Contents

[Introduction 1](#_Toc336809992)

[Chapter 1: Company description 2](#_Toc336809993)

1.1 [The company 2](#_Toc336809994)

1.2 [Mission 2](#_Toc336809995)

[1.3 Vision 2](#_Toc336809996)

[Chapter 2: Market description 3](#_Toc336809997)

2.1 [Abel model 3](#_Toc336809998)

2.1.1 [Who are the customers? 3](#_Toc336809999)

2.1.2 [What are their needs? 3](#_Toc336810000)

2.1.3 [Why are they using it? 4](#_Toc336810001)

[Chapter 3: Internal analyses 5](#_Toc336810002)

[Chapter 4: External analyses 5](#_Toc336810003)

4.1 [Country/market selection 5](#_Toc336810004)

4.2 [DESTEP 7](#_Toc336810006)

4.2.1 [Demographic 7](#_Toc336810007)

4.2.2 [Economic 7](#_Toc336810008)

4.2.3 [Social-cultural 8](#_Toc336810009)

4.2.4 [Technological 8](#_Toc336810010)

4.2.5 [Ecological 8](#_Toc336810011)

4.2.6 [Legal 9](#_Toc336810012)

4.3 [Cultural information 10](#_Toc336810015)

4.4 [Opportunities & Threats 10](#_Toc336810015)

4.5 [Five forces of porter 11](#_Toc336810015)

[Chapter 5: Financial analysis 16](#_Toc336810016)

[5.1 Costs 16](#_Toc336810017)

[5.2 Wedding packages 18](#_Toc336810018)

[Conclusion 21](#_Toc336810019)

[Appendices 25](#_Toc336810020)

I [SWOT analysis 25](#_Toc336810021)

II Interview with World Wide Weddings  [26](#_Toc336810021)

III Questionnaire and answers [29](#_Toc336810021)

# Introduction

This business plan is written due to demand for wedding planners who arrange weddings abroad. Since it has become a hype to marry abroad, wedding planners are more in demand.

The objective of this business plan is to show how to start a wedding planner company for weddings in a foreign country. In order to achieve this, it is important to find out which countries are popular for Dutch couples to get married and how the wedding planner can collaborate with those countries.

This business plan starts with the company description, followed by the market description. Hereafter, the internal and external analyses are discussed. After this, financial analysis is discussed. Finally, this business plan ends with the conclusion followed by the bibliography and the appendices.

# Chapter 1: Company description

## 1.1 The company

The wedding planner company is a non-existing company. The wedding planner company will arrange weddings of Dutch couples who would like to marry in a foreign country. The wedding planner will provide full service for a wedding. Before a booking can take place, customers will explain their ideas and views to the wedding planner about how they would like their wedding to be. After discussing the ideas, it is the wedding planner’s job to fulfill customer’s need.

## 1.2 Mission

The wedding planner’s mission is to provide a full service wedding. The wedding planner will pay close attention to customer’s need and they will work together with each other to achieve the perfect wedding. Quality is an important key factor.

## 1.3 Vision

The wedding planner company aims to grow yearly. The wedding planner company also aims to arrange weddings in many countries in the future. The company wants to become the leading wedding planner in the Netherlands.

# Chapter 2: Market description

## 2.1 Abel model

### 2.1.1 Who are the customers?

Customers are couples who would like their wedding to be fully arranged and who would like to marry in a foreign country. The target group is couples who are Dutch, live in the Netherlands and would like to have a Dutch wedding planner. Customers have one thing in common and that is to have an ideal wedding.

The minimum age of customers will be 18, because according to the Dutch law “the minimum legal age for marriage in the Netherlands is 18, although exceptions are made for younger women who are pregnant.” (ExpatFocus, 2008, par. 2). There is no maximum age of customers. According to a research done by the CBS in 2010, the average age for women to marry in the Netherlands is 29.9 and for men the average age is 32.6. The average age of the customers will be between the ages of 25 and 39.

**Age at first marriage**



In this graph X stands for year and Y stands for percentage. This graph shows how many people (in percentage) married for the first time at what age and in which year.

### 2.1.2 What are their needs?

Customers would like their wedding to be fully arranged by the wedding planner. Customers will discuss their ideas and thoughts for their wedding with the wedding planner in order to find out what is achievable. Customers expect to get value for their money and it is the wedding planner’s job to fulfill that expectation. It is also the wedding planner’s job to fulfill customer’s need and to realize their ideas.

### 2.1.3 Why are they using it?

Customers approach the wedding planner because they would like their wedding to be arranged by the wedding planner. One of the reasons why couples decide to hire a wedding planner can be that it is a difficult and time consuming process to plan a wedding, so it is easy and timesaving to let “someone else” do it. Another reason can be that planning a wedding can be very stressful and can lead to problems and by hiring a wedding planner, all the stress and problems are dealt by the wedding planner. A wedding planner can also be hired because it can be a money saving process, because the wedding planner knows (because of his or her experience and research) which companies or persons to approach for certain things. For example, the wedding planner knows through experience and research what the average price of a catering service is. The wedding planner can also make a deal with the catering service, for example the wedding planner company will get discount for the catering service if the wedding planner company decides to use the same catering service for more weddings.

# Chapter 3: Internal analyses

The wedding planner company’s aim is to meet the needs of its target market. The strengths and the weaknesses of the company are:

|  |  |
| --- | --- |
| Strengths | Weaknesses |
| * Customer focused
* Flexible
 | * Unknown company
* Inexperienced
 |

Customers decide together with the wedding planner how the wedding is going to be. In order to achieve this, the wedding planner must be customer focused and flexible. The wedding planner company will be an unknown company, because it is a new company and therefor it will also be inexperienced. The company must create awareness in order to get attract customers.

# Chapter 4: External analyses

## 4.1 Country selection

According to the research of “Trouwen in de regio”, informative website with information about Dutch weddings, in 2010, the most popular destinations for Dutch people to marry abroad are:

Aruba

Australia

Bahamas

Bonaire

Costa Rica

Curacao

Cyprus

Dominican Republic

Fiji

Florida

Greece

Hawaii

Indonesia

Italy

Jamaica

Las Vegas

Malaysia

Maldives

Malta

Mauritius

Mexico

New York

New Zealand

Seychelles

Sint Maarten

Sri Lanka

Tobago

Virgin Islands

San Francisco

South Africa

“Nearly two thousand couples living in the Netherlands chose to get married abroad. Many married in the United States, the Netherlands Antilles or Italy”. (CBS, 2006, par. 5). The United States, the former Netherlands Antilles and Italy emerged as the most popular destinations to marry abroad. According to the research of “Trouwen in de regio”, the most popular states in the United States are Florida, Hawaii, Las Vegas, San Francisco and New York. The most popular islands in the former Netherlands Antilles are Aruba, Bonaire, Curacao and Sint Maarten. The research also showed that the most popular places in Italy are Rome, Tuscany, Sicily and Venice.

By means of a questionnaire among seventy people, the former Netherlands Antilles emerged as the most popular place to marry. The islands Aruba, Bonaire, Curacao and Sint Maarten are the most popular islands. From these four islands, Curacao emerged as the most popular island to marry. The wedding planner will arrange weddings in Curacao. Curacao is a tropical islands and that is why the wedding planner company will be called “Tropical weddings”. Curacao is also the largest and most populous of the four Islands. On 10 October 2010, the Netherlands Antilles was dissolved. Curacao and Sint Maarten became new constituent countries and they became part of “special municipalities” (officially public bodies) with the other Islands, within the Netherlands. Some general facts about Curacao: the capital of Curacao is Willemstad. The official languages are Papiamentu and Dutch. Curacao is a constitutional monarchy and the monarch is Queen Beatrix. The governor is Gerrit Schotte. About 150,000 people live in Curacao and about 80% is Catholic. The currency used is the Netherlands Antillean guilder.

## 4.2 DESTEP

The DESTEP analysis is used in order to gain more information about Curacao which is important for the wedding planner. The factors which are important are: demographic, economic, social-cultural, technological, ecological and legal. In this case political factor has been replaced with the legal factor, because this is more relevant for the wedding planner.

### 4.2.1 Demographic

Curacao has about 150,000 inhabitants. There are 107 different nationalities living in Curacao. The majority of the population is Creole. There are also a lot of minority groups living in Curacao, for example Dutch people (from the Netherlands), Portuguese, Chinese, Lebanese, Surinamese, Venezuelans, Indians, Dominicans, Haitians and Colombians. The majority (80%) of the population is Catholic. Dutch was the only official language for a long time, but since 2007 Papiamento became also an official language. Papiamento is the mother tongue for the majority of the population. Spanish and English are also common languages.

### 4.2.2 Economic

The main sources of revenue in Curacao are trade, oil refining and tourism. Curacao has an ideal location in the Caribbean and because of its fine deep water ports, Curacao became the centre of commerce. Curacao is also known for its excellent infrastructure. Curacao has a GDP of US$ 20.500 (2009) and it is one of the most prosperous islands of the Caribbean. The island has good living conditions with a HDI-index of 0.89. Majority of the people belongs to the middle class and the low class. The average family income is approximate ANG 3700 per month, which is about €1600. There is a high unemployment (about 12% of the population) in Curacao, especially among the younger generation.

### 4.2.3 Social-cultural

The population of Curacao is educated to a reasonable level. About 31% of the population (24 years and older) has completed primary education. About 39% of the population has completed basic secondary studies and about 18% has completed advanced secondary studies also known as high school. About 10% has studied at a technic institute or at a university. The main institute of higher education is the University of Curacao. On average, males complete higher levels of education then females. The difference between the education level of males and females has always been like this. However, in daily life men and women are equal to each other.

### 4.2.4 Technological

Curacao has an advanced technology; it is similar to the Netherlands. UTS is the leading mobile and fixed telephone and internet provider in Curacao. E-Gaming (internet gaming), online shopping, social networking (Facebook, Twitter etc.) and watching videos and movies online are also a hype in Curacao. This information shows that Curacao is a modern and advanced island and this can be relevant for potential customers.

### 4.2.5 Ecological

Curacao has a semi-arid climate (steppe climate). Throughout the year, the temperatures are relatively constant. The coldest month is January with an average temperature of 26,5 °C and the warmest month is September with an average temperature of 28,9 °C. Average minimum and maximum temperature over the year:

**Average minimum and maximum temperature over the year**



Source: World Weather and Climate Information, 2009

[http://www.weather-and-climate.com/average-monthly-Rainfall-Temperature-Sunshine,Curacao,Netherlands-Antilles](http://www.weather-and-climate.com/average-monthly-Rainfall-Temperature-Sunshine%2CCuracao%2CNetherlands-Antilles)

The average rainfall is about 553 mm annually. The most rainfall is during the wet season; from October to December. The dry season is from January to September. The hurricane season is from June to November. Curacao is outside the hurricane belt, so it is out of the extreme danger zone. This is positive for the wedding planner company. The last hurricane in Curacao was in 2010 named Tomas. Tomas caused a lot of damage and it killed two people.

**Average monthly precipitation over the year**



Source: World Weather and Climate Information, 2009

[http://www.weather-and-climate.com/average-monthly-Rainfall-Temperature-Sunshine,Curacao,Netherlands-Antilles](http://www.weather-and-climate.com/average-monthly-Rainfall-Temperature-Sunshine%2CCuracao%2CNetherlands-Antilles)

The best season to marry in Curacao is during the dry season from January to September.

### 4.2.6 Legal

Legal aspects have to be considered about before a marriage can take place in Curacao. The couple needs permission to marry in Curacao. When the couple does not live in Curacao, then they have to send an application form. In this case, the wedding planner will help the customers and the wedding planner will also send out the application form. This has to be done at least two months before the wedding date. Two dates have to be mentioned in the application form, first choice and a second choice. If the date of the first choice is not available, then the second date will be the wedding date. Should it occur that the second date is also not available, then the couple will be contacted. It is also important that the preferred time is mentioned of the wedding ceremony. A couple of documents need to be added with the application form: copy of the passport, birth certificate and proof that both persons are not married. The documents of the marital status cannot be older than six months and other documents cannot be older than a year. When a person is divorced, then he or she has to add a divorce certificate. If the person is a widower, then he or she has to add a death certificate. These documents should be sent to the civil registry (*Burgerlijke Stand*).

Within two weeks after the civil registry has received and checked the documents, they will let the couple know if all the documents are clear and complete. If not, then the missing documents need to be sent as soon as possible to the civil registry. The couple will also get notice if their desired time and date is available or not. After the documents are complete, the intention to marry is then formally registered. It is compulsory to formally register the intention to marry according to the Dutch Civil law. The period between notice of intention to marryand marriage is between two weeks and one year.

Article 1:46 Validity period of a formal notice of marriage
“When the marriage has not been contracted within one year after the date on which the certificate of formal notice of marriage was drawn up, it cannot be contracted unless a new formal notice of marriage is given.” .” (Dutch Civil Law, article 1:45).

Article 1:62 Waiting period of fourteen days and an exemption from it
**“- 1.** The marriage cannot be contracted unless fourteen days have passed since the day on which the certificate of notice of marriage was drawn up.
**- 2.** For compelling reasons the Public Prosecution Service at the District Court, within whose district the notice of marriage has taken place, may grant an exemption from the waiting period of fourteen days.” .” (Dutch Civil Law, article 1:62).

When everything is done, then the couple can marry in Curacao.

## 4.3 Cultural information

Curacao has the same culture as the other Caribbean islands. It can be described as Creole culture, with a mixture of Caribbean, West-European and West African influences. The Antillean cuisine is also a mixture of different influences. Most products are imported in Curacao, because the island does not have a lot of own products because of the drought. The island does have a lot of fish and that is why fish is very popular on the menu. So, this is a bonus for the fish lovers among the customers. People want to know what kind of food they can expect if they go to a foreign country, so this is relevant information for potential customers.

## 4.4 Opportunities and threats

It has become a new wedding trend to marry abroad. Curacao emerged as the most popular destination and this is an opportunity for Tropical Weddings. When couples decide to marry in a foreign country, they often prefer to hire a wedding planner. Couples often do not know sufficient information regarding planning a wedding in the country they would like to marry in. In such cases it is easier to hire a wedding planner. Competitors are a threat to the company. Competitors are doing the same thing and the difference is that they are already in the business. They have already created brand awareness, so it is possible that the customers prefer them. Another threat can be that other companies can copy ideas of Tropical Weddings.

|  |  |
| --- | --- |
| Opportunities | Threats |
| * New trend to marry abroad
* Curacao: popular wedding destination
* Wedding planner is preferred when couples marry abroad
 | * Competitors doing the same thing
* Competitors have brand awareness
* Copy cats
 |

## 4.5 Five forces of Porter

In order to find out the attractiveness of the company’s structure, the five forces model of Porter is used. The five forces of Porter are:

* Threat of new competition (new entrants);
* Threat of substitute products or services;
* Bargaining power of customers (buyers);
* Bargaining power of suppliers;
* Intensity of competitive rivalry.

Threat of new competition (new entrants)

Since it has become a new wedding trend to marry abroad, more and more companies enter this field. It has become a profitable market. It is a new wedding trend to marry in Curacao and that is why there are just a few wedding planner companies who are doing this business for quite a while. Most wedding planner companies are “new”. Dutch wedding planner companies which are operating from the Netherlands and who arrange weddings in Curacao are:

|  |  |
| --- | --- |
| Wedding planner | Since |
| Diadavida | 2011 |
| Happy! | 2010 |
| World Wide Weddings | 2008 |
| Wedding and Event | 2007 |
| Trouwen-Curacao (Twinkel Events) | 2005 |
| Extravacanza | 1999 |

The most new Dutch wedding planner companies who arrange weddings in Curacao are Diadavida and Happy!. World Wide Weddings and Wedding and Event are doing this business since a couple of years. Trouwen-Curacao is a part of Twinkel Events and is seven years in this business. Extravacanza is the “oldest” wedding planner company. A list of criteria’s needs to be examined in order to find out who will be the biggest new competitor. Because Diadavida and Happy! are the most new companies, these two will be compared with each other. The criteria’s are: number of customers, growth of the market, accessibility, website, advertising and the biography of the wedding planners(s). The rating is from 1 to 5, 1 being very poor and 5 being excellent. The company with the best score will be the biggest new competitor.

**Biggest new competitors**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 1= Very poor  2= Poor  3= Mediocre  4= Well  5= Excellent   | number of customers | growth of the market | accessibility | website | Advertising | Biography of the wedding planner(s) |
| Diadavida | 2 | 2 | 3 | 4 | 3 | 2 |
| **Happy!** | 3 | 4 | 3 | 4 | 3 | 4 |

Happy! emerged with the best scores, so this means that Happy! will be the biggest new competitor. Happy! had more customers than the competitor, but this is because it exists longer than Diadavida. However, Happy! also had more customers in its first year compared with Diadavida. The wedding planner of Happy! has more extensive information about herself on the company website than the wedding planner of Diadavida**.** Customers want to know who they are hiring, so it is important to be open towards the customers. In the part “Intensity of competitive rivalry” all the competitors will be compared with each other.

Threat of substitute products or services

The fee for the wedding planner is often already added in the total wedding costs that customers have to pay. When a couple decides to plan their wedding by themselves, then they save on the fee costs. So, it can be a threat that customers decide to plan their wedding by themselves, instead of hiring a wedding planner. Customers do save on the fee, but on the other hand it is also possible that the wedding is more expensive when they plan it on their own. The wedding planner often collaborates with other companies and that is why the wedding planner can get discount for certain products and services. Unlike people who approach those companies by themselves. In order to avoid that potential customers decide to plan their wedding themselves, it is the wedding planner’s job to be “attractive” for potential customers. The wedding planner can do this by charging reasonable prices and by giving more benefits.

Bargaining power of customers (buyers)

There are just a few Dutch wedding planners who arrange weddings in Curacao. This means that potential customers do not have much choice to choose from. This means that customers have limited bargaining power. If it was the other way around: a lot of wedding planners and just a few customers, then customers would have had strong bargaining power. The wedding planner would be more “desperate” to have customers and would therefore be willing to negotiate more. Examples of the bargaining techniques which can be used by customers:

* Price of the product and service must decrease, because the competitor’s price is also less. If the wedding planner does not agree, customers can then threat to go to the competitor.
* Price must decrease, because the competitor’s product and service has more quality for the same price.
* Customer has a “friend” who also wants to make use of this product and service, so if the product and service is cheaper for the customer then the “friend” will also buy it.

These techniques will be more effective when the bargaining power of the customer is stronger.

Bargaining power of suppliers

The wedding planner collaborates with four hotels in Curacao, which are also the suppliers.

Suppliers are not “desperate” to gain customers when they have a good business. This means that they have strong bargaining power. When the wedding planner does not agree with the price of the supplier, then the supplier can easier refuse to work with the wedding planner. The wedding planner is then in a vulnerable position. When the supplier is not doing good business, it is then more “desperate” to gain customers. The supplier will be more flexible and will have a weak bargaining power. The suppliers for the wedding planner will be:

* Princess Beach Resort & Casino (hotel) \*\*\*
* Avila Hotel \*\*\*\*
* Blue Bay \*\*\*\*
* Hotel Kura Hulanda \*\*\*\*\*

A list of criteria’s needs to be examined in order to find out which hotel will have the strongest bargaining power. The criteria’s are: number of guests, reviews of the hotel, reviews about the staff, location and the number of stars. The rating is from 1 to 5, 1 being very poor and 5 being excellent. The hotel with the best scores will have the strongest bargaining power.

**Hotels with bargaining power**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 1= Very poor 2= Poor 3= Mediocre 4= Well 5= Excellent   | number of guests | reviews of the hotel | reviews about the staff | location | Stars |
| Princess Beach Resort & Casino | 3 | 3 | 4 | 4 | 3 |
| **Avila Hotel** | 3 | 4 | 4 | 4 | 4 |
| Blue Bay | 4 | 4 | 4 | 5 | 4 |
| Hotel Kura Hulanda | 3 | 5 | 4 | 5 | 5 |

Hotel Blue Bay emerged with the best scores, because the most important criteria is “number of guests”. This means that Hotel Blue Bay has the strongest bargaining power.

Intensity of competitive rivalry

A list of criteria’s needs to be examined in order to find out who will be the biggest competitor. The criteria’s are: number of customers, growth of the market, accessibility, website, advertising and the biography of the wedding planners(s). The rating is from 1 to 5, 1 being very poor and 5 being excellent. The company with the best score will be the biggest competitor

**Biggest competitor**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 1= Very poor  2= Poor  3= Mediocre  4= Well  5= Excellent   | number of customers | growth of the market | accessibility | website | Advertising | Biography of the wedding planner(s) |
| Diadavida | 2 | 2 | 3 | 4 | 3 | 2 |
| **Happy!** | 3 | 4 | 3 | 4 | 3 | 4 |
| World Wide Weddings | 4 | 4 | 4 | 5 | 5 | 3 |
| Wedding and Event | 4 | 4 | 3 | 4 | 2 | 3 |
| Trouwen-Curacao  | 2 | 2 | 3 | 2 | 1 | 1 |
| Extravacanza | 5 | 4 | 4 | 5 | 3 | 2 |

Extravacanza and World Wide Weddings emerged with the best scores. This means that these two companies will be the biggest competitors. Both are well experienced and both are still growing in the market. Both companies also have an excellent website. However, World Wide Weddings is more active and is more willing to meet the customer’s needs. World Wide Weddings makes use of social media (Facebook, Twitter, Flickr etc.) and is also on the annual wedding fair “Love & Marriage”, unlike Extravacanza. World Wide Weddings has competitive advantage by advertising on social networking sites.

# Chapter 5: Financial analysis

## 5.1 Costs

The wedding planner company will be a one-woman business and the company’s budget will be €10,000. The budget is for (startup) costs and for having money in reserve for unexpected costs. The wedding planner works from home (in the Netherlands) and therefore it saves costs on rent for an office. The meetings which the wedding planner will have with customers will take place at their homes. This gives the wedding planner an opportunity to see the home atmosphere of customers. This can help the wedding planner in getting ideas about customer’s weddings, because a home is a reflection of someone’s personality. If customers do not want to meet at their home, then it is always an option to meet outside (restaurant or hotel). The wedding planner collaborates with four hotels in Curacao, which are also the suppliers. Those hotels arrange the weddings in Curacao. In order to find out about the financial performance of the wedding planner company over a year, the income statement has been used:

|  |  |
| --- | --- |
| Revenues (gross sales) | € 72,000 |
| Cost of goods sold (based on 36 couples per year)SuppliersTravel costs Cost of goods soldGross profit | € 46,800€ 3,600**€ 50,400****€ 21,600**  |
| Operating expensesStartup costs:Registration Chamber of CommerceOffice suppliesElectronicsProfessional website developmentAdvertising materialsOtherFixed costs per year:Business insuranceWebsite hostingInternet access/mobile subscriptionAnnual wedding fair (Love & Marriage beurs)Total Operating expenses | € 50€ 100€ 700€1500€ 700€ 350€ 600€ 500€ 360€ 500**€ 5,360** |
| Operating income (income before taxes)Income taxes Net income | € 16,240.00€ 5,375.44**€ 10,864.56** |

To get an idea of the variable costs, it is assumed that the wedding planner will have about 36 customers in the first year. That means about three customers per month. It is also assumed that customers will pay an average of €2000 for the wedding package (see 5.3): 65% of €2000 goes to the supplier and 35% is for the wedding planner. The wedding planner has to pay income tax over the annual income. According to the Dutch tax department (belastingdienst) the tax rates for 2012 are:

|  |  |  |
| --- | --- | --- |
| Income | < 65 years | > 65 years |
| 1: < € 18,945 | 33,10 % | 15,20 % |
| 2: € 18,946 - € 33,863 | 41,95 % | 24.05 % |
| 3: € 33,864 - € 56,491 | 42 % | 42 % |
| 4: > € 56,492 | 52 % | 52 % |

The operating income is €16,240, so the wedding planner has to pay €5,375.44 (33,10% of €16,240) for taxes.

The wedding planner company will be a new company and therefore it needs much advertising in order to create awareness among the potential customers. Just like World Wide Weddings, the wedding planner wants to be active constantly. The wedding planner will make use of social media (Facebook, Twitter, Flickr etc.). Besides social media, the wedding planner will also have an own website. Another way of advertising will be the annual wedding fair “Love & Marriage”. The wedding fair attracts thousands of visitors and this will be a good opportunity for the wedding planner to create awareness among the potential customers.

## 5.2 Wedding packages

Customers can choose from four different wedding packages, all include seven nights stay in the hotel for the couple and the wedding ceremony for eight guests. If customers would like to have more guests, then they can pay more. This counts also for extra services. The wedding packages are:

**Package 1: Princess Beach Resort & Casino (hotel) \*\*\***

€ 1000 per couple

Seven nights stay in the hotel (for two persons)

Wedding ceremony takes place in the beautiful garden of the hotel

Wedding coordinator in Curacao

Public civil servant

Transfer from hotel to marriage place

Marriage of the couple

Photographer for 1.5 hour

Marriage certificate

Administrative costs

Marriage license

Decoration

Wedding flower package for the bride and corsage for the groom

**Package 2: Avila Hotel \*\*\*\***

€ 2000 per couple

Seven nights stay in the hotel (for two persons)

With breakfast

Wedding ceremony takes place on the beach

Wedding coordinator in Curacao

Public civil servant

Transfer from hotel to marriage place

Marriage of the couple

Photographer for 1.5 hour + pictures on DVD

Champagne toast

Wedding cake

Marriage certificate

Administrative costs

Marriage license

Decoration

Wedding flower package for the bride and corsage for the groom

**Package 3: Blue Bay \*\*\*\***

€ 2300 per couple

Seven nights stay in the hotel (for two persons)

All-inclusive

Wedding ceremony takes place on the beach

Wedding coordinator in Curacao

Public civil servant

Transfer from hotel to marriage place

Marriage of the couple

Photographer for 2 hours + pictures on DVD

Champagne toast

Wedding cake

Marriage certificate

Administrative costs

Marriage license

Decoration

Wedding flower package for the bride and corsage for the groom

**Package 4: Hotel Kura Hulanda \*\*\*\*\***

€ 3000 per couple

Seven nights stay in the hotel (for two persons)

All-inclusive

Wedding ceremony takes place on the beach or on water

Wedding coordinator in Curacao

Public civil servant

Limousine transfer from hotel to marriage place

Marriage of the couple

Photographer for 2 hours + pictures on DVD

Champagne toast

Wedding cake

Marriage certificate

Administrative costs

Marriage license

Decoration

Wedding flower package for the bride and corsage for the groom

It is not possible for customers to get the same deal from the hotel if they would directly contact them. Customers would then have to pay separately for the products and services and that is more expensive than buying a wedding package. The wedding planner and the hotels have a deal with each other: the wedding planner will help the hotel with getting more customers and in return the hotels will charge less for the wedding packages. The hotels with a stronger bargaining power do not decrease much with their prices. Another advantage for the hotel is that they get more advertised because of the wedding planner.

# Conclusion

By means of desk and field research it has become clear which aspects are important and play an essential role in starting a wedding planner company. An important aspect is to find out who the customers will be. The target group is Dutch couples, who live in the Netherlands and who would like to have a Dutch wedding planner. The average age of customers will be between 25 and 39 years old.

It has become a new wedding trend to marry abroad. Research shows that the United States, the former Netherlands Antilles and Italy are the most popular destinations to marry abroad. By means of a questionnaire, Curacao emerged as the most popular destination for Dutch couples to marry. When couples decide to marry in a foreign country, then they often prefer to hire a wedding planner. This is an opportunity for the wedding planner.

Tropical Weddings will be a new company and therefore it needs much advertising in order to create awareness among potential customers. The wedding planner wants to be constantly active. The wedding planner will make use of social media (Facebook, Twitter, Flickr etc.). Besides social media, the wedding planner will also have an own website. Another way of advertising will be by attending the annual wedding fair “Love & Marriage beurs”. By means of research is has become clear that the wedding planner has to be open about herself towards customers. Customers want to have information about the wedding planner company, but a more important thing is that customers want to know *who* they are hiring.

During the research is has become clear that it is quite difficult to arrange a whole wedding from another country. That is why the wedding planner has decided to collaborate with four hotels in Curacao. These hotels will arrange the weddings in Curacao. Customers can choose from four different wedding packages. It is not possible for customers to get the same deal from the hotel if they would directly contact them. The wedding planner and the hotels have a deal with each other: the wedding planner will help the hotel with getting more customers and in return the hotels will charge less for the wedding packages. Another advantage for the hotel is that they get more advertised because of the wedding planner.

The net income for the first year will be about €10,865. This is reasonable for a new company and in the future Tropical Wedding hopes to grow and become the leading wedding planner in the Netherlands.

# References

Average weather in Curacao, Netherlands Antilles. (n.d.). In *World Weather and Climate Information*. Retrieved August 17, 2012, from [http://www.weather-and-climate.com/average-monthly-Rainfall-Temperature-Sunshine,Curacao,Netherlands-Antilles](http://www.weather-and-climate.com/average-monthly-Rainfall-Temperature-Sunshine%2CCuracao%2CNetherlands-Antilles)

A Dream Wedding on Bonaire. (n.d.). In *InfoBonaire*. Retrieved July 12, 2012, from <http://www.infobonaire.com/weddings.html>

Alles over trouwen op curacao. (n.d.). In Jacuracao. Retrieved August 30, 2012, from <http://www.jacuracao.com/alles-voor-de-bruiloft/29-planning/28-papierwerk->

Belastingtarieven 2012 . (n.d.). In *HomeFinance.nl*. Retrieved September 4, 2012, from <http://www.homefinance.nl/belastingen/belastingtarieven-2012.asp>

Bon Bini. (n.d.). In *Keda informa*. Retrieved July 30, 2012, from <http://www.gobiernu.cw/extranet/curacao.nsf/web/CBB309DBC7B6D4770425797A006B1EDF?OpenDocument>

Cultuur in curacao. (n.d.). In *Vlieg reizen planeet*. Retrieved September 10, 2012, from <http://vliegreizen.planeet.biz/vliegreizen/curacao/cultuur.html>

Curaçao populairste Caribische eiland. (2011, July 25). In *Tourpress Holland*. Retrieved August 24, 2012, from <http://www.tourpress.nl/nieuws/3/Bestemmingen/20874/Cura_ao-populairste-Caribische-eiland>

Curacao Wedding Planning. (n.d.). In *Curacao*. Retrieved June 17, 2012, from <http://www.curacao.com/Plan-Your-Trip/Get-Married-A-True-Caribbean-Wedding>

De concurrentiedruk bepalen met het model van Porter. (2011, June 27). In *Infonu*. Retrieved September 11, 2012, from <http://zakelijk.infonu.nl/marketing/75998-de-concurrentiedruk-bepalen-met-het-model-van-porter.html>

de Graaf, A., & Latten, J. (2011, May 25). Eén op de tien ‘jonge’ bruiden is 40-plus. In *Centraal Bureau voor de Statistiek*. Retrieved June 2, 2012, from <http://www.cbs.nl/nl-L/menu/themas/bevolking/publicaties/artikelen/archief/2011/2011-3395-wm.htm>

Dutch Civil Code. (n.d.). In *Brecht*. Retrieved August 30, 2012, from <http://www.dutchcivillaw.com/civilcodebook01.htm>

Een bedrijf beginnen voor beginners. (2008, May 18). In *html-site*. Retrieved September 4, 2012, from <http://www.html-site.nl/een-bedrijf-beginnen-voor-beginners>

Forecast. (n.d.). In *Meteo*. Retrieved August 20, 2012, from <http://www.meteo.an/index.asp>

Internal & External Analysis. (n.d.). In *My strategic plan*. Retrieved August 23, 2012, from <http://mystrategicplan.com/resources/internal-and-external-analysis/#External>

Inkomstenbelasting. (n.d.). In *Belastingdienst*. Retrieved August 14, 2012, from <http://www.belastingdienst.nl/wps/wcm/connect/bldcontentnl/belastingdienst/prive/inkomstenbelasting/inkomstenbelasting>

Leuke weetjes over trouwen. (2009, April 4). In *Bruidshoek*. Retrieved June 2, 2012, from <http://www.bruidshoek.nl/17-25-174/nieuws/archief/leuke-weetjes-over-trouwen>

Leuke weetjes over trouwen. (2009, April 4). In *Bruidshoek*. Retrieved June 2, 2012, from <http://www.bruidshoek.nl/17-25-174/nieuws/archief/leuke-weetjes-over-trouwen>

Loozen, S. (2006, March 21). Rozendaal most popular wedding location. In *Statistics Netherlands*. Retrieved June 18, 2012, from <http://www.cbs.nl/en-GB/menu/themas/bevolking/publicaties/artikelen/archief/2006/2006-1911-wm.htm>

NETHERLANDS ANTILLES. (n.d.). In *Pan American Health Organization*. Retrieved September 16, 2012, from <http://www.paho.org/english/sha/prflner.htm>

Riley, J. (2012, September 23). Porter's Five Forces Model: analysing industry structure. In *Tutor2u*. Retrieved August 30, 2012, from <http://tutor2u.net/business/strategy/porter_five_forces.htm>

Resort Aruba. (n.d.). In *Weddings in Aruba*. Retrieved August 30, 2012, from <http://www.weddingsinaruba.com/planners.htm>

Redactie Caribiana. (2010, February 13). Trouwen op Curaçao populair. In *RNW*. Retrieved September 15, 2012, from <http://www.rnw.nl/caribiana/article/trouwen-op-cura%C3%A7ao-populair>

Specials: trouwen in het buitenland. (n.d.). In *Trouwen in de regio*. Retrieved August 16, 2012, from <http://www.trouweninderegio.nl/specials/trouwen_in_het_buitenland/>

SWOT Analysis . (n.d.). In *Mind Tools*. Retrieved August 30, 2012, from <http://www.mindtools.com/pages/article/newTMC_05.htm>

Trouwen in het buitenland. (n.d.). In *Trouwperfect.nl.* Retrieved August 30, 2012, from <http://www.trouwperfect.nl/content/53/trouwen-in-het-buitenland>

Trouwen in het buitenland. (n.d.). In *Extravacanza*. Retrieved August 18, 2012, from <http://www.extravacanza.nl/>

Uw bruiloft tot in de puntjes. (n.d.). In *Wedding and Events*. Retrieved September 2, 2012, from <http://www.weddingandevent.nl/site/Home>

UTS Mobile Markets. (n.d.). In *UTS*. Retrieved August 10, 2012, from <http://www.uts.cw/about-uts/uts-companies/uts-mobile-markets>

World Wide Weddings nieuws. (n.d.). In *World Wide Weddings*. Retrieved August 7, 2012, from <http://www.worldwideweddings.nl/index.php?start=5>

Wedding Planner. (n.d.). In *Diadavida*. Retrieved August 16, 2012, from <http://www.diadavida.nl/>

Weddings. (n.d.). In *Happy*. Retrieved September 3, 2012, from <http://www.happyweddingservices.com/>

Weddingplanner Curacao. (n.d.). In *Twinkel Events*. Retrieved July 30, 2012, from <http://www.trouwen-curacao.nl/>

World Wide Weddings Nieuws. (n.d.). In *World Wide Weddings*. Retrieved July 28, 2012, from <http://www.worldwideweddings.nl/>

Webber, A. (n.d.). Estimating Startup Costs for a New Business. In *StartupNation*. Retrieved August 30, 2012, from <http://www.startupnation.com/business-articles/1248/startup-costs-new-business.asp/>

10 redenen. (n.d.). In *Trouwplannen.nl*. Retrieved August 13, 2012, from <http://www.trouwplannen.nl/love-and-marriage-beurs/>

# Appendices

## I SWOT analysis

|  |  |
| --- | --- |
| Strengths | Weaknesses |
| * Customer focused
* Flexible
* Language spoken in Curacao: Dutch
* Nice weather throughout the year in Curacao
 | * Unknown company
* Inexperienced
 |
| Opportunities | **Threats** |
| * A new wedding trend is to marry abroad
* Curacao is the most popular wedding destination abroad
* A wedding planner is preferred when couples marry abroad
* Customers have limited bargaining power
* Collaboration with hotels
* Wedding package is cheaper
 | * Competitors doing the same thing
* Competitors already have created brand awareness
* Copy cats
* Suppliers have strong bargaining power
* Customers can plan their own wedding
 |

## II Interview with World Wide Weddings

What: Interview with Caroline van den Oetelaar of World Wide Weddings.

Where: World Wide Weddings Office

 Charles Petitweg 37

 4827 HJ Breda

When: September 22nd, 2012 at 14 o’clock (till 15 o’clock)

**What are the options to marry in Curacao?**

*We have two options:*

*First option: customers can stay seven nights in the Princess Beach Resort (hotel in Curacao) and that hotel will also arrange their wedding for free. So pay for seven nights and get the wedding for free. This is a great deal because the following products/services are included:*

* *Wedding ceremony*
* *Wedding coordinator in Curacao*
* *Public civil servant*
* *Transfer from hotel to marriage place*
* *Marriage of the couple*
* *Photographer*
* *Marriage certificate*
* *Administrative costs*
* *Marriage license*
* *Decoration*
* *Wedding flower package for the bride and corsage for the groom*

*Second option: customers tell us how they would like their wedding to be and where they would like to marry. We try to fulfill their dreams as much as we can. In this option customers have to book a hotel by themselves and our job is to arrange the wedding. Of course, we will help customers by choosing a hotel. We give the customers also a magazine called “Holland International”, all the hotels in Curacao are listed in this magazine. By looking at the pictures and description, customers can get an idea about the hotels.*

**What does the first option cost?**

*The wedding package as it is costs €975, so seven nights stay in the hotel for the couple and the whole wedding ceremony. The wedding ceremony is for a maximum of eight guests. If the couple wants to invite more guests, then they have to pay more. Customers can also expand the wedding package, but all the extra products/services cost more money. So it is their call.*

**What about the second option? How much do the customers average pay for the second option?**

*That totally depends on the customers. They can make it as expensive as the want. The price often is between €1000 and €3000.*

**Do you also arrange transfer from airport to hotel?**

*We can arrange the transfer for the first option, but transfer is not included in the price. So, the customers have to pay separately for the transfer*

**How many customers do you have per month/year?**

*We started in 2008 and we are still growing. Most customers want to marry during spring and summer, so that is a quite busy period for us. However, in Curacao it is always nice weather, so we are always on the run. We are never sitting still.*

**Do you also attend the weddings of your customers?**

*We collaborate with wedding coordinators in Curacao. They make sure that everything goes perfectly. The customers will get fully attention from the wedding coordinator, because we book just one wedding on one day. The wedding coordinator first has an intake meeting with the customers and during the wedding day, the wedding coordinator attends the whole wedding ceremony. One day after the wedding day, the coordinator plans an outtake meeting in order to find out if everything went perfectly.*

**When do you receive payment from your customers?**

*Customers have to pay 15% of the total amount on the day that they book, so when the wedding date is reserved for them. The other amount has to be paid six weeks before the wedding date.*

**Do you also book flights?**

*No, customers have to book their own flight. Every day there are flights going to Curacao. Customers can book their flight with KLM or ARKE Fly.*

**What kind of problems have occurred in the past?**

*Fortunately, we did not have many problems. It is the wedding coordinator’s job to be there for customers. If problems do occur, then the wedding coordinator will do everything to solve the problem. Of course, we will also do our best to help when needed.*

## III Questionnaire and answers

**Questionnaire**

1. **What is your gender?**
* Male
* Female
1. **What is your age?**
* 18 – 24
* 25 – 29
* 30 – 35
* 36 – 40
* 41 – 49
* 50+
1. **Are you married?**
* Yes *(go to question 4)*
* No *(go to question 8)*
1. **When did you get married?**
* Before 1980
* 1980 – 1990
* 1991 – 2000
* 2001 – 2012

*(go to question 5)*

1. **At what age did you get married?**
* < 18
* 18 – 24
* 25 – 29
* 30 – 35
* 36 – 40
* 41 – 49
* 50+

*(go to question 6)*

1. **In which country did you marry?**
* In the Netherlands
* In my (or my partner’s) country of origin: \_\_\_\_\_\_\_\_\_\_\_\_
* Other: \_\_\_\_\_\_\_\_\_\_\_\_

*(go to question 7)*

1. **Imagine that you are not married and that you are now planning your wedding.**

**Would you like to marry in:**

* the Netherlands
* the country of your origin
* Other: \_\_\_\_\_\_\_\_\_\_\_\_

*(go to question 10)*

1. **Choose from the following (multiple answers possible):**
* I have been married
* I am going to marry
* I do not want to marry (again) *(you have finished the questionnaire)*
* I do not have wedding plans at the moment, but I would like to marry some day
* Other: \_\_\_\_\_\_\_\_\_\_\_\_

*(go to question 9)*

1. **Where would you like to marry?**
* In the Netherlands
* In my country of origin: \_\_\_\_\_\_\_\_\_\_\_\_
* Other: \_\_\_\_\_\_\_\_\_\_\_\_

*(go to question 10)*

1. **Where would you like to marry if you “*had*” to choose from the following:**
* The United States of America *(go to question 11)*
* The former Netherlands Antilles *(go to question 12)*
* Italy *(go to question 13)*
1. **Where would you like to marry and could you explain why?**
* Florida, *because*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Hawaii, *because*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Las Vegas, *because*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* San Francisco, *because*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* New York, *because*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*(you have finished the questionnaire)*

1. **Where would you like to marry and could you explain why?**
* Aruba, *because*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Bonaire, *because*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Curacao, *because*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Sint Maarten, *because*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*(you have finished the questionnaire)*

1. **Where would you like to marry and could you explain why?**
* Rome, *because*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Tuscany, *because*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Sicily, *because*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Venice, *because*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*(you have finished the questionnaire)*

**Thank you for completing this questionnaire!**

* Yes *(go to question 4)*
* No *(go to question 8)*

 *(go to question 5)*

 *(go to question 6)*

 *(go to question 7)*

 *(go to question 10)*

* Answer: I do not want to marry (again): *you have finished the questionnaire*

 *(For other answers: go to question 9)*

 *(go to question 10)*

* The United States of America *(go to question 11)*
* The former Netherlands Antilles *(go to question 12)*
* Italy *(go to question 13)*

 *(you have finished the questionnaire)*

 *(you have finished the questionnaire)*

 *(you have finished the questionnaire)*