



DAVANAGERE UNIVERSITY

S.J.M Vidyapeetha ®, Chitradurga

**S.J.M College of Arts, Science and Commerce,
Chandravalli, Chitradurga. 577501**

Accredited by NAAC with "A"

PROJECT REPORT OF SOLE PROPRIETORSHIP CONCERN

DREAM EVENTS

SUBMITTED BY- 3rd B.Com

- 1 Rudresha O
- 2 Sachin G P
- 3 Shashank G S
- 4 Shivaprasad
- 5 Tejaskumr H
- 6 Yashwanth T R
- 7 Chethankumar Y

SUBMITTED TO

Dr. R.V Hegadal
Associate Professor
Dept. of Commerce

-: 2020-21 :-



Dream Events
Put Your Dreams in Our Hands, and Relax!



Cover letter for Loan proposal:

Dear Bank Manager,

I have been working in the industry for more than 10 years holding several positions including working in front & back end & also at top level. I have rendered services in various major Indian markets. I started my journey by working into my grandfather's business by doing minor jobs there for last 7 years, I have been working as a manager for a highly reputed firm in Karnataka. I am qualified professional holding a degree in S J M College, Chitradurga. Now I wanted to startup my business in this sector I can firmly assure you that I have the appropriate experience, industrial relationships L& connections to make this feasible. I have developed a business plan by the aid of my reliable industry connections. The business plan seeks borrowing from established ventures to take things forward.

Enclosed is the copy of proposal. It outlines the how the borrowed money as a loan will utilized in setting up the business & how it will compliment my existing capital.

We will be glad to meet you for further discussion in accordance to your convenience.

Sincerely,

Dream Events.

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**PROJECT
OBJECTIVE**

The amount of money we required will be crucial for our business in terms of-

- Setting up of our business
- Operational expenses
- Equipment purchases

PROJECT CONTEXT

The rationale of this proposal is of seek a loan-

**Our startup business budget is
Rs.4,00,000**

Out of which two investors including myself have raised **Rs. 2,00,000**

This concludes that we require another **Rs. 2,00,000** for setting up the business

The amount we have in the form of investment is being utilized to pay-

- i. Lease costs of the space
- ii. Construction expenses
- iii. Renovation of interior
- iv. Licensing cost for city & state permit

COMPANY PROFILE

❖ Name - DREAM EVENTS

❖ Address - 3rd cross, V.P. Extension, Chitradurga

❖ Phone - 08194-222222

❖ Dream event planners is a startup business where we provide enormous events to customers' requirements.

❖ We have taken this spirit to heart and it is the driving force behind our concept for this business.

❖ The primary focus of the business is to satisfy customers' needs and the ability to keep the goodwill.

❖ The startup is currently in the buildout phase, with an anticipated opening date of two months from now.

- ❖ We have secured a lease in a space in a neighborhood that has -
 - Region does not have any similar business already
 - Popular with tourists & locals.
- ❖ Our target audience are all types of customers.
- ❖ The prices will be very competitive in order to attract customers.
- ❖ We believe in living wages and benefits to employees.

Vision Statement

To establish a world-class event planning company that will be the most sought after, not only in the city of Chitradurga, Karnataka but in the whole India.

Mission Statement

Our mission is to offer trusted event planning services for individuals and businesses. We aim to be ranked among the top 5 event planning companies in the first three years of operation.

Business Structure

We will hire the best and most creative hands to our workforce at Dream Events. Our business will have a solid structure which will reflect the business of our dream, it will be organized like this;

- Chief Executive Officer
- Event planning consultant
- Training and development consultant
- Wedding planning consultant
- Human resources manager
- Business developer
- Accountant
- Front desk officer
- Customer service personnel

We together bring the front-of-house experience, handling the direct contact with customers as well as managing the service staff.

OPERATIONAL INFORMATION

PRODUCT & SERVICES:

Dream Events will offer the following products and services to individual and corporate clients at local, state and national levels. We will organize and plan;

- Birthday parties
- Annual General Meetings
- Children's party
- Wedding ceremonies
- Graduation parties
- Corporate events
- Promotional events
- Sports tournaments

We will also offer;

- Event planning training
- Party rental services
- Event planning consultancy and advisory services

Our Expertise

Wedding



Mehndi



Corporate Events



Event Design & Decor



Lights + Sound System



Birthday Party



Catering



Hosting



Grand Opening



MANAGEMENT:

The main office of Dream Events will be located in Chitradurga. A 200 square feet office has already been acquired on lease in the heart of the Chitradurga city. One member will manage the overall operations of the company while she will be assisted by some of her friends for the startup.

The success of a startup heavily depends on its staff and management. Likewise, management will play a great role in making this venture successful.

EMPLOYEE FOR EVENT BUSINESS:

The expected employment for the new venture is around 10-15 employees.

We required decorators, workers, computer operators, host, etc.

The availability of these skilled workers within the present work force or within the local market.

MARKET ANALYSIS:

Dream Events will be a business targeted at people and organizations from every area of life.

We will meet religious organizations and courts that officiate weddings and offer to plan their weddings at cheaper rates, we will also meet schools to plan their graduation and matriculation parties

PUBLICITY:

We will make the company known by sponsoring shows and making maximum use of both print and social media.

TARGET MARKET:

The target of the company is to become the best business plan for event planning company in the Chitradurga City within next five years of our startup. This target can only be achieved by growing the sales at the forecasted rate. We also aim to balance the initial cost of the startup with earned profits by the end of the first year, to achieve the net profit margin of Rs. 50k per month by the end of the first

year, to open up two more offices in different cities of an India by the end of five years.



Our competitive edge will be our unparalleled customer service which will be the best in town. We will treat every customer with utmost respect and make sure that they get more than what they had expected from us.

FINANCIAL INFORMATION:

The financial projections of the company are forecast on the basis of the following assumptions. These assumptions are quite conservative and are expected to show deviation but to a limited level such that the company's major financial strategy will not be affected.

GENERAL ASSUMPTIONS	1 ST YEAR	2 ND YEAR	3 RD YEAR
PLAN MONTH	1	2	2
CURRENT INTEREST RATE	8.92%	8.92%	8.92%
LONG TERM INTEREST RATE	7.99%	7.99%	7.99%
TAX RATE	24.04%	24.04%	24.04%
SALES ON CREDIT %	60%	60%	60%
OTHERS	0	0	0

Break even analysis monthly

Break even analysis	
Monthly units break-even	22
Monthly revenue break-even	Rs.11,680
Assumptions	
Average per-unit revenue	Rs.521
Average per-unit variable cost	Rs.75
Estimated monthly fixed cost	Rs.10,000

Cost of Starting

We will need the sum of Rs.4,00,000 to start up, this will cover equipment and salary of workers for the first three months.

Source of Capital

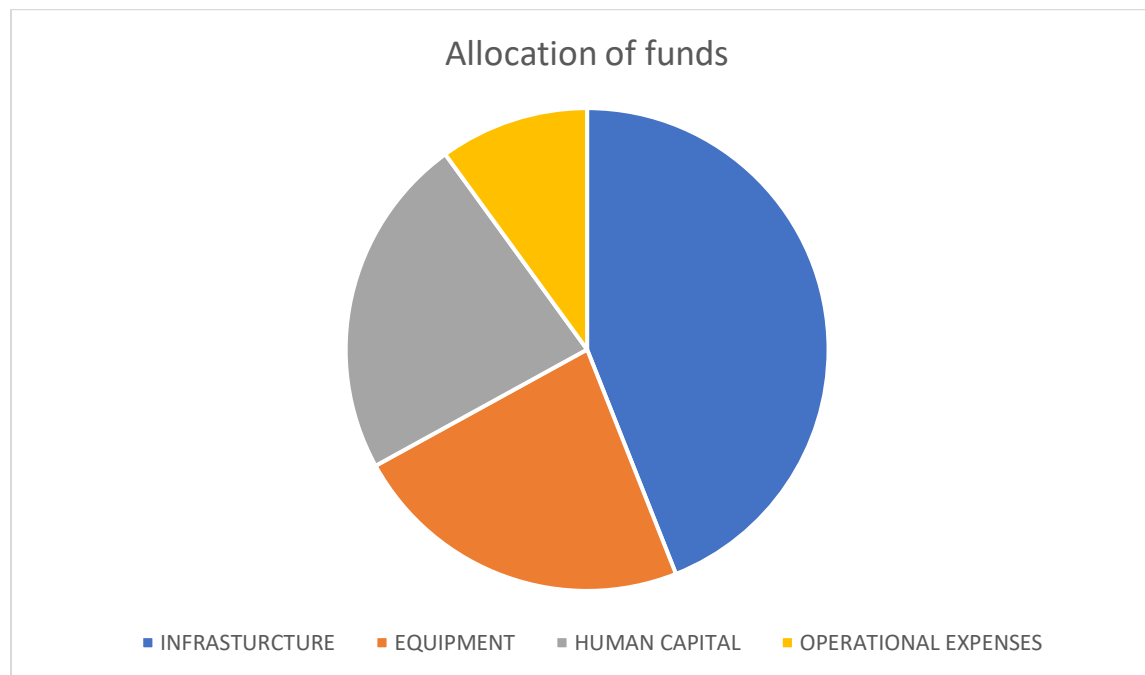
The founder will be the chief source of money for the establishment of this business.

LOAN REQUEST - Budget allocation for event business

Budget of Startup Rs. 4,00,000

Our investment Rs. 2,00,000

Loan Amount Rs. 2,00,000



LOAN REQUEST - Repayment

- ❖ The loan amount we are seeking i.e., Rs. 2,00,000 is to be repaid within two years at a rate of 8% of interest per annum.
- ❖ The revenues are estimated to be Rs. 3,00,000 in a month for 25 operational days per month.
- ❖ Staff costs - Rs. 20,000 per month.
- ❖ Operational costs - Rs. 70,000
- ❖ We are left with sufficient amount of money to repay the loan.

Thank You

