

Description of Opportunity

A child's party service means you will generally be responsible for planning the theme, décor, food, party gifts and other assorted goodies, entertainment, and cleaning up afterward so parents can enjoy the festivities instead of running themselves ragged. You could expand your types of parties to include halloween, Christmas, end-of-year, etc.

Target Market

Your customers will be parents and children who just want to have fun. Busy parents who want to give their kids memorable parties without the planning and pressure that goes with organising a children's birthday party.

Set Up Costs

- | | |
|-------------------------------|-----|
| 1. A planning book | 6. |
| 2. Mobile phone | 7 |
| 3. Ipad (not necessary) | 8. |
| 4. Advertising flyers | 9. |
| 5. Deposit for equipment hire | 10. |

Equipment List

- | | |
|---|-----|
| 1. Phone | 6. |
| HIRE-IN: Party equipment including jumping castles, etc. (hiring companies deliver and collect) | |
| 2. | 7 |
| 3. | 8. |
| 4. | 9. |
| 5. | 10. |

Running Costs, Consumables & Raw Materials

- | | |
|--|-----|
| 1. Initially no consumables or raw materials will be required. | 6. |
| 2. BUY-IN: Sweets, cakes, cooldrinks, invitations, etc. | 7 |
| 3. | 8. |
| 4. | 9. |
| 5. | 10. |

Skills

- Organisational skills
- People skills
- Creative skills
- Ability to work well with children
-

Premises

None needed. You can work from your room at home.

Labour Intensity Factor: 7 1 = low; 5 = Medium; 10 = HIGH

Earning Capacity: MEDIUM \$\$

Start-Up Tips

- Research your market and local competitors (do a market survey).
- Identify the type of party services you would like to offer (consider the latest trends).
- Do a business plan before starting out
- Research and make a list of suppliers for the various party items you may need.
-

Videos & Articles (URLs)

- Search on Youtube for children's party ideas.
- Search on Printrest for children's party ideas.
- Read through woman magazines, magazines focused at mom's and event magazines.

Buyer Persona

Description: Working parents who do not have time to arrange birthday parties for their kids. Also, moms or dads who don't work but who do not feel they have the ability to plan and organise a party.

Role: Busy parents

Age: 25 + (enter range)

Gender: Both

Education: Grade 12 and up

Social Standing: Stay at home mom, worker, business owner

Monthly Income: Medium to high

Daily Challenges:

- Limited available time
- Limited party planning ability
-

Biggest Fears:

- Losing their business or job
- Not being successful
-

Purchasing Criteria:

- Value for money
- Excellent service

Social Media Platforms:

- Facebook
- Twitter
- WhatsApp Groups
- Instagram
- Local Newspapers and Shopping Centre Pinboards.

Personal Goals:

- Better Lifestyle
- Make Money (Save Money)
- Happy family and home life

Hobbies & Interests:

- Cooking
- Leisure and travel
-

Common Objections:

- Will you provide value for money?
- Will the party be run professionally?
- Will you clean up properly afterwards?

Stress-free party planning

4.

Market Needs & Pain Points

Market Needs:

- Party planners and organisers
- Post event cleaning team
-

Market Pain Points:

- Lack of time or arrange and organise a party
- Creativity is limited
-

Opportunity Pros & Cons:

- Pros:**
- Minimal monetary layout is required.
 - You have the opportunity to expand on and use all your creative skills.
 - Party planners are in high demand
 - You can run this business part-time
 -
- Cons:**
- If a scholar, organising and planning may interfere with your school schedule
 - Your weekends will be taken up with children's parties
 - Party planning businesses can be competitive
 -
 -

General Notes & Suggestions

Send out brochures and leaflets to potential customers in your area. Write fun and informative articles for your local newspaper. Request permission to pin your leaflet on notice boards at your local shopping centres, children's extra mural activity venues (karate, ballet, etc.), kid's day care centres. Offer a free children's birthday party as a prize for a charity fund raiser. Ensure you take good photos for your portfolio.