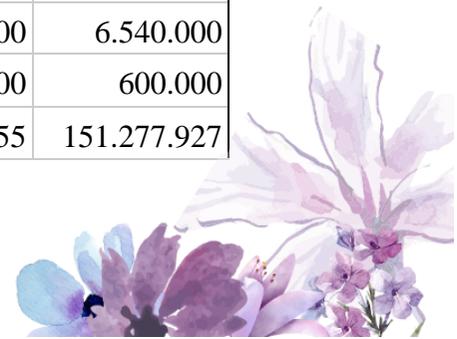
Internet fees	6.540.000	6.540.000	6.540.000	6.540.000	6.540.000
Sanitation fees	600.000	600.000	600.000	600.000	600.000
Social insurance (employees indirect costs)	68.775.000	89.318.250	133.438.095	146.781.905	197.097.683
Health insurance (employees indirect costs)	11.790.000	15.311.700	22.875.102	25.162.612	33.788.174
Unemployment insurance (employees indirect costs)	3.930.000	5.103.900	7.625.034	8.387.537	11.262.725
Rental Fee	360.000.000	360.000.000	360.000.000	360.000.000	360.000.000
Marketing cost	824.000.000	832.500.000	986.400.000	918.000.000	1.016.064.000
Electricity expense	61.425.164	64.201.041	66.976.917	68.827.501	73.453.962
Water expense	1.853.712	1.986.120	2.118.528	2.383.344	2.648.160
Other costs	14.580.000	22.983.000	32.964.156	40.683.642	53.733.595
<b>Total Operating Expenses</b>	<b>1.746.493.876</b>	<b>1.908.934.011</b>	<b>2.382.041.232</b>	<b>2.416.120.282</b>	<b>2.881.460.777</b>
<b>Earnings before Interest, taxes, depreciation, and amortization (EBITDA)</b>	<b>438.766.124</b>	<b>478.472.589</b>	<b>1.227.227.922</b>	<b>1.945.434.261</b>	<b>3.266.484.393</b>
<b>Depreciation cost &amp; A (D&amp;A)</b>	<b>22.515.800</b>	<b>22.515.800</b>	<b>22.515.800</b>	<b>22.515.800</b>	<b>22.515.800</b>
<b>Earnings before interest, taxes (EBIT) = EBITDA - D&amp;A</b>	<b>416.250.324</b>	<b>455.956.789</b>	<b>1.204.712.122</b>	<b>1.922.918.461</b>	<b>3.243.968.593</b>
<b>Earnings before taxes (EBT)</b>	<b>416.250.324</b>	<b>455.956.789</b>	<b>1.204.712.122</b>	<b>1.922.918.461</b>	<b>3.243.968.593</b>
Taxes (20%)	83.250.065	91.191.358	240.942.424	384.583.692	648.793.719
<b>NET INCOME</b>	<b>333.000.259</b>	<b>364.765.431</b>	<b>963.769.698</b>	<b>1.538.334.769</b>	<b>2.595.174.874</b>
<b>Gross profit margin %</b>	<b>80%</b>	<b>72%</b>	<b>73%</b>	<b>71%</b>	<b>73%</b>
<b>Net profit margin %</b>	<b>12,20%</b>	<b>10,95%</b>	<b>19,54%</b>	<b>25,14%</b>	<b>30,65%</b>

Table 77: Income Statement of Lililacs Wedding Planner in Optimistic case



**b. Most Likely case**

<b>INCOME STATEMENT MOST LIKELY CASE</b>					
	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
<b>Sales</b>					
Wedding Decoration only	240.000.000	240.000.000	432.000.000	432.000.000	518.400.000
Wedding Planner only	600.000.000	720.000.000	1.152.000.000	1.584.000.000	2.073.600.000
Wedding Coordination only	120.000.000	120.000.000	288.000.000	288.000.000	518.400.000
Combo	1.410.000.000	1.650.000.000	2.268.000.000	3.060.000.000	4.060.800.000
<b>Total Sales</b>	<b>2.370.000.000</b>	<b>2.730.000.000</b>	<b>4.140.000.000</b>	<b>5.364.000.000</b>	<b>7.171.200.000</b>
<b>Cost of service (Direct costs)</b>					
Less: Salaries (employees direct costs of service)	252.000.000	454.200.000	688.321.200	867.478.080	1.200.720.360
Less: Social insurance (employees direct costs)	44.100.000	79.485.000	120.456.210	151.808.664	210.126.063
Less: Health insurance (employees direct costs)	7.560.000	13.626.000	20.649.636	26.024.342	36.021.611
Less: Unemployment insurance (employees direct costs)	2.520.000	4.542.000	6.883.212	8.674.781	12.007.204
Less: Commission	118.500.000	136.500.000	207.000.000	268.200.000	358.560.000
<b>Total Cost of service (Direct costs)</b>	<b>424.680.000</b>	<b>688.353.000</b>	<b>1.043.310.258</b>	<b>1.322.185.867</b>	<b>1.817.435.237</b>
<b>Gross Profit = Total Sales - Total Cost of service</b>	<b>1.945.320.000</b>	<b>2.041.647.000</b>	<b>3.096.689.742</b>	<b>4.041.814.133</b>	<b>5.353.764.763</b>
<b>Operating Expenses (Indirect costs of service)</b>					
Salaries (employees indirect costs of service)	393.000.000	420.510.000	546.117.300	680.070.600	864.445.296
Internet fees	6.540.000	6.540.000	6.540.000	6.540.000	6.540.000
Sanitation fees	600.000	600.000	600.000	600.000	600.000
Social insurance (employees indirect costs)	68.775.000	73.589.250	95.570.528	119.012.355	151.277.927



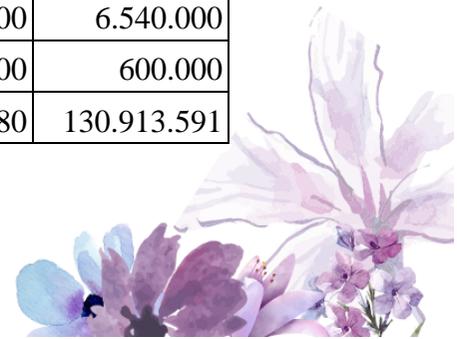
Health insurance (employees indirect costs)	11.790.000	12.615.300	16.383.519	20.402.118	25.933.359
Unemployment insurance (employees indirect costs)	3.930.000	4.205.100	5.461.173	6.800.706	8.644.453
Rental Fee	360.000.000	360.000.000	360.000.000	360.000.000	360.000.000
Marketing cost	824.000.000	682.500.000	828.000.000	804.600.000	860.544.000
Electricity expense	59.574.580	63.275.748	64.201.041	66.051.625	68.827.501
Water expense	1.721.304	1.853.712	1.986.120	2.250.936	2.515.752
Other costs	12.900.000	17.494.200	24.688.770	30.950.974	41.303.313
<b>Total Operating Expenses</b>	<b>1.742.830.884</b>	<b>1.643.183.310</b>	<b>1.949.548.450</b>	<b>2.097.279.314</b>	<b>2.390.631.601</b>
<b>Earnings before Interest, taxes, depreciation, and amortization (EBITDA)</b>	<b>202.489.116</b>	<b>398.463.690</b>	<b>1.147.141.292</b>	<b>1.944.534.819</b>	<b>2.963.133.161</b>
<b>Depreciation cost &amp; A (D&amp;A)</b>	<b>22.515.800</b>	<b>22.515.800</b>	<b>22.515.800</b>	<b>22.515.800</b>	<b>22.515.800</b>
<b>Earnings before interest, taxes (EBIT) = EBITDA - D&amp;A</b>	<b>179.973.316</b>	<b>375.947.890</b>	<b>1.124.625.492</b>	<b>1.922.019.019</b>	<b>2.940.617.361</b>
<b>Earnings before taxes (EBT)</b>	<b>179.973.316</b>	<b>375.947.890</b>	<b>1.124.625.492</b>	<b>1.922.019.019</b>	<b>2.940.617.361</b>
Taxes (20%)	35.994.663	75.189.578	224.925.098	384.403.804	588.123.472
<b>NET INCOME</b>	<b>143.978.653</b>	<b>300.758.312</b>	<b>899.700.393</b>	<b>1.537.615.215</b>	<b>2.352.493.889</b>
<b>Gross profit margin %</b>	<b>82%</b>	<b>75%</b>	<b>75%</b>	<b>75%</b>	<b>75%</b>
<b>Net profit margin %</b>	<b>6,08%</b>	<b>11,02%</b>	<b>21,73%</b>	<b>28,67%</b>	<b>32,80%</b>

Table 78: Income Statement of Lililacs Wedding Planner in Most Likely case



**c. Pessimistic case**

<b>INCOME STATEMENT PESSIMISTIC CASE</b>					
	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
<b>Sales</b>					
Wedding Decoration only	0	240.000.000	288.000.000	288.000.000	345.600.000
Wedding Planner only	360.000.000	600.000.000	1.152.000.000	1.296.000.000	1.555.200.000
Wedding Coordination only	120.000.000	120.000.000	144.000.000	144.000.000	345.600.000
Combo	1.410.000.000	1.410.000.000	1.980.000.000	2.628.000.000	4.060.800.000
<b>Total Sales</b>	<b>1.890.000.000</b>	<b>2.370.000.000</b>	<b>3.564.000.000</b>	<b>4.356.000.000</b>	<b>6.307.200.000</b>
<b>Cost of service (Direct costs)</b>					
Less: Salaries (employees direct costs of service)	168.000.000	364.320.000	490.938.000	650.608.560	957.401.088
Less: Social insurance (employees direct costs)	29.400.000	63.756.000	85.914.150	113.856.498	167.545.190
Less: Health insurance (employees direct costs)	5.040.000	10.929.600	14.728.140	19.518.257	28.722.033
Less: Unemployment insurance (employees direct costs)	1.680.000	3.643.200	4.909.380	6.506.086	9.574.011
Less: Commission	94.500.000	118.500.000	178.200.000	217.800.000	315.360.000
<b>Total Cost of service (Direct costs)</b>	<b>298.620.000</b>	<b>561.148.800</b>	<b>774.689.670</b>	<b>1.008.289.400</b>	<b>1.478.602.322</b>
<b>Gross Profit = Total Sales - Total Cost of service</b>	<b>1.591.380.000</b>	<b>1.808.851.200</b>	<b>2.789.310.330</b>	<b>3.347.710.600</b>	<b>4.828.597.678</b>
<b>Operating Expenses (Indirect costs of service)</b>					
Salaries (employees indirect costs of service)	393.000.000	420.510.000	546.117.300	600.729.030	748.077.660
Internet fees	6.540.000	6.540.000	6.540.000	6.540.000	6.540.000
Sanitation fees	600.000	600.000	600.000	600.000	600.000
Social insurance (employees indirect costs)	68.775.000	73.589.250	95.570.528	105.127.580	130.913.591



Health insurance (employees indirect costs)	11.790.000	12.615.300	16.383.519	18.021.871	22.442.330
Unemployment insurance (employees indirect costs)	3.930.000	4.205.100	5.461.173	6.007.290	7.480.777
Rental Fee	360.000.000	360.000.000	360.000.000	360.000.000	360.000.000
Marketing cost	824.000.000	592.500.000	712.800.000	653.400.000	756.864.000
Electricity expense	57.723.996	61.425.164	62.350.456	64.201.041	66.051.625
Water expense	1.588.896	1.721.304	1.853.712	2.118.528	2.383.344
Other costs	11.220.000	15.696.600	20.741.106	25.026.752	34.109.575
<b>Total Operating Expenses</b>	<b>1.739.167.892</b>	<b>1.549.402.718</b>	<b>1.828.417.794</b>	<b>1.841.772.092</b>	<b>2.135.462.901</b>
<b>Earnings before Interest, taxes, depreciation, and amortization (EBITDA)</b>	<b>-147.787.892</b>	<b>259.448.482</b>	<b>960.892.536</b>	<b>1.505.938.508</b>	<b>2.693.134.777</b>
<b>Depreciation cost &amp; A (D&amp;A)</b>	<b>22.515.800</b>	<b>22.515.800</b>	<b>22.515.800</b>	<b>22.515.800</b>	<b>22.515.800</b>
<b>Earnings before interest, taxes (EBIT) = EBITDA - D&amp;A</b>	<b>-170.303.692</b>	<b>236.932.682</b>	<b>938.376.736</b>	<b>1.483.422.708</b>	<b>2.670.618.977</b>
<b>Earnings before taxes (EBT)</b>	<b>-170.303.692</b>	<b>236.932.682</b>	<b>938.376.736</b>	<b>1.483.422.708</b>	<b>2.670.618.977</b>
Taxes (20%)	0	47.386.536	187.675.347	296.684.542	534.123.795
<b>NET INCOME</b>	<b>-170.303.692</b>	<b>189.546.145</b>	<b>750.701.389</b>	<b>1.186.738.166</b>	<b>2.136.495.182</b>
<b>Gross profit margin %</b>	<b>84%</b>	<b>76%</b>	<b>78%</b>	<b>77%</b>	<b>77%</b>
<b>Net profit margin %</b>	<b>-9,01%</b>	<b>8,00%</b>	<b>21,06%</b>	<b>27,24%</b>	<b>33,87%</b>

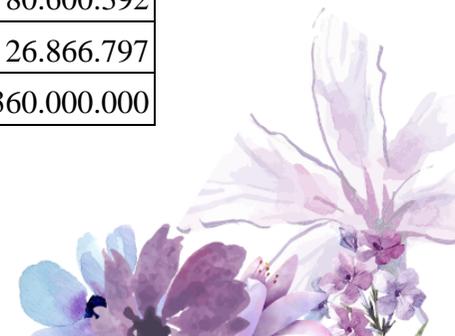
Table 79: Income Statement of Lililacs Wedding Planner in Pessimistic case



## 4.2.2. Cash flow

### a. Optimistic case

<b>CASH FLOW OPTIMISTIC CASE</b>						
	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Cash Flow from Operating Activities</b>						
<b>Cash inflows:</b>						
<b>Revenue</b>						
Wedding Decoration only		240.000.000	240.000.000	432.000.000	576.000.000	691.200.000
Wedding Planner only		720.000.000	960.000.000	1.584.000.000	1.728.000.000	2.419.200.000
Wedding Coordination only		120.000.000	240.000.000	288.000.000	432.000.000	518.400.000
Combo		1.650.000.000	1.890.000.000	2.628.000.000	3.384.000.000	4.838.400.000
<b>TOTAL CASH INFLOWS</b>		<b>2.730.000.000</b>	<b>3.330.000.000</b>	<b>4.932.000.000</b>	<b>6.120.000.000</b>	<b>8.467.200.000</b>
<b>Cash outflows:</b>						
<b>Cash operating expense</b>						
Salaries		729.000.000	1.149.150.000	1.648.207.800	2.034.182.100	2.686.679.745
Internet fees		6.540.000	6.540.000	6.540.000	6.540.000	6.540.000
Sanitation fees		600.000	600.000	600.000	600.000	600.000
Social insurance		127.575.000	201.101.250	288.436.365	355.981.868	470.168.955
Health insurance		21.870.000	34.474.500	49.446.234	61.025.463	80.600.392
Unemployment insurance		7.290.000	11.491.500	16.482.078	20.341.821	26.866.797
Rental Fee		360.000.000	360.000.000	360.000.000	360.000.000	360.000.000



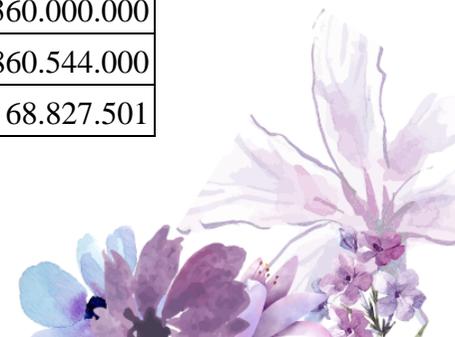
Marketing cost		824.000.000	832.500.000	986.400.000	918.000.000	1.016.064.000
Electricity expense		61.425.164	64.201.041	66.976.917	68.827.501	73.453.962
Water expense		1.853.712	1.986.120	2.118.528	2.383.344	2.648.160
Commission expense		136.500.000	166.500.000	246.600.000	306.000.000	423.360.000
Other costs		14.580.000	22.983.000	32.964.156	40.683.642	53.733.595
Taxes expense		83.250.065	91.191.358	240.942.424	384.583.692	648.793.719
<b>TOTAL CASH OUTFLOWS</b>		<b>2.374.483.941</b>	<b>2.942.718.769</b>	<b>3.945.714.502</b>	<b>4.559.149.431</b>	<b>5.849.509.326</b>
<b>Net Cash Flow from Operating Activities</b>		<b>355.516.059</b>	<b>387.281.231</b>	<b>986.285.498</b>	<b>1.560.850.569</b>	<b>2.617.690.674</b>
<b>Cash Flow from Investment Activities</b>						
<b>Cash inflows:</b>		-	-	-	-	-
<b>Cash outflows:</b>		-	-	-	-	-
<b>Cash Flow from Financing Activities</b>						
<b>Cash inflows:</b>		-	-	-	-	-
<b>Cash outflows:</b>		-	-	-	-	-
<b>Net Cash Flow</b>	<b>-683.331.000</b>	<b>355.516.059</b>	<b>387.281.231</b>	<b>986.285.498</b>	<b>1.560.850.569</b>	<b>2.617.690.674</b>
<b>NPV</b>						<b>2.787.631.748,10 đ</b>
<b>IRR</b>						88%
<b>Payback Period (years)</b>						2,00

Table 80: Cash Flow of Lililacs Wedding Planner in Optimistic case



**b. Most Likely case**

<b>CASH FLOW MOST LIKELY CASE</b>						
	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Cash Flow from Operating Activities</b>						
<b>Cash inflows:</b>						
<b>Revenue</b>						
Wedding Decoration only		240.000.000	240.000.000	432.000.000	432.000.000	518.400.000
Wedding Planner only		600.000.000	720.000.000	1.152.000.000	1.584.000.000	2.073.600.000
Wedding Coordination only		120.000.000	120.000.000	288.000.000	288.000.000	518.400.000
Combo		1.410.000.000	1.650.000.000	2.268.000.000	3.060.000.000	4.060.800.000
<b>TOTAL CASH INFLOWS</b>		<b>2.370.000.000</b>	<b>2.730.000.000</b>	<b>4.140.000.000</b>	<b>5.364.000.000</b>	<b>7.171.200.000</b>
<b>Cash outflows:</b>						
<b>Cash operating expense</b>						
Salaries		645.000.000	874.710.000	1.234.438.500	1.547.548.680	2.065.165.656
Internet fees		6.540.000	6.540.000	6.540.000	6.540.000	6.540.000
Sanitation fees		600.000	600.000	600.000	600.000	600.000
Social insurance		112.875.000	153.074.250	216.026.738	270.821.019	361.403.990
Health insurance		19.350.000	26.241.300	37.033.155	46.426.460	61.954.970
Unemployment insurance		6.450.000	8.747.100	12.344.385	15.475.487	20.651.657
Rental Fee		360.000.000	360.000.000	360.000.000	360.000.000	360.000.000
Marketing cost		824.000.000	682.500.000	828.000.000	804.600.000	860.544.000
Electricity expense		59.574.580	63.275.748	64.201.041	66.051.625	68.827.501



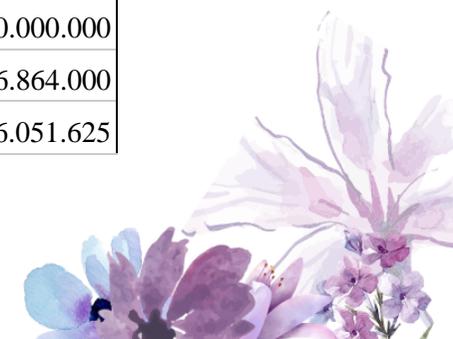
Water expense		1.721.304	1.853.712	1.986.120	2.250.936	2.515.752
Commission expense		118.500.000	136.500.000	207.000.000	268.200.000	358.560.000
Other costs		12.900.000	17.494.200	24.688.770	30.950.974	41.303.313
Taxes expense		35.994.663	75.189.578	224.925.098	384.403.804	588.123.472
<b>TOTAL CASH OUTFLOWS</b>		<b>2.203.505.547</b>	<b>2.406.725.888</b>	<b>3.217.783.807</b>	<b>3.803.868.985</b>	<b>4.796.190.311</b>
<b>Net Cash Flow from Operating Activities</b>		<b>166.494.453</b>	<b>323.274.112</b>	<b>922.216.193</b>	<b>1.560.131.015</b>	<b>2.375.009.689</b>
<b>Cash Flow from Investment Activities</b>						
Cash inflows:		-	-	-	-	-
Cash outflows:		-	-	-	-	-
<b>Cash Flow from Financing Activities</b>						
Cash inflows:		-	-	-	-	-
Cash outflows:		-	-	-	-	-
<b>Net Cash Flow</b>	<b>-683.331.000</b>	<b>166.494.453</b>	<b>323.274.112</b>	<b>922.216.193</b>	<b>1.560.131.015</b>	<b>2.375.009.689</b>
NPV						<b>2.427.310.642,85 d</b>
IRR						75%
Payback Period (years)						2,06

Table 81: Cash Flow of Lililacs Wedding Planner in Most Likely case



**c. Pessimistic case**

<b>CASH FLOW PESSIMISTIC CASE</b>						
	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Cash Flow from Operating Activities</b>						
<b>Cash inflows:</b>						
<b>Revenue</b>						
Wedding Decoration only		0	240.000.000	288.000.000	288.000.000	345.600.000
Wedding Planner only		360.000.000	600.000.000	1.152.000.000	1.296.000.000	1.555.200.000
Wedding Coordination only		120.000.000	120.000.000	144.000.000	144.000.000	345.600.000
Combo		1.410.000.000	1.410.000.000	1.980.000.000	2.628.000.000	4.060.800.000
<b>TOTAL CASH INFLOWS</b>		<b>1.890.000.000</b>	<b>2.370.000.000</b>	<b>3.564.000.000</b>	<b>4.356.000.000</b>	<b>6.307.200.000</b>
<b>Cash outflows:</b>						
<b>Cash operating expense</b>						
Salaries		561.000.000	784.830.000	1.037.055.300	1.251.337.590	1.705.478.748
Internet fees		6.540.000	6.540.000	6.540.000	6.540.000	6.540.000
Sanitation fees		600.000	600.000	600.000	600.000	600.000
Social insurance		98.175.000	137.345.250	181.484.678	218.984.078	298.458.781
Health insurance		16.830.000	23.544.900	31.111.659	37.540.128	51.164.362
Unemployment insurance		5.610.000	7.848.300	10.370.553	12.513.376	17.054.787
Rental Fee		360.000.000	360.000.000	360.000.000	360.000.000	360.000.000
Marketing cost		824.000.000	592.500.000	712.800.000	653.400.000	756.864.000
Electricity expense		57.723.996	61.425.164	62.350.456	64.201.041	66.051.625



Water expense		1.588.896	1.721.304	1.853.712	2.118.528	2.383.344
Commission expense		94.500.000	118.500.000	178.200.000	217.800.000	315.360.000
Other costs		11.220.000	15.696.600	20.741.106	25.026.752	34.109.575
Taxes expense		0	47.386.536	187.675.347	296.684.542	534.123.795
<b>TOTAL CASH OUTFLOWS</b>		<b>2.037.787.892</b>	<b>2.157.938.055</b>	<b>2.790.782.811</b>	<b>3.146.746.034</b>	<b>4.148.189.018</b>
<b>Net Cash Flow from Operating Activities</b>		<b>-147.787.892</b>	<b>212.061.945</b>	<b>773.217.189</b>	<b>1.209.253.966</b>	<b>2.159.010.982</b>
<b>Cash Flow from Investment Activities</b>						
Cash inflows:		-	-	-	-	-
Cash outflows:		-	-	-	-	-
<b>Cash Flow from Financing Activities</b>						
Cash inflows:		-	-	-	-	-
Cash outflows:		-	-	-	-	-
<b>Net Cash Flow</b>		<b>-683.331.000</b>	<b>-147.787.892</b>	<b>212.061.945</b>	<b>773.217.189</b>	<b>1.209.253.966</b>
<b>NPV</b>						<b>1.694.387.769,76 d</b>
<b>IRR</b>						<b>53%</b>
<b>Payback Period (years)</b>						<b>2,63</b>

Table 82: Cash Flow of Lililacs Wedding Planner in Pessimistic case



## V. RISK MANAGEMENT

The Wedding Planner industry is one of the risky businesses in many aspects. Therefore, Lililacs Wedding Planners need to be carefully prepared to limit risks.

The risks of Lililacs identified by us include: Partner Risk; Customer Risk; Competitors Risk; Business Information Risks, Financial Risk...

### 1. The risk from Partners

The risk associated with partnering with various vendors and service providers in the context of Lililacs Wedding Planner is a substantial concern that can impact the overall success of their operations and the satisfaction of their clients. While collaboration with partners can offer numerous benefits, such as expanding service offerings and providing diverse expertise, it also introduces a level of uncertainty that needs to be managed effectively.

One of the primary risks is the potential inability of partners to deliver the services as promised in the contract. Lililacs Wedding Planner relies on these partners to carry out crucial aspects of wedding planning, such as decorations, design, venue arrangement, and other essential services. If any of these partners fail to deliver their services according to the agreed-upon terms, it can lead to delays, disruptions, and dissatisfaction among clients. This can result in tarnishing the reputation of Lililacs Wedding Planner and negatively impacting their ability to secure future clients.

Moreover, variations in the quality of output from different partners can be difficult to control. Each partner may have their own standards and levels of professionalism, leading to inconsistencies in the overall experience delivered to clients. This inconsistency can erode the brand image and trust that Lililacs Wedding Planner has worked hard to establish.

Another potential risk involves partners attempting to increase prices beyond the agreed-upon rates. If partners suddenly demand higher fees or change their pricing structure, it can lead to budget overruns for Lililacs Wedding Planner and its clients. This can strain relationships and create financial difficulties that were not initially anticipated.

- Solutions:

- To mitigate these risks, Lililacs Wedding Planner should establish a rigorous partner vetting process. This process should include background checks, references, and assessments of partners' past work.
- Clear and detailed contracts that outline service expectations, quality standards, pricing structures, and penalties for non-compliance should be established with each partner.
- Regular communication, monitoring, and performance reviews can help maintain a level of accountability among partners.
- Building strong relationships with a core group of reliable and trusted partners can help reduce the reliance on unproven vendors.

## **2. The risk from Customers**

The potential risks arising from the customer factor are a critical concern for Lililacs Wedding Planner, as they directly impact the company's reputation, client retention, and overall success in the highly competitive wedding planning industry. The evolving landscape of customer feedback and online communication has amplified the significance of effectively managing customer relationships and addressing their concerns promptly and professionally.

One of the key risks associated with customers is their dissatisfaction with the services provided by Lililacs Wedding Planner. Weddings are significant life events, and clients have high expectations for their special day. If any aspect of the wedding planning or execution falls short of expectations, clients may express their dissatisfaction. This can lead to negative word-of-mouth, a loss of trust, and potential damage to the company's reputation.

Furthermore, customers have the means to voice their complaints publicly through various channels, including social media platforms, online review sites, and wedding forums. In the age of social media, negative feedback can spread rapidly and reach a wide audience within minutes. Even a single negative review or comment can snowball into a larger issue if not addressed appropriately. Such negative publicity can tarnish the image of Lililacs Wedding Planner and discourage potential clients from considering their services.

The risk of customers spreading false information or exaggerating their negative experiences is another challenge. In the digital era, misinformation can quickly gain traction and be shared widely. If false information about Lililacs Wedding Planner circulates, it can be challenging to rectify and may require significant efforts to counteract. Social media platforms, as mentioned, provide a platform for customers to share their experiences, opinions, and criticisms openly. Negative comments, reviews, or posts about Lililacs Wedding Planner can accumulate over time, creating a skewed perception of the company's capabilities. Potential customers who come across such negative content may hesitate to engage with the company, fearing they could experience similar issues.

- Solutions:

- Ensuring that the services provided meet or exceed customer expectations is the first line of defense against negative feedback.
- Maintaining open lines of communication with clients throughout the planning process can address concerns early and prevent misunderstandings.
- Responding promptly to customer complaints, whether privately or publicly, showcases the company's commitment to customer satisfaction.
- Online Reputation Management: Regularly monitoring social media and online review platforms allows the company to address negative comments and reviews in a timely manner.

### **3. The business information risks**

The business information risks that Lililacs Wedding Planner faces can be significant and multifaceted, encompassing various aspects of their operations, strategic direction, and confidential data. Protecting sensitive information is crucial for maintaining a competitive edge, fostering trust, and ensuring the long-term viability of the company. The sources of these risks can include employees, competitors, and even the company's own founder. Let's delve deeper into each aspect:

**Revealing Business Plans and Concept Ideas:** Sharing proprietary business plans and innovative concept ideas before they're fully developed or implemented can lead to the risk

of intellectual property theft or replication by competitors. This could diminish Lililacs Wedding Planner's unique selling propositions and its ability to differentiate itself in the market.

**Sensitive Financial Numbers:** Disclosing sensitive financial information, such as revenue figures, profit margins, and budget allocations, can provide competitors with insights into the company's financial health and strategic priorities. This information can be exploited to make informed market maneuvers or pricing decisions that could potentially harm Lililacs' competitive advantage.

**Unfavorable Information About the Company:** Leaking unfavorable information about the company, such as internal conflicts, legal disputes, or operational inefficiencies, can damage the company's reputation and erode client trust. This negative publicity can spread quickly through word-of-mouth, social media, and other online platforms.

- **Solutions:**

- Regularly train employees on the importance of data security and confidentiality. Make them aware of potential risks and how to handle sensitive information.
- Have all employees, partners, and contractors sign confidentiality agreements to legally bind them to protect the company's sensitive information.
- Establish clear policies and protocols for handling sensitive information, both digitally and physically. Regularly review and update these policies as needed.

#### **4. The risk from Competitors**

Competitive risks are a significant concern for Lililacs Wedding Planner, as they directly impact the company's ability to grow, expand into new markets, and establish a strong foothold within the wedding planning industry. Rival companies operating within the same niche often share the same target customers, distribution channels, and market segments, creating a competitive landscape where various factors can hinder Lililacs' growth prospects. Here are some key areas of competitive risk and how they can affect Lililacs Wedding Planner:

**Market Entry Barriers:** Established competitors can use their reputation and market presence to create barriers for Lililacs when entering new markets. This can include forming exclusive partnerships with key venues or suppliers, effectively blocking Lililacs' access to necessary resources. Overcoming these barriers requires building strong relationships with suppliers, differentiating services, and showcasing a track record of successful weddings.

**Copyright and Intellectual Property Concerns:** The wedding planning industry can involve unique design concepts, creative themes, and proprietary processes. Competitors might attempt to copy or replicate Lililacs' original ideas, potentially diluting the company's uniqueness and reducing its competitive advantage. To mitigate this risk, Lililacs should consider protecting its intellectual property through copyrights, trademarks, and legal contracts.

**Marketing and Promotion:** Competitors with larger marketing budgets or more extensive reach can overshadow Lililacs' marketing efforts. They might use aggressive advertising campaigns to dominate online and offline spaces, making it difficult for Lililacs to gain visibility and attract potential clients. To counter this, Lililacs must adopt a strategic and targeted marketing approach that highlights its strengths and appeals directly to its target audience.

- **Solutions:**

- To address the risks from competitors, Lililacs Wedding Planner needs to focus on enhancing brand awareness, service quality and creativity, thereby creating a competitive advantage and maintaining success in the business.

- Create a well-defined and adaptable strategy that focuses on differentiation, innovation, and building strong relationships within the industry.

- Regular monitoring of the competitive landscape, identifying emerging trends, and staying responsive to clients' evolving needs will enable Lililacs to proactively address competitive challenges and maintain a strong position within the wedding planning market.

## 5. The Financial risks

The financial risks associated with Lililacs Wedding Planner are inherently tied to the seasonal nature of the wedding planning industry. This cyclicity can lead to both periods of high revenue and growth as well as times of reduced demand, potentially causing financial instability. Understanding and effectively managing these financial risks are crucial for maintaining stability and sustainable operations.

**Seasonal Revenue Fluctuations:** The wedding planning business experiences significant fluctuations in demand based on the seasons. The concentration of weddings in the Autumn and Winter months can lead to periods of high revenue, while other seasons might see a decline in bookings. This can result in uneven cash flow and challenges in maintaining consistent profitability throughout the year.

**Demand Uncertainty:** The unpredictability of the number of bookings during different seasons makes it challenging to accurately forecast future revenue and plan resources accordingly. This can lead to overstaffing during busy periods and understaffing during lean months, affecting operational efficiency and costs.

**Profit Margins and Price Competition:** Intense competition during peak wedding seasons can put pressure on pricing and profit margins. To attract clients, competitors might engage in aggressive pricing strategies, potentially leading to decreased profitability for Lililacs if not managed carefully.

- **Solutions:**

- **Allocate and manage finances:** Lililacs Wedding Planner needs to allocate finances properly to ensure stable cash flow throughout the year. This can be achieved by creating a financial plan based on each month of the year and conducting effective financial management.

- **Build and maintain a flexible staff:** Instead of hiring permanent staff throughout the year, Wedding Planner may consider hiring temporary staff or working with wedding consultants to increase flexibility operations and reduce labor costs. This helps to solve the

problem of manpower shortage during peak season and avoid financial waste during low season.

## VI. FUTURE

### 1. Product & Service

- Improve service quality, upgrade operating procedures
- Continue to work with partners, update new trends to add to the company's service list
- Market research, customer psychology to create product combo packages suitable to the times and trends of young people at different times.

### 2. Marketing

- Expand customer reach and connect with more sub-partners
- Create more campaigns to reach customers on built-in social networking platforms with more frequency.
- Conduct speaking and consulting workshops with famous KOLs in the wedding field: Ms. Van Nguyen (CEO of The Planners), Ms. Tran Huyen Trang (CEO of Thuyen Giay Wedding Planner), Tizi, Dich Lep (KOLs used Wedding Planner service for their wedding)

### 3. Finance

- Make sure there is a reserve for emergency expenses and expenses during the operation of the company
- Formulate short-term and long-term development formulas for the company to increase revenue for the company
- Target revenue growth in 5 years from 2023 to 2028 is nearly 5 billion do

### 4. Company Scale

- Continue to operate well with the current structure of the company within 2 years (2023-2024)

- Set a goal to upgrade the company (in 3 years from 2023-2025) to a more advanced structure with a larger staff size: Accounting (Part-time -> Full-time); Marketing personnel (2 personnel -> 3 personnel); Customer care department (4 employees -> 9 employees)
- Upgrade the number of employees of the whole company in 3 years (2023-2025) from 9 people (2023-2024) to 17 people (2025-2026). Recruit more volunteers (part-time) in specific projects (2-4 volunteers)
- Increase the number of branches around Vietnam in 5 years (2023-2028) from 1 branch in Hanoi (2023-2024) to 3 branches in Hanoi, Hai Phong and Ho Chi Minh City (2027-2028).

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## APPENDIX

Here is the link to the details of the project "Lililacs Wedding Planner". Here will show the most complete and detailed each stage of the project implementation and data tables for financial calculation.

*Appendix 1: The wedding of the couple "Dong co Anh". The first wedding Lililacs conducted as a coordinator*

<https://drive.google.com/drive/folders/1eg3igLozN2opfA3j6mmXhADH9BaAeRzm?usp=sharing>

*Appendix 2: Excel of report*

<https://docs.google.com/spreadsheets/d/1WqYxjblNmVG8ENNd2IfmjFJNp8Bzrpedp1II6LofqmQ/edit?usp=sharing>

*Appendix 3: Excel of survey response*

<https://docs.google.com/spreadsheets/d/1DLCs1LQMpEJvOWzmKPXDIYTrRDkMGERPPiJHNS5w5UM/edit?usp=sharing>

*Appendix 4: Contract of Lililacs*

<https://drive.google.com/drive/folders/1Ha1ErV252zENz3-00iVjofW8gryUBBpe?usp=sharing>

*Appendix 5: Lililacs Wedding Planner's Facebook fanpage*

<https://www.facebook.com/Lililacsweddingplanner>

*Appendix 6: The Lililacs Journey's Facebook fanpage*

<https://www.facebook.com/thelililacsjourney>

*Appendix 7: Lililacs Wedding Planner's Instagram*

[https://www.instagram.com/lililacs\\_weddingplanner/](https://www.instagram.com/lililacs_weddingplanner/)

*Appendix 8: Lililacs Wedding Planner's Tiktok*

<https://www.tiktok.com/@lililacsweddingplanner>

*Appendix 9: Lililacs Wedding Planner's Website*

[bit.ly/lililacswedding](http://bit.ly/lililacswedding)