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# YOUNG PROFESSIONAL SEMESTER PORTFOLIO

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Micro Wedding Packages for Millennial Couples in the Netherlands



JULY 2, 2021

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Class Code: DYP4V.49

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Micro Wedding Packages for Millennial Couples in the Netherlands

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# Declaration of own work

I hereby declare that:

- I am fully informed about the Professional Product PF criteria;
- All the work I have conducted to fulfil these criteria is entirely my own
- I have not been assisted by any other person, except the coaching offered within HBS guidelines

Name: Quynh Pham

Date: 02-07-2021

Signature:



## Preface

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During my study, I have always been interested in the topic of event management. For me, organizing an event is not only a challenging and fun task, but it is also meaningful and memorable. For my graduation project, I wanted to dedicate myself to a project that I am passionate about. I was lucky enough to be a trainee at Santé Weddings and Events - a wedding planning and production studio in Amsterdam, the Netherlands. The wedding business is a large section of the event industry. A wedding is seen as one of the most significant life events; therefore, working on the project was a fantastic opportunity for me to gain an insight into the industry and acquire lots of knowledge regarding wedding planning and designing.

The Covid-19 pandemic has completely changed our lives and influenced the wedding industry significantly. As a young professional, working on this project made me feel the need to be creative and flexible in a fast-moving world, learn continuously and be prepared for unexpected situations. This project became crucial for me as I understood many bridal couples who had to postpone or cancel their wedding due to the crisis. I feel proud to be the one who designed new wedding packages and introduced a new wedding concept to the Dutch market.

During this project, I received the enormous help and support of many people. I want to express my gratitude to my client and supervisor, Emilva Tervoort, for her advice, guidance and support throughout the project. I also wish to thank Mrs. Katya Pushkarskaya for her comments and assistance.

My gratitude also goes to all the interviewees who participated in the project and all the vendors, including photographers, wedding florist, wedding officiant, makeup and hair artist, wedding cake supplier and wedding attire suppliers.

My appreciation also extends to my dear family and friends for believing in me and supporting me every step of the way.

Quynh Pham  
Arnhem, 2<sup>nd</sup> July 2021

## Summary

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This report is part of the Young Professional Semester, the last semester of the study career at Hospitality Business School (HBS). This semester, the professional had the opportunity to better understand the wedding industry in the Netherlands by working on a project with an Amsterdam-based wedding planning and coordinating company. Covid-19 negatively influenced the wedding industry in 2021 as many weddings were postponed or cancelled due to the government measures against Covid-19. Hence, the portfolio provided a solution for the company's management question: *"How can Santé Weddings and Events design Corona-proof micro wedding packages for millennial couples living in the Netherlands?"* by means of a collection of four micro wedding packages.

This portfolio consists of three main parts: the professional product, the substantiation and the professional performance. The professional product provided an answer to the central management question of the company. In this first part of the portfolio, the professional elaborated on different topics such as the client organization, the management problem, the environment, the target group, the micro wedding packages, the timeline, the booking system, the Covid-19 regulations for weddings, the price, the brochure, the implementation plan and the measurements. In the second part of the portfolio, the substantiation included all the choices made to design the professional product, including the solution strategies, the knowledge use, the results, the discussion, the stakeholders and the finance. Lastly, the professional performance indicated the behavior of the professional during the project in a professional field. In this last part of the portfolio, the professional showed the client's interview cycle and the assessment forms.

To gain a better insight into the customer expectations, in-depth interviews and an online questionnaire were conducted. First of all, three interviews with experts from the US were conducted to gain more knowledge regarding the micro wedding concept, the challenges and the success factors regarding having a micro wedding business. Secondly, an online questionnaire was conducted. A total of 116 forms were obtained. Thirdly, the researcher conducted five interviews with five potential couples living in the Netherlands who would plan to get married to understand the underlying reasons for their wedding preferences. The qualitative and quantitative results showed that most couples in the Netherlands are interested in the concept and willing to pay €5.000 to €10.000 to purchase a micro wedding package, offering essential services including the wedding venue, the wedding florist, the photographer, the wedding officiant and the wedding planner. Moreover, the research results showed that the micro wedding concept can grow in the Netherlands because many couples value intimacy and quality time at the wedding nowadays. The findings offered valuable information for the professional to develop a collection of micro wedding packages for millennial couples living in the Netherlands who would like to tie the knot. Each micro wedding package has a different wedding theme and styling. For these packages, four implemented wedding themes are romantic, rustic garden, classic chic and typical Dutch. The micro wedding packages will be organized at four different Amsterdam venues, which are Hotel Sofitel Legend The Grand Amsterdam, Waldorf Astoria Amsterdam, Het Rijk van de Keizer and Rederij Cruise with Us. Looking at the current situation of the business and Covid-19 restrictions, the client expects to launch the micro wedding packages when the Dutch government takes a big step in relaxing measures during the summer of 2021, and when the number of vaccinated people increases. Four micro wedding packages will be published and promoted on the official web page of Santé Weddings and Events.

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## 1. Introduction

A wedding is an important life event regarded by most cultures in the world. It is a unique private event to witness and celebrate the love between two individuals. Hence, the wedding industry is a large section in the event industry as the bridal couples make a significant investment in different wedding elements such as the venue rental, the food and beverage, the choice of photographer, the florist and other vendors for the wedding day. Weddings often cost a tremendous amount of money, time and effort to organize. Nowadays, as the millennial generation becomes the target group of the wedding industry, their opinions towards weddings and traditions have a significant impact on the future of the wedding industry. As millennial couples are more budget-conscious and have different priorities in life than xennials, the micro wedding concept has appeared to be a great option. The booming of micro weddings requires wedding professionals to adapt their services and come up with new ideas to meet the needs and wants of the potential customers. Due to the outbreak of Covid-19, the micro wedding concept has been more popular and received many positive reactions from the customers.

A micro wedding, in short, is an intimate wedding with a small guest list of 30 to 50 people, and has a shorter timeline than a traditional wedding. All the elements of a traditional wedding, such as a wedding party, a florist, a photographer, a videographer and a reception are all included but tailored for a more intimate and cozy experience. The micro wedding concept has been popular in the US and Australia and has many potential in the Dutch market. According to the conducted market research, 89.6% of respondents would consider having a micro wedding in the future as the bridal couples would have more quality time with the guests. Moreover, a micro wedding allows the bridal couple to be creative, have more freedom and less stressed when planning the wedding.

With this in mind, the professional designed four micro wedding packages with different wedding themes for Santé Weddings and Events. Each package offers all the essential services for a perfect wedding day at a reasonable price. Based on the wishes of all stakeholders and the research results, each package provides a location for the wedding ceremony and the reception, a catering service, flower arrangements, a wedding officiant, a wedding planning service, digital wedding invitations and a welcome sign. The packages also offer additional services such as makeup and hairstyling, a wedding cake, videography, a photo book and wedding attire. The professional product is represented as a digital wedding brochure. Table 1.1 presents the assessment criteria and where to find the relevant information in the portfolio.

<b>Assessment criteria</b>	<b>Relevant information within professional product</b>	<b>Relevant information within substantiation</b>
The professional answers the client's question with an appropriate and substantiated professional product.	The management question can be found in the "Portfolio I: Professional Product" in chapter 3.	The management question can be found in the "Portfolio II: Substantiation" in chapter 15.
The professional identifies the most important (internal and external) trends and developments and clarifies their influence on the issue.	A brief explanation of trends and developments can be found in the "Portfolio I: Professional Product" in chapter 4.	The application of trends and developments to create the professional product can be found in the "Portfolio II: Substantiation" in chapter 15.
The professional collects knowledge in a responsible way to support a decision and	The knowledge gained from the research is used to create the content of the professional products and can be found in	The data collection and results can be found in the "Portfolio II: Substantiation" in chapter 16.

valuates this knowledge.	the "Portfolio I: Professional Product" in chapter 5,6,7,8,9,10,11 and 12.	
The professional justifies how the wishes of the stakeholders have been taken into account in the final product.	The information about the wishes of stakeholders can be found in the "Portfolio II: Substantiation" in chapter 17.	The roles and interests of the stakeholders can be found in the "Portfolio II: Substantiation" in chapter 17.
The professional substantiates the extent to which the made choices are socially responsible (e.g., with regard to ethical, intercultural and sustainability aspects).	The information about social responsibility can be found in the micro wedding brochure in "Portfolio I: Professional Product" in chapter 12.	The information about social responsibility can be found in the "Portfolio II: Substantiation" in chapter 17.
The professional demonstrates the financial feasibility of the professional product.	The price lists of the micro wedding packages can be found in the "Portfolio I: Professional Product" in chapter 11.	The information about the financial feasibility of the product can be found in the "Portfolio II: Substantiation" in chapter 18.

*Table 1.1. Information about assessment criteria*

## Portfolio I: Professional Product

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This part of the portfolio describes the micro wedding packages designed for millennial couples in the Netherlands to solve the management question of Santé Weddings and Events.

### 2. Client Organization

---

Santé Weddings and Events is one of the most famous wedding planning and production studios in Amsterdam, the Netherlands. The company specializes in creating a boutique wedding experience for national and international clients in the Netherlands and beyond. The company offers many services, from sourcing bespoke décor to taking care of logistics management to ensure that the client can enjoy the planning process. Every detail of the perfect wedding is taken care of along the way. As an Amsterdam-based wedding planning and production studio, the company works with a team of locals who share the same passion for wedding planning.

Santé Weddings and Events' approach is "We care – We believe – We focus". The company cares about the artistic process behind each event and expertly manages it from the start. The clients are allowed to maintain control over all decisions. The company is always the primary contact point within the team of coordinators. Moreover, the company believes that the best event styling plans focus on the quality of each element, which blends beautifully on the wedding day. The company also focuses on creating more fashion-forward, modern concepts and events inspired by color, nature, art, fashion and interior design.

Santé Weddings and Events is involved in all aspects of the weddings. The company accompanies the bridal couples through each stage of the wedding planning and styling process. They offer various services related to three main areas: wedding coordination, wedding planning and wedding styling. Some of the main topics that the company handles are the venue and vendor selection, the contract management, the budget management, the pre-planning, the production and logistics, the design inspiration and styling, the guest management, the on-site coordination, the post-wedding debrief and the follow up.

### 3. Management Problem

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#### 3.1. Current Situation

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The main question of this Young Professional Semester is *“How can Santé Weddings and Events design Corona-proof micro wedding packages for millennial couples living in the Netherlands?”*. According to the Covid-19 measurements, many events and celebrations were not allowed at the beginning of the project. Moreover, there was a limit on the number of guests at a wedding. According to the government measures against Covid-19, announced on June 5<sup>th</sup>, 2021, the limited number of guests was 50. Additionally, travelling across the borders was limited, which was a considerable difficulty for international couples who wanted to organize weddings in the Netherlands in 2021. Strict disease prevention measures would likely remain in 2021, making it difficult for many wedding vendors to organize large weddings.

Looking at the business, Santé Weddings and Events faced a considerable challenge as many spring and summer weddings were postponed or cancelled, leading to a significant setback for the operation. Wedding inquiries also dramatically dropped because of uncertainty. Besides the safety issue, many couples also faced financial problems as job stability had been threatened during the pandemic, influencing their decision-making process. It was a difficult time for the business as the problem was unique and unprecedented. This was the same problem that many other companies in the wedding industry in the Netherlands were facing. According to the research conducted by The Perfect Wedding.nl (2020), “Of all weddings scheduled for the 2020 wedding season, 25.2% will continue with the original date. In total, 60% will be postponed. Almost 50% will be postponed entirely, and other weddings will be spread over two dates. When it comes to weddings in 2021 or later, nearly one in ten bridal couples has doubts about whether they should continue with the wedding planning process (8.9%)”. Santé Weddings and Events did not have a plan to deal with the situation. Therefore, the company searched for a solution to offer its wedding service in a safe and stress-free setup for couples who want to tie the knot during the pandemic.

#### 3.2. Desired Situation

---

Within the desired situation, Santé Weddings and Events could offer micro wedding services for millennial couples in the Netherlands and keep the business running during the pandemic. The company would like to organize more weddings for couples living in the Netherlands in 2021 while the strict measurements regarding organizing events in the Netherlands remained. By offering micro wedding packages, the company would achieve the following objectives:

- To be able to cope with the pandemic and the unprecedented situation.

The company wanted to be well-prepared to cope with the lockdown situation and the strict long-term measurements with regard to organizing events in the Netherlands due to Covid-19. Furthermore, it was uncertain that the wedding industry would get back to normal; therefore, the company needed to adapt to this new situation and still be able to offer wedding services to couples who would like to get married in 2021.

- To expand the company’s service portfolio.

Before Covid-19, the company mainly focused on unique, boutique weddings, which were sophisticated and customized depending on the desires of the bridal couples. However, after more than five years in business, the company desired to expand its portfolio and offer various wedding services to couples.

- To attract a new target group.

Before Covid-19, the target group of Santé Weddings and Events was couples who were both financially stable and occupied with their careers. However, with successful micro wedding packages, the company would attract a new target group - millennial couples. They are budget-conscious and would like an intimate, stylish and cozy wedding with their loved ones.

- To change the customer perspective towards micro weddings in the Netherlands.

In the Netherlands, small intimate weddings and elopements have existed as some couples would like to save money and have a simple ceremony at the city hall. As a result, the company desired to change the customer perspective towards micro weddings in the Netherlands while bringing the elements of fun and style to light.

- To expand the business network.

The company wanted to expand its network and build relationships with new stakeholders. Successful micro wedding packages would create new relationships with various wedding vendors in the industry. These vendors collaborated with the company to offer their services in the micro wedding packages.

### 3.3. The Professional Product's Relevancy after Covid-19

The Dutch measures against the spread of Covid-19 have frequently changed depending on the number of vaccinated people and the new corona cases. However, according to the latest update on June 5<sup>th</sup>, 2021, some restrictions regarding the number of guests remain in the wedding industry. Therefore, the micro wedding packages were designed for the company to handle the situation for the time being and to be able to offer weddings.

Although the professional product was designed to solve the company's management question regarding Covid-19, the product will also be relevant after the pandemic. The micro wedding concept has the potential to grow as affordability and intimacy are the two key elements in a wedding that millennial couples value nowadays. Furthermore, according to the research results, many couples are interested in a less traditional wedding version and find it more interesting to have a cozier, stress-free wedding. In the long-term, expanding the portfolio with the micro wedding service will be a strategic step for Santé Weddings and Events to expand the business and grow in the wedding industry in the Netherlands.

## 4. Environment

### 4.1. Company Analysis

#### 4.1.1. Business Model Canvas

To visualize the operationalization and have a better understanding of the company's strategy, the business model canvas with nine building blocks was created.

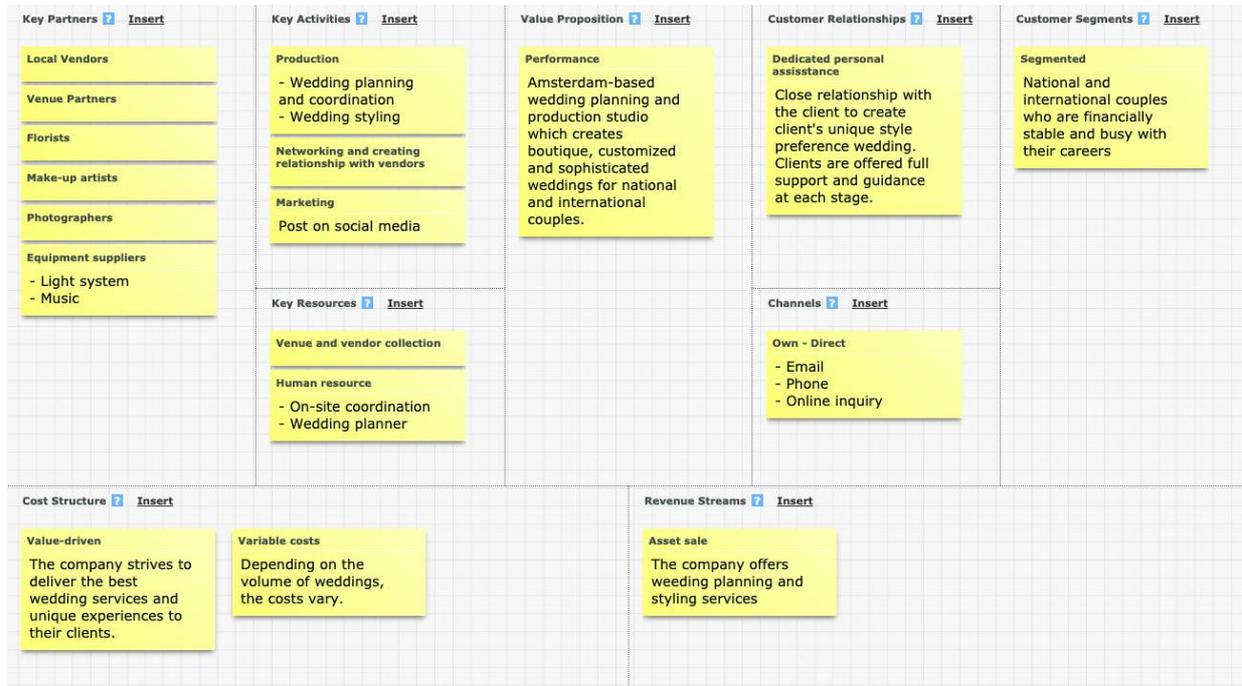


Figure 4.1.1. Business Model Canvas

#### 4.1.2. SWOT Analysis

SWOT analysis was applied in this report to summarize the strengths, weaknesses, opportunities and threats related to the organization. The information gained from the client meeting and the company analysis was a foundation for the SWOT analysis. Strengths and weaknesses are internal to the company – things that the organization can control and change. However, opportunities and threats are external to the company – things that are happening in the market and the industry that the organization cannot change.

	POSITIVE IMPACT	NEGATIVE IMPACT
INTERNAL	<b>Strengths</b> <ul style="list-style-type: none"> <li>• Good reputation</li> <li>• High quality of wedding services</li> <li>• Attract lots of international clients</li> <li>• Strong customer relationships</li> </ul>	<b>Weaknesses</b> <ul style="list-style-type: none"> <li>• Limited staff resource</li> <li>• Limited-service portfolio</li> <li>• Inconsistent revenue stream</li> </ul>
EXTERNAL	<b>Opportunities</b> <ul style="list-style-type: none"> <li>• Increase revenue stream</li> <li>• Customer acquisition</li> <li>• Cooperation with new stakeholders</li> <li>• Leader in micro wedding planning in the Netherlands</li> </ul>	<b>Threats</b> <ul style="list-style-type: none"> <li>• Strict regulations due to Covid-19</li> <li>• Competitors who offer micro wedding packages</li> </ul>

Figure 4.1.2. SWOT Analysis

#### 4.1.3. Confrontation Matrix

One of the first steps of the new product development process is identifying the most critical strategic issues of Santé Weddings and Events. In this project, the professional applied a confrontation matrix to further analyze the SWOT analysis. The confrontation matrix analysis indicates the match and mismatch between the strengths or weaknesses of the organization and the opportunities or threats from the industry.

- 0 = No influence
- + = Positive
- ++ = Very positive
- = Negative
- = Very negative

	Opportunities				Threats	
	Increase revenue stream	Customer acquisition	Cooperation with new stakeholders	Leader in micro wedding planning in the Netherlands	Strict regulations due to Covid-19	Competitors who offer micro wedding packages
<b>Strengths</b>						
Good reputation	+	++	++	+	-	+
High quality of wedding services	0	+	+	++	-	++
Attract lots of international clients	+	+	+	+	--	0
Strong customer relationships	+	++	0	0	0	+
<b>Weaknesses</b>						
Limited staff resource	-	-	-	-	-	-
Limited-service portfolio	--	--	0	0	--	--
Inconsistent revenue stream	0	--	-	-	--	-

Figure 4.1.3. Confrontation Matrix

The outcome of this matrix is categorized into four quadrants.

- Strengths and Opportunities (SO)

The company can use its strengths to maximize opportunities and gain an advantage over its competitors in the wedding industry. With a good reputation, Santé Weddings and Events has a significant advantage in customer acquisition and cooperation with new stakeholders. Additionally, with a high quality of service, the company can be the leader in the wedding industry in the Netherlands. Strong customer relationships also support the company in gaining new customers.

- Strengths and Threats (ST)

The company needs to take action to defend its market position. A few competitors offer micro wedding packages in the Netherlands; however, the threat is relatively low as the micro wedding concept is new. Moreover, with a good reputation and a high quality of service, the company will differentiate itself from those competitors.

- Weaknesses and Opportunities (WO)

The limited-service portfolio is a weakness as the business will have difficulty in generating revenue and attracting new customers. Moreover, due to the pandemic, the organization faced a significant financial issue. Therefore, an inconsistent revenue stream is a disadvantage to attract new customers and gain their trust.

- Weaknesses and Threats (WT)

Strict measures against Covid-19 have negative impacts on the organization. With a limited-service portfolio and an inconsistent revenue stream, it is more difficult for the business to survive during this challenging time. A limited-service portfolio is also a weakness of the organization because it is more difficult for Santé Weddings and Events to compete with other wedding planners who offered micro wedding packages during the pandemic. Therefore, it is essential to develop a solution that minimizes the company's weaknesses and avoids threats.

#### 4.2. Competitive Analysis

---

To analyze the company's external environment, Porter's Five Forces Framework (1979) describes the opportunities or threats of external factors to the organization. The framework is often used to identify an industry's structure to determine corporate strategy. It can be applied to all economic segments to better understand the level of competition within the industry and contribute to the company's long-term profitability (Scott, 2020). The framework analyzes the business competition based on five aspects: the threat of new entrants, bargaining power of suppliers, bargaining power of buyers, the threat of substituted services and competitive rivalry.

- The threat of new entrants

The threat of new entrants is high. The barriers to entry into the wedding industry are low to moderate. There are a few strict legal requirements for starting a small business in the Netherlands, and the capital requirements for wedding planning at the beginning stage are low. A new wedding planning company can provide the wedding service on the company's web page without investing in employees and inventories. This factor attracts new entrepreneurs in the wedding industry. However, to operate the business, new entrants also need to invest time and money in expanding the network of wedding vendors, which will be difficult at the beginning stage.

- Bargaining power of buyers

As it is a competitive market and there are many different wedding planners to choose from, the bargaining power of buyers is moderate. Santé Weddings and Events offers various wedding planning and styling services, which are similar to its competitors' services. However, the company can still differentiate itself from the market and attract new customers, who choose the company because of its unique style and sophisticated, boutique wedding concept.

- Bargaining power of suppliers

The bargaining power of suppliers in the wedding industry, in general, is low as there is a surplus of available providers. However, depending on a particular concept and wedding style, the bargaining power of suppliers can be moderate to high as the wedding planner needs to negotiate with those specific suppliers to receive a good deal. Some popular wedding vendors, which are often chosen by the clients, have a high bargaining power compared to other suppliers.

- The threat of substitutes

The threat of substitutes is low because of the characteristic of the wedding industry. As wedding planners have their expertise, they attract many customers looking for a professional planner who organizes stylish weddings.

- Competitive rivalry

The competitive rivalry of Santé Weddings and Events is moderate to high as there are many different wedding planners based in Amsterdam who also offer similar wedding services. However, as the company has its segment in the market and focuses on boutique, sophisticated wedding planning, it still has a strong position. The company can stand out in a crowded market.

### 4.3. Ansoff Matrix – Product Development

The Ansoff Matrix was developed by Igor Ansoff and published in the Harvard Business Review in 1957. Looking at the internal and external analysis, Santé Weddings and Events follows the diversification strategy, which means developing a new product to a new market. Diversification requires the organization to acquire new knowledge, skills and services. Texier (2000) highlighted that “Ansoff’s diversification does not only refer to product development or market development but a combination of the two”.

Regarding the wedding planning business, the new product is a collection of micro wedding packages. The new market includes international millennial couples or Dutch millennial couples who want to have an intimate, micro wedding. According to “What is Diversification Strategy? (Definition and Examples)” (n.d.), for a business, diversification offers the opportunity to explore new avenues of growth and have the potential to gain extra profits. Moreover, it boosts the company’s brand image and protects the company against strong competitors. However, the business also faces some risks associated with developing a new product due to the lack of experience when entering a new market. Hence, to minimize the risk, market research was conducted to better understand the customer expectations towards micro wedding packages.

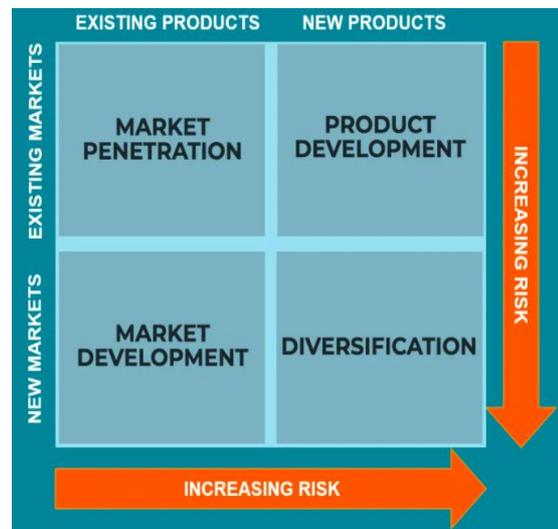


Figure 4.3. Ansoff Matrix

### 4.4. Trends and Developments

#### 4.4.1. External Trends

Nowadays, the wedding industry is highly competitive and dynamic in the world. The pandemic has changed the wedding industry. There are many emerging wedding trends in 2021. By considering all the relevant trends and developments in the wedding industry in 2021, the company can offer suitable micro wedding packages that meet the demands of millennial couples who want to tie the knot in 2021. In this report, the professional applied the DESTEP-model to analyze the trends and developments within the wedding industry. From the literature research, a few trends and developments are important to Santé Weddings and Events. A more elaborate explanation of the trends and developments can be found in [Appendix I](#) of this portfolio.

- Demographical

**Millennials:** This generation has become the most important group of customers in the wedding industry. According to Forrest (2019), engaged couples are increasingly utilizing technology, flexibility in wedding guests’ attire and preferring to personalize their wedding. This trend has an impact on the target group of Santé Weddings and Events’ micro wedding packages and on how to approach this target group. As Santé Weddings and Events focuses on millennial couples who want to get married in the Netherlands, the company needs to understand this generation and which elements would attract this customer group.

- Economical

**Impact of Covid-19:** As the coronavirus pandemic continues, the wedding industry is facing an unprecedented challenge. According to Dhanusha Sivajee, chief marketing officer at The Knot Worldwide, wedding vendors “have been struggling to keep their businesses up and running during this unprecedented time” (Hecht, 2020). Covid-19 is related to the management problem that Santé Weddings and Events is facing. Therefore, the professional product was designed as a solution to this problem.

- Social

**Multicultural wedding:** The millennial generation has more opportunity to meet and mingle with people from different countries; hence, cultural boundaries in the institution of marriage have been reducing. Santé Weddings and Events attracts many international couples living in the Netherlands who would like to get married in the Netherlands. Hence, multicultural elements were taken into account while designing the micro wedding packages to also approach international couples.

- Technological

**Visual planning:** Virtual invitations, zoom meetings, live stream weddings and online wedding attire shopping have become more popular since the outbreak of Covid-19. With the micro wedding packages, Santé Weddings and Events considers the government’s social distancing rules by applying visual planning in the service.

**Social media wedding:** Nowadays, couples are more connected with social media. They share their wedding on those online platforms. Santé Weddings and Events can benefit from this trend by offering these services in the micro wedding packages.

- Ecological

**Sustainability:** Couples are looking at a new way to host their wedding responsibly by cutting down on unnecessary waste and being as eco-friendly as possible. Considering the sustainable aspect of a wedding, Santé Weddings and Events can increase the brand awareness as a sustainable business.

- Political

**Dutch measurements against Covid-19:** Due to the government’s lockdown situation and strict measures, many couples have decided to postpone or cancel their big day. Strict regulations have a direct impact on Santé Weddings and Events and the implementation of the micro wedding packages.

#### 4.4.2. Internal Trends

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As mentioned before, the consequences of Covid-19 were internally noticeable. According to the owner of Santé Weddings and Events, “due to Covid-19, the number of wedding inquiries has dropped significantly, and all the weddings that were supposed to be organized on May and June of 2021 have been cancelled or postponed” (Tervoort, E, personal communication, 2021). This led directly to a decrease in revenue as there were not enough customers. As a result, the company had less to spend on the new product: the micro wedding packages. Fortunately, the micro wedding packages did not require a significant investment. Therefore, the micro wedding concept is a solution for the business in 2021 when strict rules and regulations against Covid-19 remain.

#### 4.4.3. Marriage Trends in the Netherlands

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- Fewer marriages

According to “Marriage and Partnership Registrations; Key Figures” (2020), in 2019, more than 63,500 couples got married in the Netherlands. Moreover, according to “People in Their Twenties and Thirties Marry Less and Less” (2018), “people in their twenties and thirties marry less and often choose a registered partnership. The Central Bureau of Statistics reports this based on preliminary figures in 2017. Almost 65,000 couples in their twenties or thirties got married in 2017 in the Netherlands. Twenty years ago, that was about 85,000 couples. In recent years, the number of marriages in their twenties and thirties has already fluctuated around 65,000”. In addition, the Dutch population increased from about 13 million to more than 17 million in 2020. As a result, the gross marriage rate fell even more sharply. This trend directly impacts Santé Weddings and Events as fewer couples decide to get married nowadays.

- **Reason for fewer people getting married nowadays**

According to House (2020), people in their twenties and thirties were increasingly opting for a registered partnership or living together. One of the reasons was related to the high cost of a wedding. “The CBS thinks the twenties and thirties marry less often. They feel insecure about their financial situation because many people have flexible jobs nowadays. In addition, a house costs more money, and they would rather spend money on a house than their wedding day” (House, 2020). The article also mentioned another reason related to the legal aspects as there are fewer legal responsibilities attached to a registered partnership than a marriage.

“The fact that fewer couples choose a wedding has everything to do with the economic crisis that the Netherlands is going through. During such a crisis, it is easy to see that people do not dare to make large expenditures,” said the CBS. Although the Dutch economy was improving, the average number of marriages was not increasing. According to the CBS, people are not sure of their future when they have less stable jobs (Anne, 2018). As stated in “People in Their Twenties and Thirties Marry Less and Less” (2018), less skilled employees who were in a partnership did not want to get married.

One of the main reasons why couples decide not to get married is the high cost of a wedding. Therefore, this trend was well considered when setting the price for the micro wedding packages to make sure that the company offers a good quality-price ratio for the potential customers. With the micro wedding concept, the company expects the potential customers to change their views towards weddings and to be more willing to get married at a reasonable price.

- **Marriages per municipality – Amsterdam was the most popular place**

From 2010 to 2018, in total, 585,705 marriages took place in the Netherlands. Amsterdam was the city with the highest number of marriages. Figure 4.4.3. shows the number of weddings in other large municipalities in the Netherlands. Additionally, according to the “Wedding Trend Report” (2020), 344,436 marriages took place in other municipalities, which were not included in this figure. This trend was taken into account when designing the micro wedding packages as all wedding venues are located in Amsterdam. This choice also matched the business’s strategy as an Amsterdam-based wedding planning company.

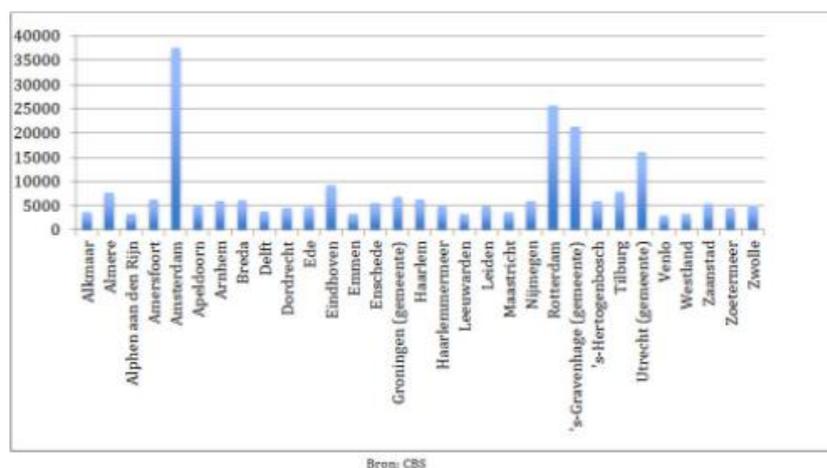


Figure 4.4.3. Marriages per municipality

## 5. Target Group

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### 5.1. Characteristic of the Target Group

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Based on the research results, the characteristics of the target group for the micro wedding packages were defined. There were 116 participants in the online questionnaire, and five couples participated in the in-depth interviews. The target group is the age group of 21-39 years old, representing the millennial generation. According to the research results, 89.7% of respondents were in this age group. Moreover, all interviewed couples were between 24-31 years old. Compared to the expert interviews' results, it was similar to the age group of couples having micro weddings in the US. Regarding the nationality, the micro wedding packages target Dutch couples and ex-pats living in the Netherlands. Based on the research results, 79.3% of participants were from the Netherlands, and 20.7% came from different countries such as Vietnam, Thailand, Brazil, Croatia and Belgium. Additionally, the target group is mostly non-religious couples, as 56% of participants indicated that they were non-religious in the online questionnaire. Regarding the financial status, the respondents have a monthly income of €1.000 to €3.000 on average. The percentage of respondents who had this amount of monthly income was 70.7%.

Regarding the education level, more than 50% of respondents obtained a HBO diploma or a WO diploma. Moreover, regarding the relationship status, the target group comprises couples who have a long-term, stable relationship and couples in a partnership or have a living together contract who plan to get married in the future. This insight was based on the research results as more than 57.8% of respondents had a relationship longer than a year while not being in a partnership or living together contract. Moreover, 29.3% of respondents were in a partnership or had a living together contract. Furthermore, the target group is couples who are interested in the micro wedding concept as they want to have more intimate and quality time with the guests on their wedding day. Additionally, during the pandemic, the micro wedding packages also target couples who want to follow the government measures against Covid-19 with regard to organizing a wedding.

### 5.2. Target Group's Preferences regarding the Package's Services

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- Wedding theme

The micro wedding packages target couples who like to have a romantic, natural or classic theme. According to the results of the research, they were considered the most popular themes among the potential couples planning to get married in the Netherlands. Based on the research results, 69.8% of respondents would like to have a romantic wedding, 31% would prefer a natural wedding, and 20.7% would like to have a classic wedding.

- Wedding venue

The micro wedding packages target couples who like to organize their wedding at outdoor venues with a good rain plan set up. Some possibilities are a garden or a venue in the countryside. This insight was based on the research results, as more than 47% of respondents would prefer a garden as a wedding venue. Additionally, the micro wedding packages also target couples who like to have indoor venues such as historical buildings. In the questionnaire, the percentage of respondents who would like to have a wedding at a historical place was 40.5%.

- Wedding florist

The target group is couples who would like to have a personal flower arrangement at the wedding, such as a bridal bouquet. Moreover, depending on their preferences, they would like to have some flower arrangements for the ceremony and the reception, such as a backdrop, a centerpiece or a table arrangement. According to the questionnaire's results, 65.5% of respondents would like to have ceremony flowers, and 53.4% would like to have reception flowers.

- Wedding photography

The target group is couples who would like to have a photography service during their wedding day. According to the questionnaire's results, 91.4% of respondents would like to have a photography

service on the wedding day. Depending on the couple's preferences, they can consider some additional services such as videography, a photoshoot for couples and a printed photo album.

- Wedding music

The target group is couples who would like to have background music with a speaker to play their favorite playlist on the wedding day. According to the questionnaire's results, 62.1% of respondents would like to have pre-recorded music.

- Extra service

The target group is couples who would also want to include a catering service in the wedding. This insight was based on the research results as more than 85% of participants would consider having a catering service. Moreover, according to the questionnaire's results, 76.7% of respondents would like a makeup and hair service, and 73.3% preferred to have a wedding cake. These are two important additional services for the target group.

### 5.3. Target Group's Preferences regarding the Package's Price

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For the micro wedding packages at Santé Weddings and Events, based on the research results, most couples consider the price a somewhat important factor in the decision-making process. More than 40% of participants in the survey shared the same opinion regarding the importance of the price. The price is not the most important factor in the decision-making process, and the potential customers are willing to pay for a high-quality package that offers all essential wedding services for a perfect wedding day. They are willing to pay from €5.000 to €10.000 for a micro wedding package.

A persona was created to visualize a potential couple who would book one of the micro wedding packages at Santé Weddings and Events. This can be found in [Appendix II](#).

## 6. Micro Wedding Packages

With all the knowledge gathered from desk research and field research, the professional product – a collection of four micro wedding packages was designed accordingly. Each package represents a wedding theme and will be organized at one of the official wedding venues in Amsterdam. In this chapter, the detailed content of each package is finalized. Each package contains a list of essential services for a perfect wedding day, including a wedding location, a catering service, flower arrangements, a wedding officiant service, a photography service during the day, digital wedding invitations, a welcome sign and a wedding planning service. Furthermore, couples can book some additional services at extra costs. A list of additional services includes a makeup and hair service, a wedding cake, wedding attire, additional flower arrangements, a videography service and a photo album.

### 6.1. Wedding Venue and Catering Service

#### **Romantic Wedding**

*(Waldorf Astoria Amsterdam – Address: Herengracht 542-556, 1017 CG Amsterdam)*

Looking at the results of the market research, the romantic theme was the most popular wedding theme among the respondents. Based on the results, 69.8% of respondents would like a romantic wedding. The romantic theme is also in line with the style and the brand image of Santé Weddings and Events, as the company focuses on sophisticated, elegant and chic weddings. Hence, for the micro wedding concept, the romantic theme was chosen as one of the wedding themes in the collection.

#### ❖ Wedding Venue

Set in six beautiful 17<sup>th</sup> and 18<sup>th</sup>-century canal houses on one of the most reputable canals of Amsterdam, the Waldorf Astoria Amsterdam offers a perfect location for a timeless and unique wedding. It is a big opportunity for Santé Weddings and Events to collaborate with Waldorf Astoria Amsterdam. With a distinctive heritage décor and a picturesque view of the canal and the garden, Waldorf Astoria Amsterdam stands out as a great wedding venue where couples can cherish their love and celebrate the once in a lifetime event. The micro wedding's ceremony will be organized in the room "Decquer" with a small guest list. Additionally, the wedding reception will be held in the room "Sautijn and Huygens". The settings of these two rooms perfectly fit with the concept of an intimate, small wedding with approximately 30 attended guests. Waldorf Astoria Amsterdam was chosen as a wedding venue for the romantic package because the hotel has many experience in hosting intimate, small weddings. Furthermore, it offers lots of privacy for couples during the wedding day and the possibility to have beautiful pictures in an outdoor setting beside the indoor venues. Waldorf Astoria Amsterdam offers the venue and the catering service for micro weddings all year-round during weekdays and weekends.



Figure 6.1.1. Sautijn and Huygens



Figure 6.1.2. Huygens

Waldorf Astoria Amsterdam offers the location and the catering service for the wedding ceremony and the reception. The location rent includes the wedding setup with chairs and tables, some decorations and small flower bouquets on the tables for the reception. Besides offering a stunning and spacious venue for the wedding, the hotel also offers couples who get married at Waldorf Astoria Amsterdam an exclusive use of its property as a photoshoot location before or after the wedding day. The hotel is a beautiful photoshoot location for the bridal couples. Especially, the private courtyard garden has an elegant setup and a cultural ambiance.

Moreover, Waldorf Astoria Amsterdam also offers a dedicated wedding concierge, who is the primary contact person representing the hotel. The wedding concierge is in charge of communicating with the wedding planner and the bridal couples. She will be present on the wedding day with a team of staffs to assist on location.

#### ❖ Catering Service

For the wedding ceremony and the reception, the hotel offers a luxurious food and beverage package including the following items:

- A Peacock alley sweet table;
- Champagne-Brut Souverain from the House of Henriot in France;
- An international beverage arrangement;
- A fine selection of canapes (3 canapes per person);
- All-day coffee, tea and mineral water;
- A wedding cake (tailor-made depending on the couple's wishes).

Waldorf Astoria Amsterdam also offers the couples the possibility to have a dinner after the wedding reception. For a 3-course menu, the price is €89,00 per person. For a 4-course menu, the price is €125,00 per person. Wine pairing is also available at the price of €50,00 per person. The sample menu consists of:

- Tuna Tartar;
- Red Mullet;
- Duck Breast;
- Deconstructed Apple Pie;
- Petit Fours.

#### **Rustic Garden Wedding**

*(Het Rijk van de Keizer Amsterdam – Address: Joris van Den Berghweg 109, 1067 HP Amsterdam)*

The natural theme was one of the most popular wedding themes among the potential customers. According to the online questionnaire's results, 31% of respondents indicated that they would like a natural wedding theme; hence, it was chosen as one of the themes for the collection of micro wedding packages.

#### ❖ Wedding Venue

The wedding venue for a rustic, natural wedding is Het Rijk van de Keizer Amsterdam. It is a vibrant and creative wedding location between the Amsterdam meadows and the Garden of West. It is located in a historic location that used to be part of the Defense Line of Amsterdam. The site of De 1800 Roeden can be found in the list of UNESCO world heritage. A micro wedding ceremony and a small reception for 30 to 50 guests will be organized in the beautiful inner courtyard filled with flowers and plants of Het Rijk van de Keizer Amsterdam. It was chosen as a wedding venue for the natural wedding package as it brings a laid-back, relaxing vibe for the bridal couples and the guests. Moreover, as an official wedding location, it offers the couples the possibility to have some additional services such as live music or a dinner after the reception. Het Rijk van de Keizer Amsterdam offers the venue and the catering service for micro weddings from Monday to Wednesday (sometimes also Thursday) all year round.

Het Rijk van de Keizer Amsterdam offers the location and the catering service for the wedding ceremony and the reception. The location rent includes the wedding setup with chairs and tables, all the plants and fresh flowers in the garden. The venue also offers a manager on-site and staffs on the wedding day to ensure that the event runs smoothly.



Figure 6.1.3. Reception “Inner Garden”



Figure 6.1.4. Ceremony “Inner Garden”

#### ❖ Catering Service

For the wedding ceremony and the reception, Het Rijk van de Keizer Amsterdam offers a fine collection of sweets and small bites, all-inclusive drinks for two hours and Cava for the celebration toast. All the dishes are mainly European oriented and prepared with organic, fresh and seasonal ingredients. Additionally, the venue offers a fresh lemon bar to welcome the guests and a wedding cake if the couple would like to order a cake.

The venue also offers the couples the possibility to have a catering service after the wedding reception. For a 3-course menu, the price is €35,00 per person. For a 4-course menu, the price is €38,00 per person.

#### **Classic Chic Wedding**

*(Sofitel Legend The Grand Amsterdam – Address: Oudezijds Voorburgwal 197, 1012 EX Amsterdam)*

According to the results of the research, many couples would like to organize their wedding at a historical, cultural building. Furthermore, 20.7% of participants in the online questionnaire indicated that they would like a classic wedding. Hence, the classic chic theme was added in the collection of micro wedding packages at Santé Weddings and Events.

#### ❖ Wedding Venue

The wedding venue for a classic chic wedding is Sofitel Legend The Grand Amsterdam. It is one of the most famous historic wedding venues in the municipality of Amsterdam. The hotel building is the former City Hall of Amsterdam. It has a very romantic and classic décor. The hotel has been an official wedding venue for many couples for over two centuries. In 1926, The First-Class Marriage Chamber was decorated by Chris Lebeau with refined Art Nouveau frescos and stained-glass windows, portraying the story of love and life. This room has been the silent witness of a significant number of marriage vows in history. The Marriage Chamber also has a private balcony with a view of The Grand's beautiful inner garden. The venue is perfect for an intimate wedding with a guest count of 30 to 50 people. The reception can be organized in the Burgomaster Chamber, and the wedding ceremony can be held in the Marriage Chamber with a small guest list. Depending on the weather, the bridal couples can have a celebration toast on the balcony of the Marriage Chamber (for a maximum of 25 guests) or they can have the toast at the Burgomaster Chamber. Sofitel Legend The Grand Amsterdam offers the venue

and the catering service for micro weddings all year-round during weekdays and weekends, depending on the availability of the location.

For the micro wedding concept, Sofitel Legend The Grand Amsterdam offers the location and the catering service for the wedding ceremony and the reception. The location rent includes the wedding setup with chairs and tables and some additional decorations such as candles.



Figure 6.1.5. Marriage Chamber



Figure 6.1.6. Burgomaster Chamber

#### ❖ Catering Service

For the wedding ceremony and the reception, Sofitel Legend The Grand Amsterdam offers the following services:

- Coffee, tea, soft drinks and patisserie du chef;
- A Champagne toast;
- A reception with drinks and a fine selection of canapes.

All the dishes are mainly French-oriented and prepared with top quality ingredients by the chef. Additionally, if the couples would like to have an elegant wedding cake, this could be added to the package at an extra cost. After the reception, the bridal couples can include a dinner for 30 to 40 guests. The price for a 3-course menu is €65,00 per person, including coffee or tea with mignardises. For a 4-course menu, the price is €75,00 per person. The beverage costs during the dinner are based upon consumption.

#### **Typical Dutch Wedding**

*(Rederij Cruise with Us – Address: Marnixstraat 263 H, 1015 WJ Amsterdam)*

As Santé Weddings and Events has a good reputation among international couples living in the Netherlands, the company wants to have a unique micro wedding package specially designed for this customer group. Although the concept of a typical Dutch wedding is the company's wish, all the standard services are included in the package based on the research results. The concept of this unique package is a wedding on a salon boat combined with a cruise tour along the iconic Amsterdam canals. For the international couples, they will welcome guests coming from different countries in the world. Hence, the typical Dutch wedding package was designed to offer a traditional and exceptional wedding in a unique Amsterdam ambience.

#### • Wedding Venue

For the typical Dutch package, Santé Weddings and Events collaborates with Rederij Cruise with Us. This is a high-end boating company featuring the most luxurious riverboats in Amsterdam. The venue offers exclusive services and an outstanding culinary experience on the water. As an official wedding location in the municipality of Amsterdam, the company has hosted many events and weddings. For

the micro wedding concept, the wedding will be organized on the salon boat “Soeverein”. The Soeverein is one of the most luxurious riverboats on the Amsterdam canals. It has a glamorous design, from the hand-painted ceiling to the classic fabric and chandeliers. The boat has all the necessary features for a wedding on the water, including a high-quality sound system, a wireless microphone, a piano, a heating system, a cloakroom and a fully equipped kitchen. Rederij Cruise with Us offers the venue and the catering service for micro weddings all year-round during weekdays and weekends, depending on the boat’s availability.

Rederij Cruise with Us offers the location and the catering service for the wedding ceremony and the reception. The location rent includes the wedding setup with chairs and tables, tablecloths and fresh flowers.



Figure 6.1.7. The Soeverein



Figure 6.1.8. Interior Setup

- Catering Service

Rederij Cruise with Us offers a welcoming service with coffee, tea, soft drinks and mineral water; Cava for the celebration toast; elegant canapes and alcoholic drinks such as beer and house wine.

Additionally, the bridal couples can include a dinner after the wedding reception. The price for a 3-course menu is €59,00 per guest. The price for a 4-course menu is between €67,00 and €69,00 per guest.

## 6.2. Wedding Photography

For the collection of micro wedding packages, Santé Weddings and Events collaborates with three professional photographers in Amsterdam. The 3-hour photography service includes the following services:

- A pre-wedding consultation;
- Approximately 200-250 photos (all color edited high-resolution jpegs);
- A private online gallery;
- A collection of digital pictures in a print-ready format;
- Personal reproduction rights to each image.

The three photographers were chosen for the micro wedding packages as they are all based in Amsterdam, which makes it convenient to travel to all the wedding venues in the city. Moreover, they have experience in shooting weddings. They are also very flexible. As micro wedding packages approach a large target group – millennial couples, the photographers can capture different settings and styles according to the wishes or personalities of the couples. Additionally, three photographers were chosen because they offer a reasonable price for their services, which matches the price range

of the micro wedding packages. They are also well-known in the Amsterdam region and have many positive references from the bridal couples in the Netherlands.

❖ Hoi Ling Wong – Vivian

Vivian is a Hong Kong-born British raised fashion and portrait photographer based in Amsterdam. She first started her career with street photography and later turned into photographing for friends and family. Vivian likes to be behind the lens to document memories and tell an authentic, personal story through pictures. She has collaborated with lots of fashion brands and also has experience in photographing weddings in the Netherlands.

❖ Lana

Lana is a professional photographer based in Amsterdam. She travels around the world for destination weddings and other shootings. Starting her career in 2008, Lana has experience in photographing families, portraits, love shoots, weddings and other life events. She describes her style as sensual-bright photography while balancing between lively, vivid and easy-staging shoots. She likes to capture all the spontaneous moments to show the actual image of life.

❖ Saffron

Saffron is a professional photographer living in Amsterdam. She has been working as a photography producer for many advertising agencies. Saffron graduated from the photography school in Amsterdam in 2014. She has gained many experience in photographing events and weddings. She loves to be at the event all day and capture small details that complete the story. Additionally, she also does portraits in a studio or at a unique location.

### 6.3. Wedding Officiant

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For the micro wedding packages, Santé Weddings and Events collaborates with Ria Kuipers-Andrea – a licensed marriage officer from a mid-sized town in the province of South Holland. Ria has worked with Santé Weddings and Events in many weddings and built a good relationship with the company. She started being a wedding officiant in 1994 and has fulfilled more than 300 marriages and partner registrations. Ria has performed marriages and wedding ceremonies in domestic locations as well as abroad. She can speak four different languages, including Dutch, English, French and German. As a warm-hearted person, Ria offers her service with utmost care to make everybody feel welcomed and included. In 2018, she was in the top three best wedding officiants in the Netherlands.

For the wedding ceremony at a micro wedding, Ria offers the following services:

- ❖ A beautiful ceremony in Dutch or English;
- ❖ A personal speech with input from the bridal couple;
- ❖ A personal present for the bridal couple;
- ❖ A consultation with the couple before the wedding.

### 6.4. Wedding Planning Service

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For the micro wedding packages, Santé Weddings and Events also includes the wedding planning service for couples. To make sure that things go smoothly and every detail of the micro wedding is taken care of, Emilva Tervoort, who is the owner of the company, will offer a wedding management service, including:

- 5-6 hours of on-site management;
- Email and phone support;
- Distribution of all payments;
- Collection of small décor items.

Depending on the guest count, the wedding theme and the added services, the company can offer various additional planning services at extra costs.

## 6.5. Wedding Invitation

The micro wedding packages of Santé Weddings and Events include digital wedding invitations from Greenvelope.com. It is a Seattle-based company offering electronic invitation cards with elegant and creative designs. By creating a positive and user-friendly online experience, the company wants to encourage people to use digital invitations instead of traditional paper cards to save time and money. The company also donates a percentage of every sale to Mountains to Sound - a non-profit organization that maintains forests. Considering the sustainability aspect, the convenience and the stylish design of the digital invitations, Greenvelope.com was chosen to be the supplier for the digital wedding invitations included in the micro wedding packages. After a couple contacts the company for one of the micro wedding packages, various designs will be sent to them via email. After that, the digital invitations will be edited and customized according to their wishes and wants. Santé Weddings and Events will also be in charge of managing the RSVPs.

Greenvelope.com offers various sets consisting of a digital envelope and an invitation card. Many available designs for the invitations on the website will match all four wedding themes. On the invitation cards, all the essential information regarding the event's name, the date and time, the location and the additional information is presented to ensure that the receivers are well-informed. In addition, the website has many powerful features to make a perfect wedding invitation for each wedding, including personalization, importing a guest list, tracking RSVPs and auto-reminders.



Figure 6.5.1. Romantic Invitation



Figure 6.5.2. Rustic Garden Invitation

## 6.6. Wedding Florist

For the micro wedding packages at Santé Weddings and Events, the company collaborates with Katya Hutter Floral Design. Katya is a floral designer based in Amsterdam. She specializes in creating luxury and sophisticated flower designs for private clients, weddings and events in the fashion industry. She has many experience in designing flower arrangements for weddings and events and offers the best quality of services to her clients. As Santé Weddings and Events has collaborated with Katya for several projects and weddings, Katya is the perfect choice as a wedding florist for the collection of micro

wedding packages. For each package, she offers a bridal bouquet and a boutonniere. Due to the differences in styling and the type of flowers as well as accessories, the price of each package is different. In addition to the personal flower arrangements, Katya also offers a flower arrangement for the wedding reception made with the remaining flowers in a vase. For the romantic wedding and the natural wedding, the bridal couples can upgrade the service from premium to luxury flowers. Katya offers the following packages:

- ❖ *Classic Flowers for Classic Chic Wedding and Typical Dutch Wedding (avalanche roses). This package includes:*

A medium-size wedding bouquet with premium garden roses with a satin ribbon;

A boutonniere for the groom with a satin ribbon;

A flower arrangement for the wedding reception or wedding ceremony.

- ❖ *Premium Flowers for Romantic Wedding and Rustic Garden Wedding (premium quality roses or Japanese garden roses). This package includes:*

A medium-size wedding bouquet with premium garden roses with a silk ribbon;

A boutonniere for the groom with a silk ribbon;

A flower arrangement for the wedding reception or wedding ceremony.

- ❖ *Luxury Flowers for Romantic Wedding and Rustic Garden Wedding (David Austin roses). This package includes:*

A medium-size wedding bouquet with luxury garden roses with a silk ribbon;

A boutonniere for the groom with a silk ribbon;

A flower arrangement for the wedding reception or wedding ceremony.

## 6.7. Welcome Sign

For the micro wedding packages at Santé Weddings and Events, a customized welcome sign is included. The welcome sign will be purchased at Weddingdeco.nl – one of the most famous web shops for wedding decorations in the Netherlands. The company won the Dutch Wedding Awards due to the high quality of products and a wide range of services. With a collection of welcome signs, the couples have many options to choose from, which will match the style of the micro wedding. Additionally, some elements such as the couple's names, the wedding date and the text line will be presented on the sign. After the couple contacts Santé Weddings and Events for the micro wedding service, some designs will be sent to the couple through email. After that, the welcome sign will be designed and ordered online according to their wishes.



Figure 6.7.1. Round wooden Figure 6.7.2. Botanical romance Figure 6.7.3. Chic wooden

## 6.8. Makeup and Hair Service (Additional Service)

A makeup and hair service is introduced to the potential customers as an additional service at an extra cost. For the micro wedding packages at Santé Weddings and Events, the company collaborates with Elen Cherednikova, a professional makeup and hair artist. She has worked with many reputable brands in the fashion industry and the event industry. Elen has many experience in fashion shoot's makeup and hair and wedding makeup and hair. She also has collaborated with Santé Weddings and Events for many shoots and built a good relationship with the company. For the micro wedding, she offers a makeup and hair package including:

- Wedding makeup and hairstyling;  
*The makeup and hair artist ensures that the couples have the best look for their big day.*
- Trial session at the studio in The Hague;  
*During the trial session, the makeup and hair artist creates a unique beauty plan for the bridal couples on their wedding day. She will try out different hair and makeup looks and find out which fits best.*
- The usage of luxury brands (TEMPTU, Tom Ford, Charlotte Tilbury, Laura Mercier, Mac, Becca, Dior), including waterproof cosmetics;
- Extra lashes;
- Assistance with dress and veil.

## 6.9. Wedding Cake (Additional Service)

For the micro wedding packages, Santé Weddings and Events collaborates with Polaberry – a famous compact shop selling chocolate-covered fruit, cake pops, sweets and coffee in Amsterdam. The concept was found in Amsterdam in 2018 and has gained lots of recognition, and expanded rapidly across the world. For the micro wedding packages, Santé Weddings and Events would like to bring a creative alternative to a traditional wedding cake. Polaberry was chosen as a wedding cake supplier for the micro wedding concept because it offers something unique and special to the wedding day at a more reasonable price than a traditional wedding cake. Moreover, Polaberry offers a fast and easy online booking process, which is perfectly suitable for planning a small wedding. Santé Weddings and Events will introduce two of Polaberry's services to the bridal couples who book the micro wedding packages.



### ❖ Cream Tart

2-layer cream tart in a letter or heart shape will be a perfect option for the couple who looks for a special, unique cake on their wedding day. The cake is made with cream cheese and white chocolate ganache. There is also the possibility of adding fresh strawberries inside the cake or adding a card with a love note. Polaberry needs 24-hour notice for this cake if the couple wishes to order.

Figure 6.9.1 Cream Tart



### ❖ Polaberry Platinum Celebration

Polaberry also offers a fine selection of sweets for a wedding celebration, including:

- A medium bouquet;
- A cream tart;
- A box of 9 chocolate strawberries.

The chocolate box, the bouquet and the tart will be tailor-made, depending on the wishes and wants of the couple.

Figure 6.9.2. Polaberry Platinum Celebration

### 6.10. Videography and Photo Book (Additional Service)

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For couples who would like to include a videography service and a photo album in their wedding, Santé Weddings and Events collaborates with Lana Photography. Depending on the wishes and wants of the couple, Lana offers a photo album with a collection of high resolution, edited pictures.

Additionally, she also offers a videography service. Lana is fond of lively and stylish shots, exciting storytelling and concept. She has many experience in creating beautiful and authentic videos or short films to capture all the happiest moments of the bridal couple on their wedding day.

Saffron Photography also offers a photo album for couples if they wish to order.

### 6.11. Wedding Attire (Additional Service)

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Santé Weddings and Events can schedule and attend shopping excursions with the bridal party, make recommendations for accessories and give fashion and style advice and tips for the wedding day. For the micro wedding service, the company collaborates with two wedding suit stores and a bridal shop. The company has collaborated with these shops for many projects and weddings because they offer a high quality of service.

#### ❖ Wedding suit stores

*Michael & Giso – Address: Willemsparkweg 71, 1071 GS Amsterdam*

Michael & Giso put their clients at the center of their working method. Every suit will be customized to match the groom's personality, the style and the theme of the wedding day. Additionally, the brand offers accessories and wedding shoes for a complete look. Furthermore, the store gives a discount of €75 for the groom when they book one of the micro wedding packages at Santé Weddings and Events.

*Atelier Munro – Address: Beethovenstraat 19, 1077 HM Amsterdam*

Atelier Munro is a menswear company in Amsterdam. The company focuses on making custom-made clothing more accessible, more straightforward and more fun. The brand is reputable with more than 40 stores worldwide. In addition, the store gives a complimentary pocket square or a tie for the groom when they book one of the micro wedding packages at Santé Weddings and Events.

#### ❖ Bridal shops

*Modern Romance – Address: Albertus Perkstraat 5 1217 NK Hilversum*

Modern Romance is a new wedding boutique located in the center of Hilversum. The shop has various wedding dresses with different styles, fabrics and patterns to match different wedding themes. Their dresses come from the United States, Canada, Australia and New Zealand. Modern Romance offers a €100 discount for the brides when they spend €1.500,00 or more at the store and book one of the micro wedding packages at Santé Weddings and Events.

## 7. Micro Wedding Timeline

For the micro wedding concept, the proposed timeline will be three hours, including one hour of the wedding ceremony and two hours of the wedding reception. This timeline will be applied for the romantic package, the classic chic package and the rustic garden package. For the typical Dutch package, the timeline will be two hours as it fits with the style of a wedding reception on a salon boat and the duration to cruise along the Amsterdam canals.

<b>Start</b>	<b>End</b>	<b>Description</b>
15:00	15:30	Welcome <i>Welcoming guests at the wedding venue with coffee, tea, some refreshments and treats</i>
15:30	16:00	Wedding Ceremony <i>Processional, welcome, readings, vows, kiss, pronouncement, recessional</i>
16:00	16:30	Celebration Toast <i>Champagne toast &amp; cutting the cake (if the couple wants to have a cake)</i>
16:30	18:00	Wedding Reception & Photo Session <i>Offering the couples and the guests a fine selection of canapes &amp; drinks</i>

Table 7.1. 3-hour micro weddings' timeline

<b>Start</b>	<b>End</b>	<b>Description</b>
15:00	15:30	Welcome <i>Welcoming guests at the wedding venue with coffee, tea, some refreshments and treats</i>
15:30	16:30	Wedding Ceremony <i>Processional, welcome, readings, vows, kiss, pronouncement, recessional</i>
16:30	17:00	Celebration Toast & Wedding Reception <i>Offering the couples and the guests a fine selection of canapes &amp; drink</i>

Table 7.2. 2-hour micro weddings' timeline

## 8. Corona-Proof Micro Wedding

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Santé Weddings and Events is committed to celebrating safely and following all the rules to avoid the spread of Covid-19. For every wedding, the company cares about the health of the clients, the employees, the vendors and the guests. For all micro weddings, the company will strictly follow all regulations from the government. Each client getting married during the pandemic will receive a copy of the measurements, which will be applied at the wedding, and this paper will be available for review at the wedding. The company will follow the following rules to organize safe weddings for couples during the pandemic. The measurements were last updated on June 5<sup>th</sup>, 2021.

### **Guest count**

- ❖ A maximum of 50 guests may be present at the wedding ceremony, including children and excluding staffs.
- ❖ If the guests have specific symptoms or feel sick before the wedding day, the bridal couple will send a message to the guests with an urgent request to stay at home. The wedding planner will also be informed if there are changes in guest count.

### **Physical Distancing**

- ❖ All guests at the wedding need to keep 1.5 meters from each other.
- ❖ All guests will be seated for the wedding ceremony to follow the distancing rule.
- ❖ RSVPs are encouraged to effectively manage the number of guests and allow the host to keep a record of attendance for contact tracing efforts.
- ❖ All attendants are actively advised to avoid shaking hands, kissing and physical contact.
- ❖ It is required that staffs wear a face-covering indoors and when working exclusively outdoors in situations when social distancing cannot be maintained.

### **Sanitation**

- ❖ The wedding location provides alcohol-based hand gel for all the guests for disinfection.
- ❖ It is required that the wedding venues increase cleaning and disinfection of contact areas.
- ❖ All attendants are actively advised to wash their hands often.

Following the government roadmap for coming out of lockdown and the vaccination progress, it is expected that there will be more opportunity for the wedding industry to organize weddings with fewer restrictions after June 2021. As the government measurements against Covid-19 will keep changing, Santé Weddings and Events will update and follow the rules. The company expects to launch the micro wedding packages when the government relaxes the measures against Covid-19 during the summer of 2021 and when the number of people vaccinated increases.

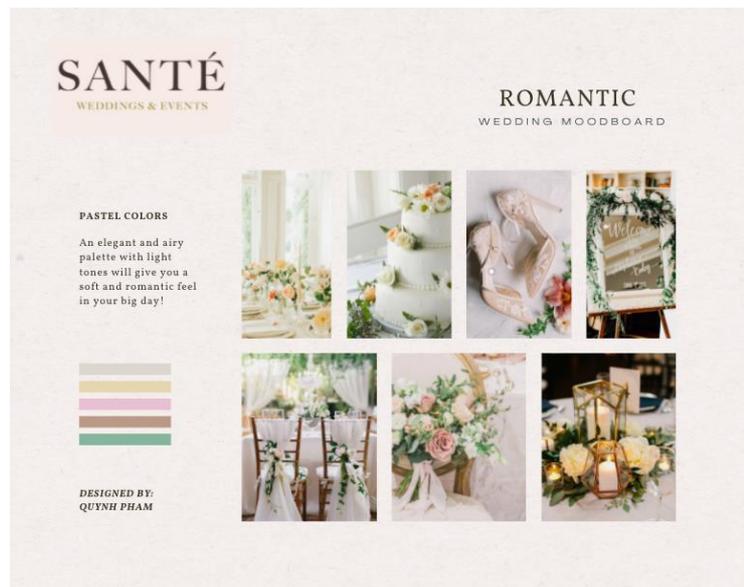
## 9. Micro Wedding Mood Board

The wedding mood board will be used to visualize the concept of each wedding theme and give the couple the impression of the theme. The mood board will be presented as a PDF file and sent to the couple by the wedding planner when they request one of the micro wedding packages at Santé Weddings and Events. A color palette was designed to match the concept and bring the right ambience to the wedding. On each mood board, seven pictures of the decorations, the location, the catering service and the setup are presented. They are seen as various examples for ideation and elaborating the wedding concept in reality.

### ❖ Romantic Wedding

The romantic wedding ideas are endless and truly beautiful. The color palette will be light and airy for this theme to create a dreamy, fairy-tale vibe at the wedding venue. All the pastel colors with soft tones such as white, light pink, beige, light yellow and light green will give a nice, delicate touch to every detail at the wedding.

Figure 9.1. Romantic



### ❖ Classic Chic Wedding

Delicate white florals, lush greenery, light linens and minimal décor are some elements of this timeless wedding theme. Every detail will be kept simple by using a neutral palette with a mix of white, ivory and soft blush tones. The wedding style will be sophisticated and free of trends.

Figure 9.2. Classic Chic



### ❖ Rustic Garden Wedding

A rustic garden wedding will give the couple a warm feeling of coming home and being cozy. For this unique wedding, a natural palette with soothing neutral tones, a mix of green brown and pastel pink will be a perfect choice to create that feeling of simplicity and comfort. Moreover, as the wedding will be organized in a garden, there will be minimal decorations to keep the vibe fresh and natural.

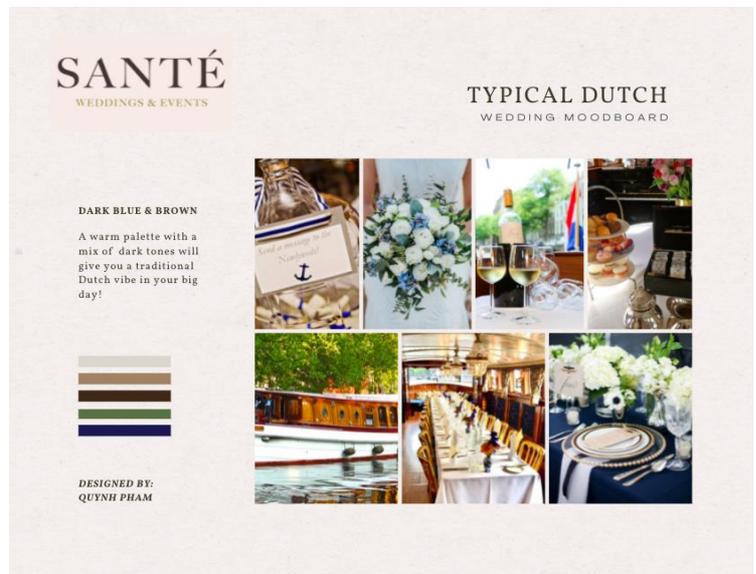
Figure 9.3. Rustic Garden



### ❖ Typical Dutch Wedding

For a typical Dutch wedding on the water, a warm palette with a mix of dark tones will give the wedding a classic, royal look of the 19<sup>th</sup> century. With a beautiful interior design in the salon boat, minimal decorations will be used to keep the fancy, luxurious ambience of the boat.

Figure 9.4. Typical Dutch

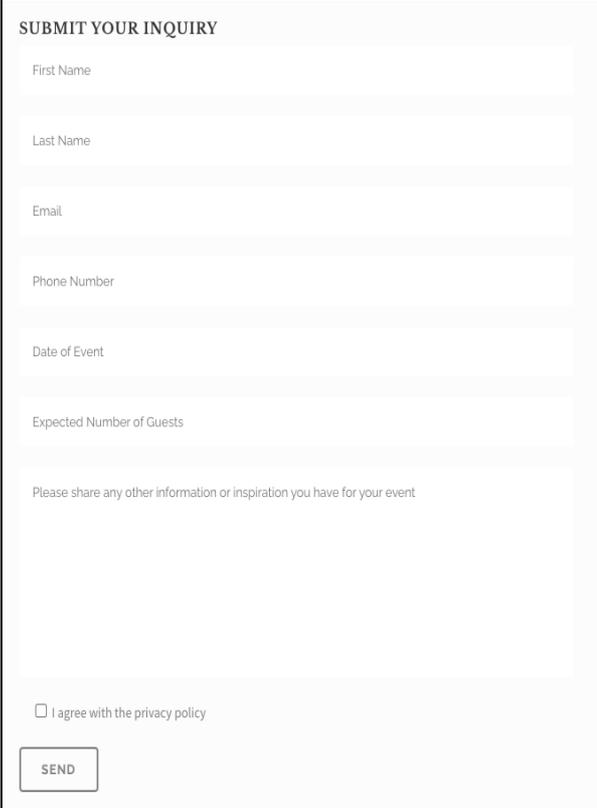


## 10. Booking System

To contact Santé Weddings and Events, the potential customers can fill in the online inquiry form on the official company's website. This form is used for all customers who want to book a service at the company, including wedding planning and coordinating for big weddings and destination weddings. To simplify the process and make it practical for the owner to handle new requests, the customers who want to book one of the micro wedding packages can use the same form and indicate which package they would prefer. The options for the micro wedding services will be indicated next to the inquiry form on the same page.

Additionally, the customers can also contact the company via email or phone. The email address and the company's telephone number are also presented on the website.

A short introduction form will be sent to the couple via email before the introductory meeting to further discuss the couple's preferences towards the micro wedding package. A sample of the introduction form can be found in [Appendix III](#).



The image shows a screenshot of an online inquiry form titled "SUBMIT YOUR INQUIRY". The form is enclosed in a thin black border and has a light gray background. It contains several input fields, each with a label above it: "First Name", "Last Name", "Email", "Phone Number", "Date of Event", and "Expected Number of Guests". Below these fields is a larger text area with the prompt "Please share any other information or inspiration you have for your event". At the bottom left of the form, there is a checkbox labeled "I agree with the privacy policy". At the bottom center, there is a rectangular button with the word "SEND" in capital letters.

Figure 10.1. Online Inquiry Form

## 11. The Price

This section elaborates the detailed price list of each micro wedding package at Santé Weddings and Events. The price of each micro wedding package was determined to match the customer expectations and the market during the pandemic. Moreover, the prices of similar micro wedding packages and their contents were considered when determining the prices of the micro wedding packages. Further elaboration of the price can be found in [Appendix IV](#) and [Appendix V](#). When implementing the prices of the micro wedding packages, in reality, the wishes and wants of the company were also taken into account to create a good price-quality ratio for the micro wedding packages.

### 11.1. Romantic Wedding's Price List

Service		Quantity	Rate per guest	Total price
<b>1.Wedding venue</b>	Room Rentals	1	N/A	€4.000,00
	Dedicated Wedding Concierge	1		
	Wedding Setup	1		
	Photoshoot location	1		
<b>2.Catering</b>	Peacock Alley Sweet Table	30	€18,50	€555,00
	Champagne	30	€78,00 per hour	€2.340,00
	International Beverage Package	30	€22,50	€675,00
	3 Canapes per person	30	€22,50	€675,00
	Wedding Cake	30	€15,00	€450,00
	All day coffee, tea and mineral water	30	€15,50	€465,00
<b>3.Wedding Photography</b>	<ul style="list-style-type: none"> <li>• Pre-wedding consultation</li> <li>• Approximately 200 -250 photos (all color edited high resolution jpegs)</li> <li>• Private online gallery</li> <li>• Digital download of all Figures in a print-ready format</li> <li>• Personal reproduction rights to each Figure</li> </ul>	N/A	N/A	€500,00
<b>4.Wedding Officiant</b>	<ul style="list-style-type: none"> <li>• A beautiful ceremony in Dutch/ English</li> <li>• A personal speech with input from the bridal couple</li> <li>• A personal present for the bridal couple</li> </ul>	N/A	N/A	€500,00

	<ul style="list-style-type: none"> <li>• Travel cost</li> <li>• Consultation with the couple before the wedding</li> </ul>			
<b>5.Wedding planning service</b>	<ul style="list-style-type: none"> <li>• 5 hours of on-site management</li> <li>• Travel costs within the Netherlands</li> <li>• Email and phone support</li> <li>• Distribution of all payments</li> <li>• Collection of small décor items</li> </ul>	N/A	N/A	€500,00
<b>6.Wedding Florist</b>	<ul style="list-style-type: none"> <li>• A medium-size wedding bouquet</li> <li>• A boutonniere for the groom</li> <li>• A medium reception flower arrangement in a vase</li> <li>• Delivery in Amsterdam</li> </ul>	1	€330,00	€330,00
<b>7.Wedding Invitation</b>	Digital invitations for maximum 40 guests	40	NA	€39
<b>8.Welcome Sign</b>	Customized welcome sign for the entrance	1	€50	€50
<b>Discount</b>	Special offer from Waldorf Astoria			- €1.090,00
<b>Total (Incl. VAT)</b>				€9.989,00

## 11.2. Rustic Garden Wedding's Price List

<b>Service</b>		<b>Quantity</b>	<b>Rate per guest</b>	<b>Total price</b>
<b>1.Wedding venue</b>	Location rent including technique	1	N/A	€1.850,00
<b>2. Personnel</b>	Manager (2 hours setup + 1 hour closing)	1	€28,50 per manager	€171,00
	Staffs (2 hours setup + 1 hour closing)	2	€24,50 per staff	€294,00
<b>3.Catering</b>	Sweets	30	€1,50	€45,00
	Bites cocktail hour	30	€4,85	€145,50
	Beverage Package for 2 hours	30	€15,00	€450,00
	Glass of Cava	30	€3,00	€90,00
<b>4.Wedding Photography</b>	<ul style="list-style-type: none"> <li>• Pre-wedding consultation</li> <li>• Approximately 200 -250 photos (all color edited high resolution jpegs)</li> <li>• Private online gallery</li> <li>• Digital download of all Figures in a print-ready format</li> </ul>	N/A	N/A	€500,00

	<ul style="list-style-type: none"> <li>Personal reproduction rights to each Figure</li> </ul>			
<b>5.Wedding Officiant</b>	<ul style="list-style-type: none"> <li>A beautiful ceremony in Dutch/ English</li> <li>A personal speech with input from the bridal couple</li> <li>A personal present for the bridal couple</li> <li>Travel cost</li> <li>Consultation with the couple before the wedding</li> </ul>	N/A	N/A	€500,00
<b>6.Wedding planning service</b>	<ul style="list-style-type: none"> <li>5 hours of on-site management</li> <li>Travel costs within the Netherlands</li> <li>Email and phone support</li> <li>Distribution of all payments</li> <li>Collection of small décor items</li> </ul>	N/A	N/A	€500,00
<b>7.Wedding Florist</b>	<ul style="list-style-type: none"> <li>A medium-size wedding bouquet</li> <li>A boutonniere for the groom</li> <li>A medium reception flower arrangement in a vase</li> <li>Delivery in Amsterdam</li> </ul>	1	€330,00	€330,00
<b>8.Wedding Invitation</b>	Digital invitations for maximum 40 guests	40	NA	€39
<b>9.Welcome Sign</b>	Customized welcome sign for the entrance	1	€50	€50
<b>VAT from wedding venue, personnel and catering</b>	9% VAT over €415,50 21% VAT over €2.630,00	N/A	N/A	€589,70
<b>Total (Incl. VAT)</b>				€5.554,20

### 11.3. Classic Chic Wedding's Price List

<b>Service</b>		<b>Quantity</b>	<b>Rate per guest</b>	<b>Total price</b>
<b>1.Wedding venue</b>	Room Rental – Marriage Chamber	1	N/A	€475,00
	Wedding Setup	1		
<b>2.Catering</b>	Welcome with coffee, tea, soft drink and patisserie du chef	30		
	Champagne toast per glass per person	30		

	Dutch Beverage Package for 2 hours	30		
	3 Canapes per person	30		
	<b>Total</b>	30	€75,00	€2.250,00
<b>3.Wedding Photography</b>	<ul style="list-style-type: none"> <li>• Pre-wedding consultation</li> <li>• Approximately 200 -250 photos (all color edited high resolution jpegs)</li> <li>• Private online gallery</li> <li>• Digital download of all Figures in a print-ready format</li> <li>• Personal reproduction rights to each Figure</li> </ul>	N/A	N/A	€500,00
<b>4.Wedding Officiant</b>	<ul style="list-style-type: none"> <li>• A beautiful ceremony in Dutch/ English</li> <li>• A personal speech with input from the bridal couple</li> <li>• A personal present for the bridal couple</li> <li>• Travel cost</li> <li>• Consultation with the couple before the wedding</li> </ul>	N/A	N/A	€500,00
<b>5.Wedding planning service</b>	<ul style="list-style-type: none"> <li>• 5 hours of on-site management</li> <li>• Travel costs within the Netherlands</li> <li>• Email and phone support</li> <li>• Distribution of all payments</li> <li>• Collection of small décor items</li> </ul>	N/A	N/A	€500,00
<b>6.Wedding Florist</b>	<ul style="list-style-type: none"> <li>• A medium-size wedding bouquet</li> <li>• A boutonniere for the groom</li> <li>• A medium reception flower arrangement in a vase</li> <li>• Delivery in Amsterdam</li> </ul>	1	€260,00	€260,00
<b>7.Wedding Invitation</b>	Digital invitations for maximum 40 guests	40	N/A	€39
<b>8.Welcome Sign</b>	Customized welcome sign for the entrance	1	€50	€50
<b>Total (Incl. VAT)</b>				€4,574,00

#### 11.4. Typical Dutch Wedding's Price List

<b>Service</b>	<b>Quantity</b>	<b>Rate per guest</b>	<b>Total price</b>	
<b>1.Wedding venue</b>	Soeverein boat rental incl. host (2 hours)	1	N/A	€1.172,29

	Tourism Tax	30	€1,50	€45,00
<b>2.Catering</b>	Catering costs reception	30	€3,81	€114,45
	Cava toast per glass per person (5 glasses per bottle)	6	€35,09	€210,54
	Coffee/ Tea	30	€2,99	€89,93
	Sourcy Water (5 glasses per bottle)	6	€6.54	€39,24
	Soft Drinks	30	€2,99	€89,93
	Luxurious Canapes	145	€3,27	€474,15
	Beer	15	€3,63	€54,45
	House Wine (5 glasses per bottle)	3	€30,25	€90,75
<b>3.Wedding Photography</b>	<ul style="list-style-type: none"> <li>• Pre-wedding consultation</li> <li>• Approximately 200 -250 photos (all color edited high resolution jpegs)</li> <li>• Private online gallery</li> <li>• Digital download of all Figures in a print-ready format</li> <li>• Personal reproduction rights to each Figure</li> </ul>	N/A	N/A	€500,00
<b>4.Wedding Officiant</b>	<ul style="list-style-type: none"> <li>• A beautiful ceremony in Dutch/ English</li> <li>• A personal speech with input from the bridal couple</li> <li>• A personal present for the bridal couple</li> <li>• Travel cost</li> <li>• Consultation with the couple before the wedding</li> </ul>	N/A	N/A	€500,00
<b>5.Wedding planning service</b>	<ul style="list-style-type: none"> <li>• 5 hours of on-site management</li> <li>• Travel costs within the Netherlands</li> <li>• Email and phone support</li> <li>• Distribution of all payments</li> <li>• Collection of small décor items</li> </ul>	N/A	N/A	€500,00
<b>6.Wedding Florist</b>	<ul style="list-style-type: none"> <li>• A medium-size wedding bouquet</li> <li>• A boutonniere for the groom</li> <li>• A medium reception flower arrangement in a vase</li> <li>• Delivery in Amsterdam</li> </ul>	1	€260,00	€260,00

<b>7.Wedding Invitation</b>	Digital invitations for maximum 40 guests	40	NA	€39
<b>8.Welcome Sign</b>	Customized welcome sign for the entrance	1	€50	€50
<b>Total (Incl. VAT)</b>				<b>€4.229,73</b>

#### 11.5. Additional Service's Price List

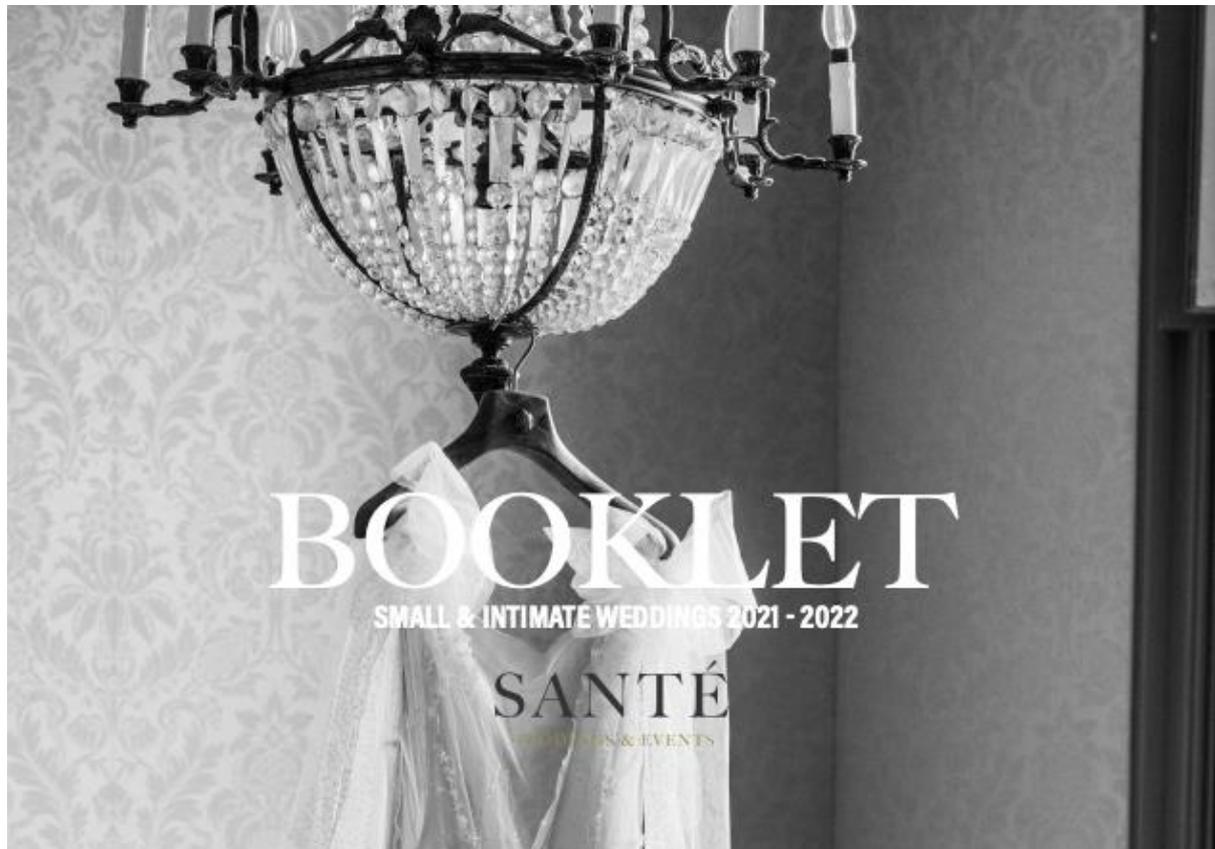
<b>Service</b>		<b>Price (incl. VAT)</b>
Makeup and hair	Wedding makeup and hair styling	€275,00
	Trial session at the studio in The Hague	
	Luxury brand including waterproof cosmetics	
	Extra lashes	
	Assistance with dress and veil	
Wedding cake	Travel cost	
	Cream Tart 2 layers	€45,95
	Polaberry Platinum Celebration	€134,95
Upgraded Flower Arrangements	A large ceremony arrangement	From €250,00
	Chair bouquet small/ or a small vase with flowers	From €18,00
	Welcome board small flower décor with foliage and flowers	From €45,00
	Luxury bridal bouquet (medium-size)	€200,00
	Luxury medium reception flower arrangement in a vase	€135,00
Videography	<ul style="list-style-type: none"> <li>• Highlights movie for 3 to 5 minutes</li> <li>• 3 hours of shooting</li> </ul>	€500,00
Photo Book	High resolution, edited pictures - Lana Photography	From €50,00
	A luxury wedding album - Saffron Photography (The price depends on the number of pages, type of paper, cover...etc.)	From €300,00

For the wedding photography service, the payment is made in two instalments. 50% down payment (deposit) immediately before the wedding for reserving the date, and 50% payment 14 days before the wedding day. A bank transfer payment method is applied for all services.

## 12. Micro Wedding Brochure

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This chapter presents the official wedding brochure for the micro wedding concept. The brochure will be sent to the couple in the form of a PDF file when they make an online inquiry on the website.



### A WARM HELLO

Since 2015, we have been creating unique boutique experiences for couples marrying in the Netherlands and beyond. In constant exploration of what is new, interesting and applicable, we curate celebrations that are fun, stylish, timeless and elegant.

We have carefully compiled this booklet so that we can give you as much information needed about our services and possibilities. Take your time to read it and absorb all the information. If you have any further questions, please do not hesitate to contact us. We would love to talk about how we can work together to create an incredible celebration for you.



## SMALL & INTIMATE WEDDINGS

You're engaged! It's an exciting time and it has been fun to announce the news and celebrate with your family and friends. Now comes the daunting task of planning the wedding day. Between work, school, family, friends, and life, it can be stressful to think about all the details involved in planning your wedding. Where do you even start and how are you going to juggle 100+ hours of wedding planning with everything else you have going on?

This is where we came up with a new way to tie the knot that takes a fraction of the time and investment of a traditional wedding. We offer stress-free, stylish and affordable weekday small wedding packages in stunning locations in the city of Amsterdam. Invite a group of your closest family and friends for an intimate celebration at one of Amsterdam's coziest spaces. All of the essentials are not only there but have been thoughtfully designed and carefully executed.



## ABOUT US

*As an Amsterdam-based wedding planning & production studio, we are grateful to be able to do what we love and work with amazing people in beautiful locations worldwide. That's why it's important to us to work with local artisans wherever we can and to give back to the places we're working in — we simply can't do what we do without the local teams!*



## WHAT IS A SMALL & INTIMATE WEDDING?

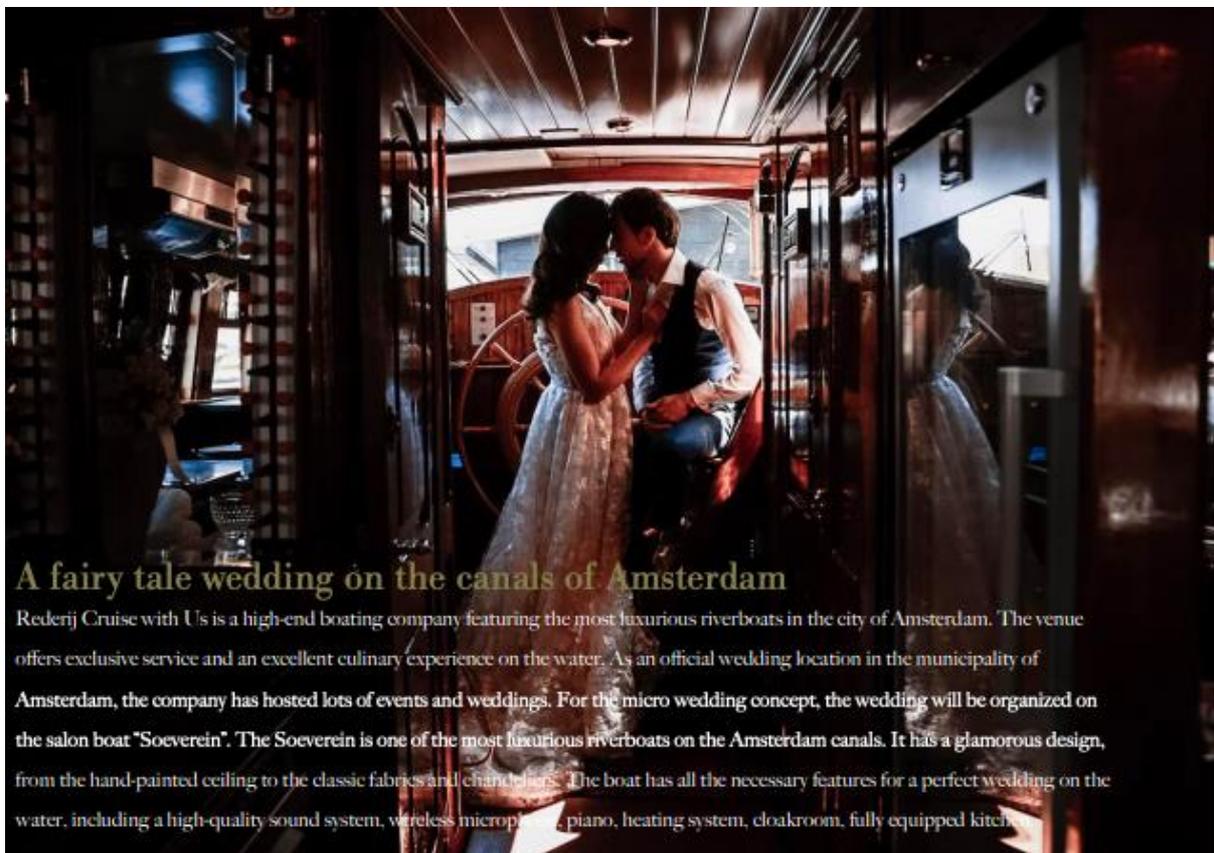
A small and intimate wedding, also known as a micro wedding, will typically include a guest list of up to 30 people. A micro wedding gives couples the ability to keep similar traditional wedding elements with a smaller guest count. Being smaller in size, it's usually more affordable, more relaxed and shorter in length than a traditional wedding day. The beauty of a micro wedding is that it gives you the time to really interact with your guests and enjoy the celebration of your love story.



- TYPICAL DUTCH WEDDING
- CLASSIC CHIC WEDDING
- RUSTIC GARDEN WEDDING
  - ROMANTIC WEDDING



## 5 STEPS TO YOUR SMALL & INTIMATE WEDDING



### A fairy tale wedding on the canals of Amsterdam

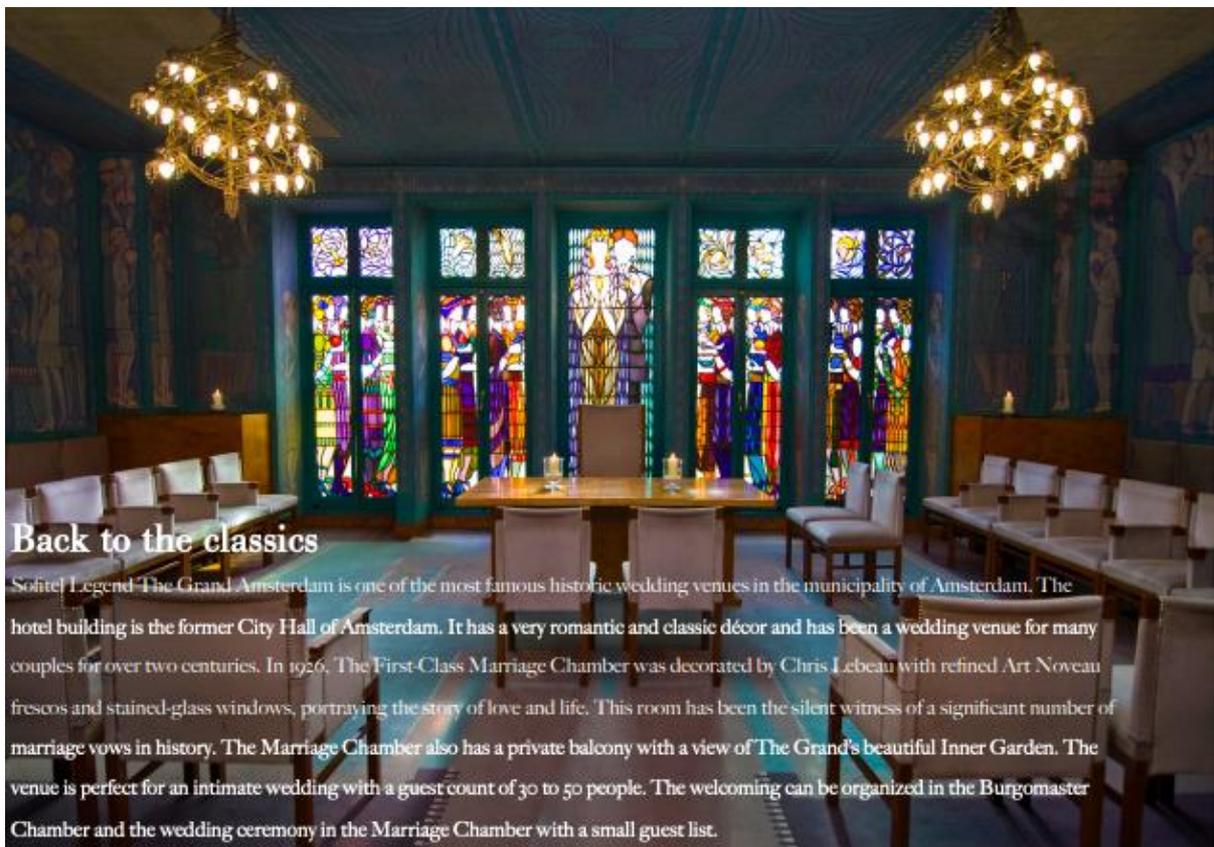
Rederij Cruise with Us is a high-end boating company featuring the most luxurious riverboats in the city of Amsterdam. The venue offers exclusive service and an excellent culinary experience on the water. As an official wedding location in the municipality of Amsterdam, the company has hosted lots of events and weddings. For the micro wedding concept, the wedding will be organized on the salon boat "Soeverein". The Soeverein is one of the most luxurious riverboats on the Amsterdam canals. It has a glamorous design, from the hand-painted ceiling to the classic fabrics and chandeliers. The boat has all the necessary features for a perfect wedding on the water, including a high-quality sound system, wireless microphone, piano, heating system, cloakroom, fully equipped kitchen.

## TYPICAL DUTCH WEDDING REDERIJ CRUISE WITH US

Typical Dutch Wedding package up until 30 guests      From €4695,- incl. VAT  
(option to add more guests, charges apply)

**Inclusive of:**

- + an unique Amsterdam experience on a salon-boat
- + a personal ceremony hosted by a Dutch/English speaking celebrant
- + a glass of cava for the toast
- + wedding reception with drinks and canapés
- + photography coverage for 3 hours
- + in-season fresh bridal bouquet, boutonniere and reception flower decoration
- + customized digital invitation
- + personalized welcome sign
- + planning and coordination service



### Back to the classics

Sofitel Legend The Grand Amsterdam is one of the most famous historic wedding venues in the municipality of Amsterdam. The hotel building is the former City Hall of Amsterdam. It has a very romantic and classic décor and has been a wedding venue for many couples for over two centuries. In 1926, The First-Class Marriage Chamber was decorated by Chris Lebeau with refined Art Nouveau frescos and stained-glass windows, portraying the story of love and life. This room has been the silent witness of a significant number of marriage vows in history. The Marriage Chamber also has a private balcony with a view of The Grand's beautiful Inner Garden. The venue is perfect for an intimate wedding with a guest count of 30 to 50 people. The welcoming can be organized in the Burgomaster Chamber and the wedding ceremony in the Marriage Chamber with a small guest list.

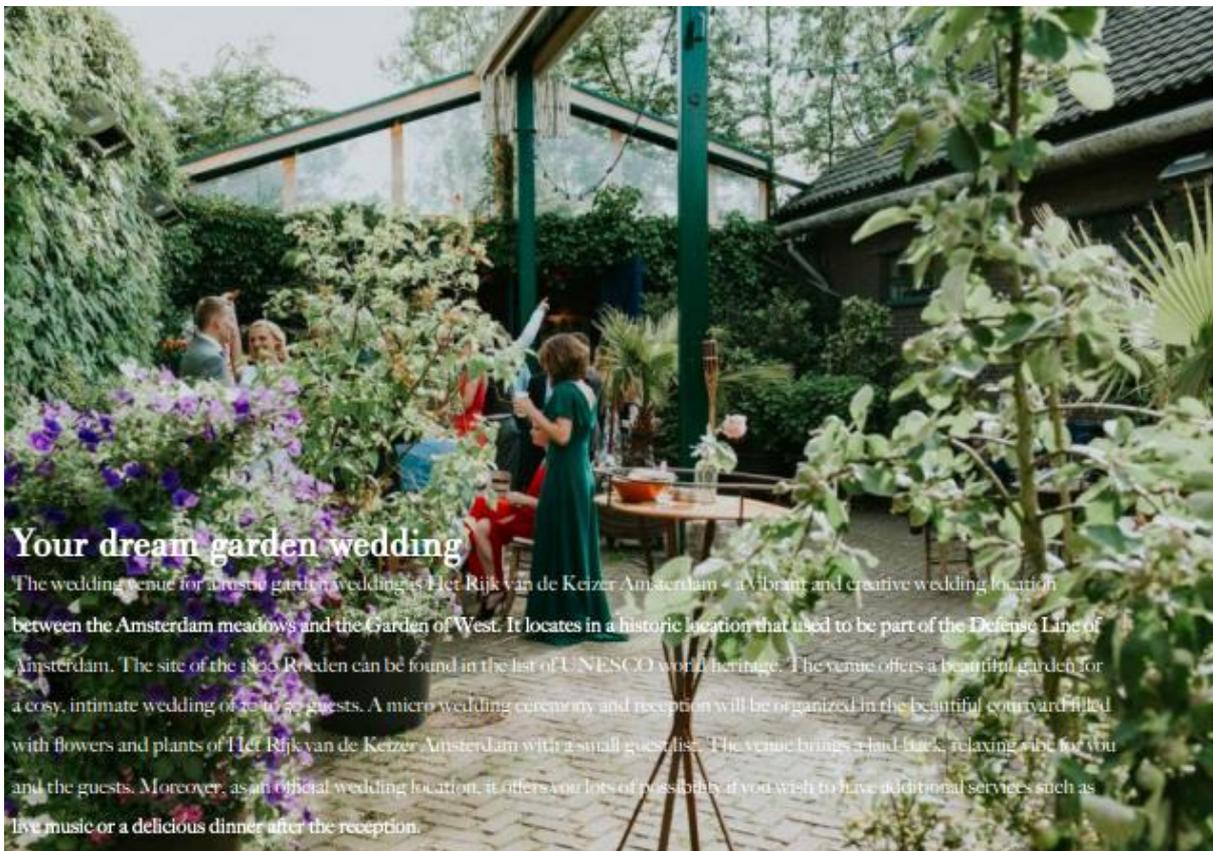
## CLASSIC CHIC WEDDING SOFITEL LEGEND THE GRAND AMSTERDAM

Classic Chic package up until 30 guests  
(option to add more guests, charges apply)

From €5,078,- incl. VAT

### Inclusive of:

- + an iconic historical 5-star hotel for your wedding
- + a personal ceremony hosted by a Dutch/English speaking celebrant
- + a glass of champagne for the toast
- + wedding reception with drinks and canapés
- + photography coverage for 3 hours
- + in-season fresh bridal bouquet, boutonniere and reception flower decoration
- + planning and coordination service
- + customized digital invitation
- + personalized welcome sign



### Your dream garden wedding

The wedding venue for a lush garden wedding is Het Rijk van de Keizer Amsterdam - a vibrant and creative wedding location between the Amsterdam meadows and the Garden of West. It locates in a historic location that used to be part of the Defense Line of Amsterdam. The site of the island Roeden can be found in the list of UNESCO world heritage. The venue offers a beautiful garden for a cosy, intimate wedding of 25 to 40 guests. A micro wedding ceremony and reception will be organized in the beautiful courtyard filled with flowers and plants of Het Rijk van de Keizer Amsterdam with a small guest list. The venue brings a laid-back, relaxing vibe for you and the guests. Moreover, as an official wedding location, it offers you lots of possibilities if you wish to have additional services such as live music or a delicious dinner after the reception.

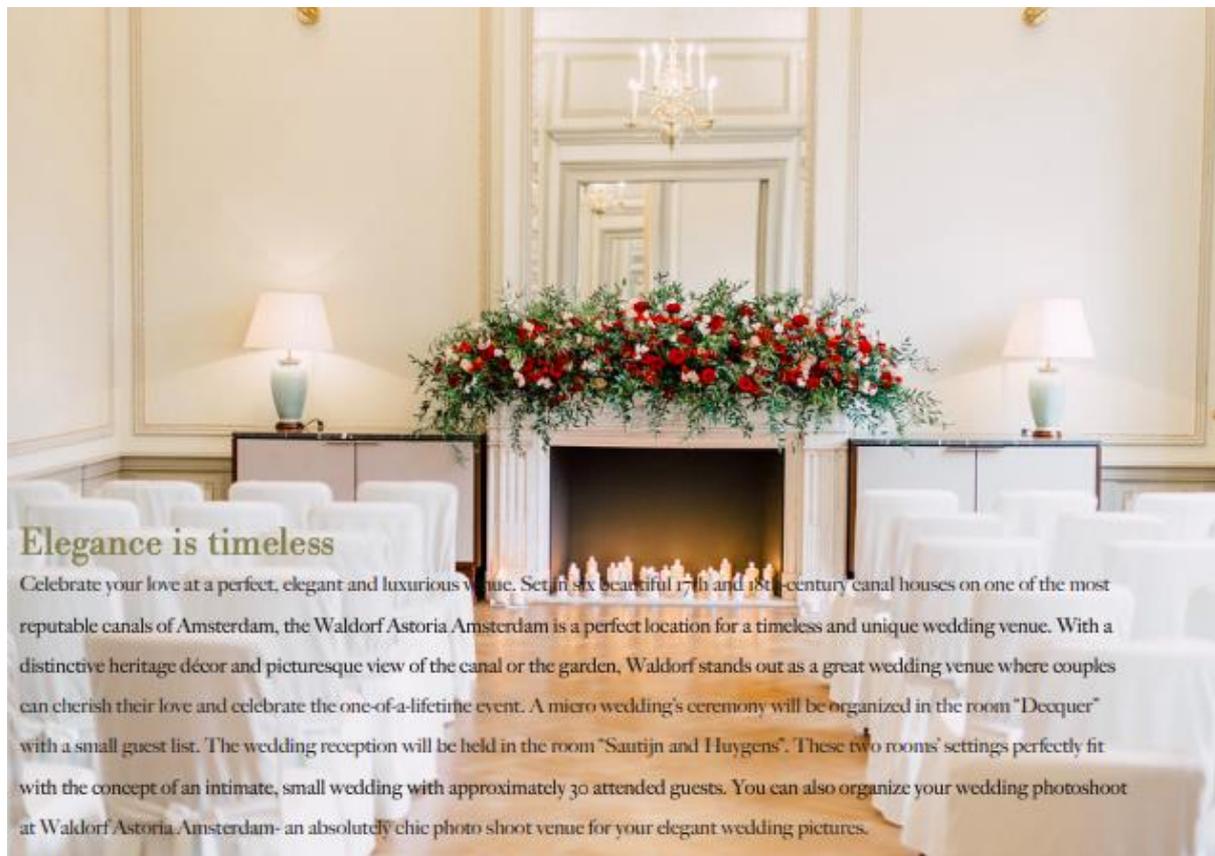
## RUSTIC GARDEN WEDDING HET RIJK VAN DE KEIZER

Rustic Garden package up until 30 guests  
(option to add more guests, charges apply)

From €6.165,- incl. VAT

### Inclusive of:

- + a rustic, green, outdoor venue for your wedding (with rain back-up plan)
- + a personal ceremony hosted by a Dutch/English speaking celebrant
- + a glass of cava for the toast
- + wedding reception with drinks and canapés
- + photography coverage for 3 hours
- + in-season fresh bridal bouquet, boutonniere and reception flower decoration
- + planning and coordination service
- + customized digital invitation
- + personalized welcome sign



## ROMANTIC WEDDING WALDORF ASTORIA AMSTERDAM

Romantic wedding package up until 30 guests  
(option to add more guests, charges apply)

From €11.087,- incl. VAT

### Inclusive of:

- + a stunning luxury 5-star hotel for your wedding and couple photoshoot
- + a personal ceremony hosted by a Dutch/English speaking celebrant
- + personalized wedding cake and a glass of champagne for the toast
- + wedding reception with drinks and canapés
- + sweet table
- + photography coverage for 3 hours
- + in-season fresh bridal bouquet, boutonniere and reception flower decoration
- + planning and coordination service
- + customized digital invitation
- + personalized welcome sign



## EXTRA'S & UPGRADES

Make-up and hair for the bride, including trial session	€275,00
Videography, includes 3 hours of shooting and a 3-5 minutes highlights movie	€500,00
Large ceremony floral arrangement	From €250,00
Chair bouquet small/ or a small vase with flowers	From €18,00
Small flower décor with foliage and flowers for the welcome sign	From €45,00
Luxury bridal bouquet and boutonniere for Romantic and Rustic Garden Wedding	€215,00
Luxury flower arrangement for Rustic Garden Wedding	€135,00
Photo album (Price depends on the number of pages, type of paper, cover, etc.)	From €50,00
PolaBerry Cream Tart cake with 2 layers	€45,95
PolaBerry Platinum Celebration, includes: - Medium Chocolate Strawberry Bouquet - 2 Layer Cake (choose between a letter or number) - Box of 9 chocolate strawberries	€134,95



## TERMS & CONDITIONS

- The Rustic Garden wedding package is only available during the week from Monday to Thursday
- Packages may be booked up to 8 months in advance
- Packages are non-refundable
- Packages are non-reschedulable
- Indoor venue is provided in the event of inclement weather
- Each package has been designed to cater to 30 guests. Additional guests may be added based on the venue for an extra fee. Guest additions can be done during your reservation. If you want to add more guests post-reservation please e-mail [emilva@santeweddings.com](mailto:emilva@santeweddings.com) and we will accommodate if we can!
- Please note that a civil wedding is only applicable for couples who live in The Netherlands, for this reason all our packages contain a symbolic ceremony. You have the possibility to add the official part when you have Dutch nationality or have a permanent residency in The Netherlands.
- SANTÉ Weddings & Events will donate part of the profit from the small & intimate wedding packages's sale to the organization "Plan for the Planet" to plant more trees on the planet and positively contribute to the environmental goal of the UN

## FREQUENTLY ASKED QUESTIONS

### CAN I BRING IN ANY OF MY OWN VENDORS?

We have done all the legwork for you, so you don't have to! To create the Small & Intimate Wedding Experience, we curate the vendor team.

### WHAT DO YOU DO AFTER YOUR SMALL & INTIMATE WEDDING?

Whatever you want! Many couples make reservations at a restaurant or at the wedding venue itself to continue the festivities. Some couples leave right away on their honeymoon. Some go home and put on sweatpants. It is totally up to you. When you reserve your Small & Intimate Wedding, we give you some insider tips and recommendations specific to your date.

### HOW LONG DOES THE WEDDING LAST?

A typical Small & Intimate Wedding is about 3 hours and breaks down like this:

30 minutes Welcome Reception  
30 minutes Wedding Ceremony  
30 minutes Celebration Toast  
60 minutes Wedding Reception  
30 minutes Couple & Family Photoshoot

### DO I GET TO PICK OUT THE COLORS?

As we know that you have carefully thought and picked your beautiful dress and suit for the wedding, we offer you to select 3 main colors for the day. This will be incorporated into the flower arrangements.

### CAN I GET READY AT THE VENUE?

We recommend arriving dressed and ready to go for your Small & Intimate Wedding.



# SANTÉ

WEDDINGS & EVENTS

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facebook.com/santeweddings  
instagram.com/sante\_weddings  
pinterest.com/santeweddings

### 13. Implementation Plan

This chapter presents a concrete action plan to implement the micro wedding packages based on the PDCA cycle. A standard quality management system follows four steps: Plan – Do – Check – Act.

PDCA phase	Action	People	Time frame	Specific outcome
Plan	Reply to the online inquiry form and send the brochure	The owner	Within 48 hours after receiving an inquiry	The owner has the first contact moment with the couple via email.
	Introductory meeting	The owner, the couple	Within 14 days after receiving an inquiry (the owner will send an appointment invitation with detailed time and place)	The couple understands the concept and what to expect during their wedding. The couple also discusses all the wishes towards their wedding day with the owner to ensure that every detail will be taken care of. In this meeting, the price, the type of services, the terms and conditions and related paperwork relating to the micro wedding package will also be discussed.
	Contact the wedding venue	The owner, wedding venue	At least 8 months before the wedding day	Discuss the possibility of arranging a micro wedding on a specific date and time according to the couple's request.
	Contact other wedding vendors (photographer, florist, officiant)	The owner, the vendors	At least 8 months before the wedding day	Based on the needs and wants of the couple, the owner contacts other vendors involved in the package to discuss their availabilities.
	Be in touch with the couple via email	The owner, the couple	<ul style="list-style-type: none"> <li>• 7 months before the wedding day</li> <li>• 1 month before the wedding day</li> </ul>	<p>The owner updates the couple during the planning process.</p> <p>7 months -&gt; The owner sends a wedding checklist. A sample of the wedding checklist can be found in <a href="#">Appendix VI</a>.</p> <p>1 month -&gt; The owner sends a confirmation email.</p>

	Prepare and send the digital invitations	The owner	2 months before the wedding day	The couple receives the digital invitations via email to send to their guests.
	Prepare and send a PDF file including all the details of the wedding and the parking instruction.	The owner	1 week before the wedding day	The owner informs the couple of the final planning for the wedding day and answers any practical questions that the couple might have.
	Final check the wedding venue (the ceremony setup and the reception setup)	The owner	1 day before the wedding day	The owner makes sure that all the setups at the venue are well-prepared before the wedding.
Do	Arrive at the wedding venue	The owner, the vendors	On the wedding day	The owner is the first person who arrives at the wedding venue. She has the responsibility to welcome other vendors, helps them set up the equipment and assists with placing décor and flower arrangements.
	Briefing	The owner, the vendors,	On the wedding day	The owner makes sure everybody knows the schedule of the day.
	Coordinate during the ceremony	The owner	On the wedding day	The owner makes sure that all the elements of the service proceed as planned.
	Coordinate during the reception	The owner	On the wedding day	The owner makes sure that the caterer and other vendors serve the guests on time.
	Closure	The owner	On the wedding day	The owner shows appreciation to all the vendors, the couples and the attended guests. In addition, the owner gives a thank you gift to the couples.
	Clean out the venue	The owner, staffs at the venue	On the wedding day	The owner assists with cleaning out the venue after the guests and the couple left.
Check	Send a thank you card to the	The owner	1 day after the wedding day	The owner sends a digital thank you card to the couple by email. A sample of the thank you card

	couple			can be found in <a href="#">Appendix VII</a> .
	Evaluate the wedding day	The owner, the couple	Within a week after the wedding day	The owner has a conversation with the couple to evaluate the pros and cons of the day. The couple can also fill in the evaluation form and send it to the owner via email. A sample of the evaluation form can be found in <a href="#">Appendix VIII</a> .
Act	Assessment on success and failures	The owner	When applicable	The owner evaluates the success of the wedding and improves the micro wedding packages in the future.

Table 13.1. Implementation Plan

## 14. Measurement

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The strategic goals are formed into specific Critical Success Factors (CSF) and Key Performance Indicators (KPI) to evaluate the efficiency and effectiveness of the micro wedding project.

CSF	KPI	Method
Sales	The number of wedding inquiries increases 20% after 6 months of introducing micro wedding packages.	Data analysis from the company's income statement.
Gross profit	The amount of profit increases 10% after 6 months of introducing micro wedding packages.	Data analysis from the company's income statement.
Brand awareness	Increase traffic to the company's website by 30% after 6 months of introducing micro wedding packages.	Online website traffic checker tool.
Quality of service	80% of couples booking the micro wedding package rate 9 out of 10.	Reviews from couples published on the official company's web page.

Table 14.1. Measurement

## Conclusion

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The objectives of this research were achieved. The collection of micro wedding packages was designed with all the essential wedding services to answer the company's management question: *"How can Santé Weddings and Events design Corona-proof micro wedding packages for millennial couples living in the Netherlands?"*. The professional product was financially and operationally feasible for Santé Weddings and Events.

Based on the quantitative and qualitative research, it can be concluded that the micro wedding concept is becoming more popular nowadays due to the outbreak of Covid-19 worldwide. Moreover, the concept is expected to continuously grow because of the changes in the lifestyle of millennials and their perspectives towards traditional weddings. Intimacy and quality time with friends and family are valued as essential aspects of a wedding. In the Netherlands, although the concept is new, more couples are aware of it and interested in having a micro wedding. For Santé Weddings and Events, this is an opportunity for the company to be a trend leader in the Dutch market. The insights from the conducted research were considered to create four different micro wedding packages with four different wedding themes. For each package, a selection of wedding vendors includes a wedding venue, a photographer, a florist, a wedding planner, a wedding officiant, a wedding invitation supplier and a welcome sign supplier. Additionally, to customize each wedding depending on the couple's wishes, the company also offers a list of additional services, including a makeup and hair service, a wedding cake, wedding attire, upgraded flower arrangements, videography and a photo album. The product is presented by means of a digital wedding brochure, which will be sent to the potential customers on request. The product gave a solution to the company's issue regarding Covid-19.

The micro wedding packages offer couples living in the Netherlands a new way of getting married during the pandemic when strict regulations regarding social distancing remain in 2021. Additionally, the product contributed to the company's service portfolio and fulfilled its goal of having various wedding services and attracting a new target group - millennial couples. Furthermore, the product contributed to the company's goal of expanding the network of vendors in the Dutch wedding industry. The company collaborates with six new vendors for the micro wedding packages, including wedding photographers, wedding attire suppliers and wedding venues. Moreover, by conducting market research and contacting various wedding vendors while developing the concept, the researcher increased public awareness of the micro wedding concept. It was a meaningful learning process for all the stakeholders, including the potential customers, the company and the vendors. All stakeholders had positive reactions toward the micro wedding concept.

By implementing the professional product, Santé Weddings and Events can increase its revenue and generate sufficient income during the pandemic in 2021. In addition, the company also gains knowledge of the market and the target group, which can be applied to design a good marketing campaign to promote the micro wedding packages.



## Portfolio II: Substantiation

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This part of the portfolio gives an elaboration on the choices made for designing micro wedding packages for Santé Weddings and Events.

### 15. Solution Strategy

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#### 15.1. Strategic Fit

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The professional product is relevant to solving the client's problem and the management question: *"How can Santé Weddings and Events design Corona-proof micro wedding packages for millennial couples living in the Netherlands?"*. From big celebrations to cozy, intimate events, micro weddings have been on the rise and have become more popular in recent years in Australia, New Zealand and North America. During corona time, micro weddings have grown in popularity more than ever. Offering the collection of micro wedding packages and adding this service to the company's portfolio is a suitable solution for the client's problem. Due to Covid-19, all vendors in the wedding industry have been affected financially by the strict regulations. Micro weddings were designed to allow couples to get married safely and follow the rules. The product launch depends on the government's roadmap for lifting lockdown regulations in the summer of 2021. Additionally, it is expected that weddings with a small number of guests will still be popular until 2022; hence, with the micro wedding packages, Santé Weddings and Events is well-prepared to operate in the upcoming period and generate income to support the financial situation of the company.

Looking at the long-term strategy, the pandemic also negatively influenced the economy and the job market, leading to changes in the customer's willingness to spend. Moreover, according to the market research, most couples were willing to spend from €5.000 to €10.000 for a simple, intimate wedding. As the customers are more aware of the concept, the concept can grow in the future, even after the pandemic.

The professional product also fits with the trends and developments described in chapter 4.4 of this paper. Firstly, regarding the demographic trend, most participants in the conducted research were millennial couples. Millennial couples are the company's target group. The expectations and preferences towards a micro wedding package of this customer group were considered carefully when the product was designed.

Secondly, regarding the economic trend, Covid-19 negatively impacted all the vendors in the wedding industry and the financial situation of millennial couples who would want to get married in the Netherlands. According to the research results, the price range of the micro wedding packages was set between €5.000 to €10.000. By setting this price range, the company can ensure that many couples can afford the service and the vendors can also earn sufficient income.

Thirdly, regarding the social trend of multinational weddings, the brochure was written in English to approach all international couples living in the Netherlands. Moreover, one of the micro wedding packages is the Typical Dutch Wedding, which was designed to introduce the Dutch culture. This package was also personally customized to multinational couples who wanted to get married in Amsterdam.

Furthermore, regarding the technology trend, visual planning will be applied. Most of the meetings between the wedding planner and the couple will be conducted online via Microsoft Teams or WhatsApp.

Moreover, when it comes to the environmental trend, a part of the profit generated from the micro wedding packages' sales will be donated to the organization "Plant for the Planet" to plant more trees

in the world. Furthermore, the digital wedding invitation is also a solution to save paper and contribute to the planet goal. Lastly, regarding the political trend, Covid-19 regulations from the government regarding organizing private events were taken into consideration carefully.

## 15.2. Pros and Cons

The micro wedding packages involved some pros and cons of the choices made. The table below gives an overview of the pros and cons of the most critical choices.

<b>Choice</b>	<b>Pros</b>	<b>Cons</b>
Four packages at four wedding locations	A collection of packages gives the couples more options to choose from and find their perfect wedding venue based on their personalities and interests.	It takes more time and attention for the planner to contact and work with different wedding venues in the city.
Four packages with four different wedding themes	As the target group is millennials, each couple has different preferences and styles. Offering different themes helps the company attract more couples compared to having one theme.	It takes more time and attention for the planner to do the styling for each wedding theme.
All wedding venues are in Amsterdam	The company can attract multinational couples as they prefer to organize weddings in the city according to the planner's experience. It is also the most popular municipality in the country to get married.	It might not be attractive to Dutch couples living in different regions in the Netherlands.
Collaborate with three photographers	It gives the couples the flexibility when it comes to the vendor's availability. Couples can choose which photographer would fit their styles and preferences.	It takes more time and attention for the planner to contact and work together with different photographers.
Collaborate with one officiant and one florist	It is effective to work with them as the company has established good relationships with the officiant and the florist. A high quality of service is guaranteed.	There is a lack of flexibility when it comes to the availability of vendors.
A timeline of two or three hours	A shorter wedding allows the couple to plan other activities during their wedding day. It also saves cost, and it is easier to organize according to the Covid-19 rules.	It might be too short for some couples, but this is a personal preference eventually.
Measurement	The choice of the measurement instruments came from the research and the consultation with the company. It gives a clear guidance for the business to improve the micro wedding packages continuously.	The measurement might be too extended for the company as the owner runs the business on her own.

Table 15.2. Pros and Cons

## 16. Use of Knowledge

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This section of the substantiation elaborates on the knowledge gathered while developing micro wedding packages.

### 16.1. Required Knowledge

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Specific knowledge and insights were necessary to execute the project successfully and develop the micro wedding packages. The research's purpose was to understand all the aspects of a micro wedding package, which were categorized as follows:

- The characteristics of a micro wedding: The project started with some research regarding the definition of a micro wedding and the reasons for having a micro wedding.
- Available micro wedding packages: It was essential to learn from existing micro wedding packages and gain insight into what type of services were included in a micro wedding package. In the Netherlands, the micro wedding concept is new. However, similar packages in different countries could be seen as examples to elaborate on this concept.
- Trends and developments: By researching the current trends and developments in the wedding industry, the researcher gained an insight into the right product-market fit and learned to create wedding packages that are more likely to succeed.
- The price: Further research was necessary to know how to set the price for the professional product and what would be a reasonable price to attract couples to purchase the service.
- The target group: The researcher looked at the customer expectations regarding getting married in the Netherlands to design a product that matches the preferences of the potential customers.

The main research questions were defined to determine how to create successful micro wedding packages for millennial couples in the Netherlands. Firstly, the researcher looked at the experience of experts who offered micro wedding packages at their companies to gain insight into how to start a micro wedding planning business and run the business successfully. Secondly, the researcher looked at the expectations of potential couples living in the Netherlands towards a micro wedding package to design a suitable product that meets their wishes and wants on their wedding day.

The research questions and sub-questions were formulated for further research. For this project, different types of research questions were presented:

**1. What are *the opinions of foreign experts regarding starting a micro wedding planning business* for millennial couples in the Netherlands?**

- What are the opinions of foreign experts regarding **the characteristics of a micro wedding**?
- What are the opinions of foreign experts regarding **the trends and developments** relating to micro weddings?
- What are the opinions of foreign experts regarding **the target group** of micro weddings?
- What are the opinions of foreign experts regarding **the micro wedding package**?
- What are the opinions of foreign experts regarding **the price** of a micro wedding package?
- What are the opinions of foreign experts regarding **the challenges of planning a micro wedding**?
- What are the opinions of foreign experts regarding **the critical factors for a successful micro wedding planning business**?

**2. What are *the demographics* of millennial couples who want to get married in the Netherlands towards a micro wedding package?**

**3. What are the expectations of millennial couples who want to get married in the Netherlands towards a micro wedding package?**

- What do millennial couples who want to get married in the Netherlands prefer with regard to a micro wedding's **theme**? (sub-question 1)

- What do millennial couples who want to get married in the Netherlands prefer with regard to a micro wedding's **venue**? (sub-question 2)
- What do millennial couples who want to get married in the Netherlands prefer with regard to a micro wedding's **florist**? (sub-question 3)
- What do millennial couples who want to get married in the Netherlands prefer with regard to micro wedding's **photography**? (sub-question 4)
- What do millennial couples who want to get married in the Netherlands prefer with regard to micro wedding's **music**? (sub-question 5)
- What do millennial couples who want to get married in the Netherlands prefer with regard to micro wedding's **additional services**? (sub-question 6)
- What do millennial couples who want to get married in the Netherlands prefer with regard to the **cost** of a micro wedding? (sub-question 7)

## 16.2. Knowledge Collection

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### 16.2.1. Secondary Research

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For this project, secondary research was conducted to answer the theoretical questions.

**Desk Research** was carried out to find valuable answers to the theoretical questions mentioned above. In the literature study, a collection of academic and non-academic sources was analyzed to create the operationalization of the micro wedding package, which can be found in [Appendix IX](#). Researching on non-academic sources was also conducted due to the practicality of this project. The main search engine for academic sources was Google Scholar. Additionally, Google Search was used for non-academic sources. Search terms were keywords relating to the research questions. Some examples of search terms were “micro wedding”, “wedding venue”, “wedding florist”, “wedding music”, “wedding photography” and “wedding catering”. The quality of all the sources used in the report was evaluated by using the AAOCC method. The APA guideline for referencing was also used. The search methods and the evaluation of literature sources can be found in [Appendix X](#). The literature review was written based on the literature study. Further elaboration of the literature review can be found in [Appendix XI](#).

### Literature Review

#### Definition of a micro wedding

The term “micro wedding” refers to an intimate wedding with a typical maximum of 50 guests. Micro weddings still have all the traditional wedding elements, but they are organized much smaller (Mackey, 2020). According to “Everything You Need to Know About Micro Weddings” (2020), a micro wedding only includes some close friends and family members with a small guest count. All the elements of a traditional wedding such as a wedding party, a florist, a photographer, a videographer, a reception with entertainment are all included but tailored for a more intimate and cozy experience. According to Ward (2020), a micro wedding also has a shorter and more simplistic timeline than a traditional wedding. A micro wedding often has a quick ceremony, following by a relaxing and casual reception.

#### Reasons to have a micro wedding

- The cost

According to Lee (2020), a micro wedding is an option for many couples if they want to focus and spend most of their budget on more minor details, which might be difficult if the guest count is big. With a smaller wedding, the couples' budget can stretch further. There are various options for the bridal couples to choose from when they have a smaller guest list. According to “The Knot 2019 Real Weddings Study”, the average overall guest count decreases, while the average cost per guest increases (as cited in Lee, 2020). On the other hand, depending on the destination, the venue, and the number of guests, many micro weddings can be planned for less than \$5.000 (Gibson, 2020). With a limited number of guests, the price will decrease, and the couples can reduce their financial outgoings. Therefore, the budget is a solid reason to choose a micro wedding.

- Freedom

According to “Everything You Need to Know About Micro Weddings” (2020), large traditional weddings can have many formalities, expectations and requirements, whereas, for a micro wedding, the couple has the freedom to think outside of the box and be inspired to come up with creative ideas. Additionally, the couple has the opportunity to make the day unique without a tight schedule, a huge guest list and other formalities.

- Creativity

According to Mackey (2020), for a micro wedding, a smaller guest list means fewer opinions and people to please. Moreover, the couple can have many more options regarding spaces to celebrate. The couple can organize their intimate wedding in unique venues that are not possible for larger weddings. There are many options when it comes to the venue. In many cases, the place itself is already beautifully designed and decorated so the bridal couple can also save on décor and does not need to rent too much stuff (Mackey, 2020). With a micro wedding, the bridal couple can “twist tradition in ways that might be more difficult with larger affairs” (Kashdan, 2020). In addition, with a smaller wedding, there is also more flexibility in choosing the date.

- Less stress to organize

According to “Everything You Need to Know About Micro Weddings” (2020), for a micro wedding, a smaller guest count also means less stress when planning the wedding day. There are fewer invites to post out, leading to fewer requirements and questions to handle. The whole to-do list can be reduced in time or even eliminated by cutting down the guest list. The couple wants to have a relaxing day and does not have to feel the stress of a big event. Some couples do not like to be in the spotlight or want their day to be very personal and meaningful. The wedding day focuses on the couple and their wishes instead of pleasing others (Pye, 2019).

- Quality time with the guests

With a small gathering, the couple has the opportunity to interact with the guests. Instead of having a long day with a stream of welcomes, goodbyes and not having time to have a private conversation with all individuals, a micro wedding offers a more laid-back vibe. According to “Everything You Need to Know About Micro Weddings”, welcoming fewer guests means more quality conversations with family and friends (2020). Therefore, the couple can build deeper connections and make the guests feel more valued (Pye, 2019).

#### The components of a micro wedding package

For this project, the micro wedding package was referred to as a full-service wedding planning for the bridal couple to ensure that they would have a stress-free celebration and a stylish wedding. In other words, it was seen as a comprehensive package. According to Daniels & Loveless (2020), with a comprehensive package, the wedding planner offers initial and ongoing assistance with various areas including “vision determination and overall design, budgeting, purchasing and payment, timelines, vendor selection, guest lists, ceremony and reception, legal issues such as the marriage license”. Some other components of the wedding package are the floral décor, the photography, the videography service, the music and the entertainment. According to Wokolaski (2008), the wedding planner’s ultimate goal is “to offer the bride and her family the peace of mind by staying on top of the planning”. In the book “How to start a wedding planning business”, the author mentioned some components of the wedding planning package such as the dress, the florist, music and the venue. In this research, some essential components of the micro wedding package were taken into account.

#### 16.2.2. Primary Research

As a micro wedding is a new concept in the Netherlands, primary research was conducted to have fresh, up-to-date data, which are highly specific to the research’s topic. It helped determine how to create the new product. For this research, two types of research approaches were applied, which were quantitative and qualitative.

### 16.2.2.1. Qualitative Research

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For this research, qualitative research was used in the form of interviews with experts in the wedding industry and interviews with potential couples who would like to get married in the future. The qualitative method was used to seek more in-depth, free-form answers from respondents and to better understand the underlying reasons why couples have specific preferences. Hence, the qualitative research method was better than the quantitative research method in this case because it involved face-to-face conversations with the respondents. In a private one-on-one setting, the respondents felt less intimidated to share their opinions and had more time to further explain their reasons and emotions towards the topic. Qualitative research was used to collect data from both potential customers and experts in the wedding industry. This method helped the researcher explore the topic in more detail. Moreover, the qualitative method was applied by interviewing experts in the wedding industry in the US to gain in-depth knowledge regarding starting up a micro wedding business.

#### 16.2.2.1.1. Purpose

- Interview with experts

Qualitative research was used in the form of **interviews with three experts**, who are wedding planners in the US and offer micro wedding packages. The main goal of conducting interviews with experts was to learn from reality how to create successful micro wedding packages, and what should be considered when creating a new product. This research design answered the 1<sup>st</sup> research question. As a micro wedding is a new concept in the Netherlands, it was essential to gain more knowledge regarding this concept, which has been operated successfully in other countries. Because the interviews were only conducted with experts from the US, it was referred to as a single case study. The interviewees were chosen for this research based on their experience and knowledge regarding micro weddings. By conducting interviews with foreign wedding planners, the researcher learned from their experience, understood the challenges and the success factors in creating the most suitable packages for Santé Weddings and Events.

- Interview with potential couples

In this research, there were also **interviews with five potential couples**. They live in the Netherlands. The couples are in the age group of 21-39 years, and they want to get married in the future. As the micro wedding concept is new in the Netherlands, it was essential to understand the expectations and preferences of potential couples to create suitable packages that offer all the essential wedding services. This research design answered the research question 2 and 3. For this project, the potential couples were chosen carefully to represent the population. Four out of five couples participating in the in-depth interviews also participated in the online survey. As the interviews were conducted only in the Netherlands and only targeted couples living in the Netherlands and planning to get married in the future, it was referred to as a single case study.

#### 16.2.2.1.2. Sampling

Compared to quantitative research, qualitative research often uses a smaller sample. For the qualitative research, the **non-probability sampling method** was applied. The type of non-probability sample was a purposive sample. For the interviews with experts, the interviewees were chosen based on their experience in micro wedding planning to gain knowledge from experts with particular expertise. For the interview with couples, the interviewees were chosen based on their diverse demographics. Further explanation regarding the reasons for choosing interviewees can be found in [Appendix XII](#).

#### 16.2.2.1.3. Type of Interviews

The form of the interview was dialogue. The type of interview was an open semi-structured interview, consisted of open questions. By asking open-ended questions, the interviewees offered more details and demonstrated their answers. The interview guide with a list of topics was prepared before each interview. Each interview lasted approximately 30 minutes and was conducted in English. The research instruments were the recorder, the interview guide and the researcher's computer. The interview guide

for the interviews with experts can be found in [Appendix XIII](#). Additionally, the interview guide for the interviews with couples can be found in [Appendix XIV](#).

All interviews were conducted online because of the social distancing policies in 2021. Four main channels were used to conduct interviews, including Zoom meeting, Microsoft Teams, Messenger and WhatsApp. The interview's invitation, which indicated the exact time and the communication channel, was sent to the interviewees before each interview.

#### **16.2.2.1.4. Frequency of Data Collection**

The **cross-sectional study** was applied in this research regarding the frequency of data collection. The interviewees were interviewed once.

#### **16.2.2.1.5. Data Management Plan**

Before participating in the interview, the participants were well informed that the information would be treated as confidential and only be used for this research. Regarding the interviews, the data were stored in the form of the recordings and transcripts on Microsoft Word on the researcher's computer. An example of an interview transcript can be found in [Appendix XV](#).

#### **16.2.2.1.6. Analysis**

The information gathered from these interviews was transcribed, analyzed and coded. Firstly, the online interviews were recorded as comprehensive audios via Voice Memos Software. The audio files were transformed into manuscripts following the conversations accurately. Based on the transcripts, the researcher went through the data line-by-line and applied open coding to categorize phenomena and define the concepts found in the text. Furthermore, the researcher categorized the codes. In this step, axial coding was applied to connect all the related open codes and create a more extensive theme code. The coded terms were sorted into hierarchical order. This systematic analysis was formed based on the interviews' setup. However, additional codes based on new findings were formed when applicable. The detailed coding tables can be found in [Appendix XVI](#) and [Appendix XVII](#). Additionally, the interview analysis can be found in [Appendix XVIII](#) and [Appendix XIX](#). The code trees can be found in [Appendix XX](#) and [Appendix XXI](#).

### *16.2.2.2. Quantitative Research*

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For this research, quantitative research was conducted in the form of a **survey**. The reason for doing **quantitative research** was to generate knowledge and create a better understanding of the expectations of a broad target group by collecting and analyzing statistics regarding their demographics and preferences towards various elements of a micro wedding package. Based on the statistics, the company was able to profile a specific target audience and create a product that would meet the customer expectations in the market. However, when using the quantitative method, the contextual detail may be missing due to limited answers.

#### **16.2.2.2.1. Purpose**

This research method was used to gain insight into the expectations of couples who want to get married in the Netherlands. With quantitative research, the researcher answered the research question 2 and question 3.

#### **16.2.2.2.2. Sampling**

The population consisted of couples who want to tie the knot during the pandemic or are interested in organizing a wedding in the future. In 2020, the number of weddings in the Netherlands was 50.597 ("Huwten, Partnerschap; Sluïting en Ontbinding per Maand", 2021). 50.597 was expected to be the approximate number of weddings in the 2021 wedding season as the strict measurements against Covid-19 remain. These formed the sample of potential couples who might consider having a micro wedding in the future. The potential couples counted for 50.592, which was also the population size.

With a confidence level of 90% and the margin of error was 8%, the sample size needed to be 107. For the quantitative research, the **probability sampling method** was used to ensure that every member of the population had an equal chance of being selected to participate in the questionnaire (McCombes, 2021). The simple random sample was chosen to produce statistics that were representative of the whole population.

#### **16.2.2.2.3. Type of Questionnaire**

The type of questionnaire was an online survey including multiple-choice questions. Different types of survey questions were used, including multiple-choice questions, checkboxes and open-ended questions. The survey covered all the aspects needed to answer the research questions and solve the management issue. The survey was structured based on the operationalization of the core concepts. The detailed survey setup will be found in [Appendix XXII](#).

#### **16.2.2.2.4. Method of Data Collections**

An online survey was chosen because it was an effective way to reach a large target audience regardless of physical distance. People were approached via email and social media. The survey was posted on various selected Facebook groups related to the wedding topic, including Trouwenbruiloftplannen, Bruid to be, Bruidjes to bruidjes tips, Wij trouwen, Trouwen en tips tijdens Corona, Trouwen, Bruidjes & diensten 2021-2022, bruidjes 2021/2022, Trouwen Nederland, trouwen en meer, Yes wij gaan trouwen. The members of those Facebook groups represented the selected sample. The questionnaire took approximately 5 minutes to fill in. In addition, attendants had a chance to receive a small gift when participating in the survey. The participants had three weeks to fill in the online survey.

#### **16.2.2.2.5. Frequency of Data Collection**

The **cross-sectional study** was applied in this research regarding the frequency of data collection. The participant submitted the survey once at a single point in time.

#### **16.2.2.2.6. Data Management Plan**

Before participating in the survey, the participants were well informed that the information would be treated as confidential and only be used for this research. The data were stored on Google Form, and the researcher was the only person who got access to the database.

#### **16.2.2.7. Analysis**

The data from the survey were analyzed with SPSS and Google Drive. Research instruments were an online questionnaire and SPSS. To conduct univariate analysis, the statistics gathered from the online questionnaire were visualized by using diagrams and pie-charts on Google Drive. To conduct bivariate analysis, the crosstabs function on SPSS was used to show the relation between ordinal variables. To test whether there was a relationship between two variables, the chi-square test and Cramér's V were applied. The survey results can be found in [Appendix XXIII](#). The detailed analysis of the survey can be found in [Appendix XXIV](#).

### **16.3. Findings**

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This section aimed to answer the research questions which were previously introduced in chapter 16.1. The research findings were summarized and presented in clear coherency.

#### **1. What are the opinions of foreign experts regarding starting a micro wedding planning business for millennial couples in the Netherlands?**

By interviewing three experts in the wedding industry in the US who offered micro wedding packages at their companies, some main topics regarding starting a micro wedding business were explored and refined. The essential information found in the expert interviews was used to create the micro wedding packages for Santé Weddings and Events. According to the interviewed experts, a micro wedding was different from other weddings because it had a smaller guest count of approximately 30-50 guests,

intimate style and a shorter time frame. Micro weddings had become popular in the US due to the changes in the lifestyle of the millennial generation and the customer expectations towards a traditional wedding. It was seen as an affordable option for millennial couples, especially during Covid-19 when gathering in a big group was not allowed. Although it was a trend before the pandemic, it had become more popular since the outbreak of Covid-19. Moreover, the micro wedding concept was expected to keep growing in the future, requiring wedding vendors to adjust their services by coming up with small service packages designed for micro weddings. For many couples, the growth of the micro wedding trend meant they had a new way of getting married. When asked about the target group of the micro wedding packages, they were mainly millennial couples. In general, they were pretty diverse regarding the demographics background. With micro weddings, they looked for a more casual way of getting married to spend more quality time with their loved ones. The experts also explained all the elements of a micro wedding. According to the experts, a micro wedding package included all the essential elements of a wedding such as a florist, a wedding venue, a wedding officiant, a photographer, a wedding cake, champagne toast and music. Additionally, depending on the needs and wants of the couple, some additional services could be added, including makeup and hair service, videography or a dinner. Often, a micro wedding has a short and simplistic timeline of 90 minutes to a maximum of 3 hours, starting with a small ceremony and then a reception when the couple had some drinks and snacks with the guests. However, surprisingly, a micro wedding was only a part of the whole day wedding experience for some couples as they did some extra activities after the wedding.

When it came to the wedding venues for micro weddings, they could be unique places and varied from a public park, a museum to a rental home or a brewery. For outdoor venues, it was important to consider venues with a good rain plan set up. For indoor venues, it was nice to choose venues where the couples and the guests could still see a beautiful outside view through the windows. According to the experts, when asked about the price of a micro wedding, the average price of a micro wedding package was a couple of thousand dollars. However, depending on the type of services, the price could be up to \$10.000 to \$12.000. Therefore, depending on the customers' priorities, they were willing to spend more or less on their wedding.

During the interviews, the experts also mentioned some challenges that a micro wedding planner had to face. They mentioned the difficulty of creating a budget-friendly option but still offering a high quality. In addition, one of the experts mentioned the difficulty of selling all the spots for a micro wedding planner who used the time slot system. Moreover, the experts mentioned the big responsibility as the primary contact person and the possibility of booking wedding venues. The experts also suggested some important elements of a successful micro wedding business. Some of the elements were having a reliable and qualified team of vendors, offering a high quality of service to the clients, making it easy for the clients to book the service and setting clear goals for the business. Additionally, it was important that the planner invested time and energy to set up the business. Lastly, one of the critical success factors was finding a strategic sweet spot for the business.

## ***2. What are the demographics of millennial couples who want to get married in the Netherlands towards a micro wedding package?***

The answer to this research question can be found in chapter 5.1 of this paper as a description of the target group's characteristics.

## ***3. What are the expectations of millennial couples who want to get married in the Netherlands towards a micro wedding package?***

By conducting the online survey and five interviews with millennial couples living in the Netherlands who would like to get married in the future, the customer expectations towards a micro wedding package were explored. The important information found in the interviews and the survey was used to create the micro wedding packages for Santé Weddings and Events. As expected after conducting the desk research, the micro wedding concept was a new concept according to most couples in the Netherlands.

When being asked about the definition of a micro wedding, it was seen as a small, intimate wedding with a short timeline and a small guest list. The definition provided by the potential customers was similar to the definition of the micro wedding mentioned by the interviewed experts. Additionally, some couples also compared a micro wedding to a low budget wedding, a home party or a corona-proof wedding. According to the interviews' results, millennial couples in the Netherlands were very interested in the micro wedding concept. Compared to many couples in the Netherlands, a lot of couples in the US also reacted positively towards the micro wedding concept. Regarding the reasons to have a micro wedding, some of the mentioned reasons were the intimacy and the connection, the possibility of making the family happy, the financial reason, the minimal lifestyle, the possibility of having less pressure while planning a wedding. Surprisingly, a couple also mentioned the change in parents' influence on wedding planning decisions nowadays, giving the couple more freedom to organize a micro wedding.

When asked about the wedding theme, the three most popular themes were nature, elegance and romance. Additionally, the modern theme and the cultural, historical theme were quite popular according to the respondents. When selecting a wedding venue, some critical criteria were the budget, the feeling at the venue, the convenience, the small size and the possibility of having some privacy. Furthermore, the interviewees mentioned the possibility of having indoor space and outdoor space at the same venue. This idea was also suggested by the experts in the US. Moreover, overnight stay at the wedding venue could be an additional service; however, it did not have the highest priority among all the criteria. When asked about preferred wedding venues, the historical site was a popular venue among interviewees as it brought an intimate feeling and had a cultural background. Additionally, the hotel was also a possible venue for a micro wedding as it was convenient to organize, and the couple had more privacy at the wedding. Furthermore, many outdoor venues such as the garden or the city park were also considered by many couples as micro wedding venues. They were good alternatives for natural venues and brought a green vibe to the wedding. It also required less effort to decorate.

Regarding the wedding flowers, the bridal bouquet was seen as the most crucial flower arrangement in a micro wedding and was the preference of most couples as it is a wedding tradition. According to the literature research conducted before the field research, the importance and popularity of the bridal bouquet were as expected. Moreover, some flower arrangements such as the altar or the backdrop could also be added to the wedding. Depending on the couple's preferences, they can use them as nice spots for taking pictures. Additionally, some wedding décors such as white linens, candles and lights could create a cozy ambience.

Regarding the photography service, the photography service during the wedding day was the most important service based on the quantitative results. Moreover, it was confirmed by the results of the in-depth interviews with couples because all five couples mentioned their preferences towards the photography coverage during the day. Depending on the couple's wishes, the photographer could offer some additional services such as a wedding photoshoot and videography.

According to the interviewees and the participants in the online survey, when asked about wedding music, pre-recorded music played via speaker and microphone was seen as a great option for a micro wedding. Live music was seen as an additional service if the couple requested but it was not necessary as there was only a small group of guests at the micro wedding. This insight was as expected as many available micro wedding packages in the market only offered pre-recorded music as a standard service at a micro wedding. Moreover, some preferred additional services were makeup and hair service, a wedding cake, a catering service and wedding attire.

When asked about the price, the price should be reasonably important, and it should represent a good price-quality ratio. Most interviewed couples were willing to pay €4.000 to €5.000 for a micro wedding package. For some couples, they could spend up to €10.000 if the package offered a high level of

service quality. Compared to the price range of a micro wedding package in the US, the price range of a micro wedding in the Netherlands was somewhat similar. The insight into the price preferences of the potential customers in the Netherlands was necessary for the researcher to develop the professional product. This knowledge was taken into account as one of the factors determining the price range of the micro wedding packages at Santé Weddings and Events.

#### 16.4. Use of Results

This table gives an overview of how the research results were used in developing the professional product and how they were related to the management question.

<b>Knowledge</b>	<b>How does it relate to the management question?</b>	<b>In which part of the professional product?</b>	<b>How is the knowledge used?</b>
Characteristics of micro weddings <ul style="list-style-type: none"> <li>• Definitions</li> <li>• Reasons to have a micro wedding</li> </ul>	It gave a clear understanding of the concept of micro wedding.	Chapter 1: Introduction	The basic knowledge regarding the micro wedding concept was used to make some questionnaire questions and some questions in the interview guide.
Trends and developments <ul style="list-style-type: none"> <li>• Marriage trend in the Netherlands</li> <li>• DESTEP analysis</li> </ul>	It gave an insight into the trends in the Netherlands and worldwide relating to the micro wedding concept.	Chapter 4: Environment	The trends and developments analysis was taken into consideration when developing the micro wedding packages.
Contents of the available micro wedding packages in the market <ul style="list-style-type: none"> <li>• Type of services</li> </ul>	It gave inspirations to develop suitable micro wedding packages for the Dutch market.	Chapter 6: Micro wedding packages	Some examples from micro wedding planning businesses worldwide were taken into consideration when developing the content of the micro wedding packages.
Target group <ul style="list-style-type: none"> <li>• Demographics</li> <li>• Wishes and demands towards their wedding day</li> <li>• Willingness to pay</li> </ul>	It gave an insight into the target group of customers and their expectations and preferences towards a micro wedding package.	Chapter 5: Target group	The knowledge regarding the target group was used to design suitable micro wedding packages which matched the customer expectations and their preferences.
The price <ul style="list-style-type: none"> <li>• Prices of micro wedding packages from similar businesses</li> </ul>	It gave a clear understanding of the price factor of the micro wedding packages.	Chapter 11: The price	The knowledge regarding the price range was taken into account when setting the price of the micro wedding packages.

<ul style="list-style-type: none"> <li>Expectations of couples in the Netherlands with regards to wedding costs in general</li> </ul>			
Challenges of planning a micro wedding	It gave an idea of which aspects to take into account when developing the micro wedding packages and running the business.	Chapter 6: Micro wedding packages	The challenges of planning a micro wedding were taken into consideration when developing the micro wedding packages.
Success factors	It gave an idea of which aspects to take into account when developing micro wedding packages and running the business.	Chapter 6: Micro wedding packages; Chapter 10: Booking system	The key factors of having a successful micro wedding planning business were considered when developing the micro wedding packages.
Measurement and planning	It gave a clear plan to implement the micro wedding packages, evaluate the product and monitor the company's goals regarding the micro wedding packages.	Chapter 12: Implementation plan; Chapter 13: Measurement	The knowledge was used to create the evaluation report to make further improvements.

Table 16.4. Use of Results

## 16.5. Discussion

The quality of the gathered knowledge was discussed in this section. It consisted of the reflection on construct validity, internal validity, external validity and the reliability of the conducted research. According to Verhoeven (2011), the level of validity concerns the accuracy of the research. Validity was used to show how accurately a method measured what it was intended to measure. In specific, internal validity related to the extent to which the correct conclusions were drawn from the findings and external validity related to how it would apply to a larger group in the external environment. Reliability was about the consistency of the measure. In other words, the results would remain the same if the same method would be replicated.

### 16.5.1. Construct Validity

According to Verhoeven (2011), construct validity referred to the representativeness of measurement instruments. Regarding this research, the construct validity could be considered high. Based on the literature research, the operationalization was drawn and used as the foundation to formulate the questionnaire's questions and the interviews' questions with the potential customers. By looking at different academic sources and reliable non-academic sources, the operationalization included the most important criteria of a micro wedding package. Moreover, by using more than one method of research approach, strategy and data collection, the researcher also enhanced the validity of the

research. The raw data from qualitative research was organized using a coding system involving the same terms as the operationalization of core concepts. Regarding the desk research, the AAOCC criteria were used to evaluate the quality of literature sources.

#### 16.5.2. Internal Validity

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Internal validity refers to “the extent to which correct conclusion can be drawn” (Verhoeven, 2011). In this research, both quantitative and qualitative research could be considered relatively high in internal validity. Regarding the quantitative research, the supervisor approved the questionnaire’s questions to ensure the quality before being posted online on the social media platform. There was no adjustment in the questionnaire during collecting data; hence, the research’s outcome was not influenced. Regarding the sampling plan, the population size was calculated with a confidence level of 90% and a margin of error of 8%. The margin of error could have been higher to increase the validity of the research; however, due to the limited time frame, the sample size was chosen carefully to make sure the outcome of the questionnaire was valuable data. The questionnaire was only shared with selected Facebook groups related to getting married in the Netherlands. In the case of qualitative research, the interview guide was also reviewed and approved by the supervisor. The similarities and differences of statements were drawn based on the coding system. Regarding the period in which the interviews with potential customers were done, four out of six couples were interviewed twice as the research wanted to gain some extra information. Changes could take place during that time and affect the validity. This could be a threat to the internal validity of the research as the interviewees might change their opinions when being asked about similar topics in the second interviews.

#### 16.5.3. External Validity

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External validity is referred to as transferability in research. The external validity for the questionnaire was demonstrated by the participants of potential couples living in the Netherlands who were seriously planning to get married in the near future. Moreover, most respondents were the millennial generation, which correctly reflected the target group of Santé Weddings and Events. To increase external validity, probability sampling was used to ensure that everybody had an equal chance to participate in the research. However, the results from the questionnaire did not fully represent the whole population as the sample size was smaller than the ideal sample size to represent the population, which would be more than 200 respondents according to the sample calculator with a confidence level of 95% and the margin of error was 5%. The research population was quite heterogeneous as the participants in the online questionnaire had different backgrounds and wedding preferences. Regarding the qualitative interviews with the potential customers, the interviewees had different backgrounds and gave the answers based on their personal preferences; hence, the validity could be impacted. Furthermore, the external environment such as income or nationality could affect the outcome of the interviews, making it harder to generalize to the whole population.

#### 16.5.4. Reliability

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Reliability refers to how consistently a method measures something in the research. Regarding the questionnaire, the reliability was high due to the “standardization of method”. The questionnaire’s questions were designed based on a “standardized questionnaire” with the same set of multiple-choice questions and open questions. Additionally, all the forms were valid, ensuring no error during the data analyzing process. The reliability of this research could be affected due to the unique circumstance of Covid-19, which had a significant impact on organizing weddings. Hence, it could result in inconsistent opinions and the respondents might give different answers if asked in a different period. Future studies could further investigate the couple’s expectations and preferences regarding the micro wedding package in the Netherlands when people could gather physically again. Furthermore, the research was conducted by one individual, which might lead to the possibility of “individual bias” in research. Additionally, the research reliability was affected as the client suggested some of the interviewees. Therefore, the answers might be colored and might not be provided entirely without prejudice.

In conclusion, this research was valid and reliable, but there were some limitations due to the temporary impact of Covid-19, which influenced the way couples wanted to organize their wedding. However, the research gave an insight into the expectations and preferences of the potential customers towards a micro wedding package. Based on the findings, the micro wedding packages offered all the essential wedding services at a reasonable price to meet the needs and wants of the potential customers on their wedding day.

#### 16.5.5. Ethical Aspects of the Research Process

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Regarding the questionnaire, all participants were informed about the purpose of the research. All information gathered from the questionnaire was treated as confidential and used solitarily for the research. The consent form for participants was also attached to the questionnaire. The participants involved in the interviews were also well-informed about the research and dealing with obtained information confidentially.

## 17. Stakeholders

There were numerous stakeholders involved in this project. Each stakeholder had a different role, interest and impact on the professional product. Both the stakeholder analysis matrix and the power interest grid were used to explain and visualize the importance of different stakeholders. For this project, the primary stakeholders were the customers, the wedding officiant, the venues, the florist and the photographers. The secondary stakeholders were not directly involved in this project, but still had specific impacts on the project. They were the government, the wedding invitation supplier, the welcome sign supplier, the wedding cake supplier, the wedding attire suppliers and the makeup and hair artist.

[Appendix XXV](#) described the stakeholder analysis matrix to identify their roles, interests and impacts on the project. [Appendix XXVI](#) described the power interest grid by Mendelow (1991). Based on the list of stakeholders involved in this project, the stakeholders were mapped out and classified according to their power over the company's work and their interest in it. The positions allocated to stakeholders on the grid show Santé Weddings and Events the actions the company needs to take with them. First of all, the government has the power, but the government is less interested in the project. The government can put pressure on the company with strict regulations against Covid-19, leading to the difficulty in implementing the micro wedding packages. Secondly, the most important group of stakeholders to manage closely are the customers, the wedding officiant, the venues, the florist and the photographers. To create a successful micro wedding, the customers' needs and wants towards the wedding will be satisfied. Additionally, all the vendors who directly participated in the packages are important to create mutual benefits. They have the power, and they are also interested in the project. Moreover, some other vendors such as the wedding invitation supplier, the welcome sign supplier, the wedding cake supplier, the wedding attire suppliers and the makeup and hair artist do not have much power, but they are interested in the project. They will be kept informed when the couples are interested in these services.

### The 3Ps of Sustainability

After the professional product has been implemented, three main stakeholders who will notice the change are the vendors, the company and the potential customers. The impacts of the product on the stakeholders were elaborated based on the 3Ps of sustainability. The 3Ps stand for: profit, people and planet.

#### ❖ The vendors

For the vendors, the most significant change is gaining more income by collaborating with Santé Weddings and Events to create micro wedding packages. Furthermore, the vendors are also required to adjust their services and design a smaller wedding package for a small guest list to match the micro wedding concept.

#### ❖ The company

Firstly, regarding the economic aspect, the professional product can allow the company to enter a new market and attract a new target group. With the professional product, the company can attract millennial couples who are budget-conscious and would like an intimate, stylish and cozy wedding instead of a traditional wedding. Moreover, by expanding its portfolio and offering various wedding services, the company can gain more revenue and increase sales. The new flow of income is vital for the company after the financial crisis during the pandemic as many weddings were cancelled or postponed. On the other hand, entering a new market can also be seen as a challenge for the company as the company might not attract enough customers to book the micro wedding packages.

Secondly, regarding the environmental aspect, by offering micro weddings, the company can contribute to the goal of waste reduction. A micro wedding requires fewer resources, leading to less waste in general. Additionally, the professional product is in line with the company's goal to be more environmentally conscious. According to the owner of Santé Weddings and Events, *"If I grow, I can also really give back more, but now I think that it does not really matter. I think it is still really nice to give back to good core or to do something for the world, and I think maybe we can do something really*

important for us, so I think of course in life, the climate change or whatsoever we can definitely do something with that” (Tervoort. E, personal communication, March 19, 2021). As a small business, the company wants to contribute to the planet goal by donating a part of its profit from the micro wedding packages to help plant more trees through the “Plant for the Planet” organization.

Lastly, regarding the social aspect, the change would mean that the company can continually improve its hospitality and the customer services. By offering more services, the company will approach more customers, requiring more effort to communicate effectively during the planning process. On the other hand, this can be seen as a challenge as the company will need to hire more employees to handle the workload.

❖ The potential customers

For the potential customers, the professional product brings a new opportunity for couples to organize their wedding in an intimate yet stylish way and still save money for the future. The product is in line with the millennial generation’s mindset nowadays. They value relationships and focus on what matters the most rather than an expensive wedding.

During the pandemic, by offering a micro wedding package, many couples will have a solution to keep their wedding date and simultaneously follow the social distancing guidelines. When fewer people attend the wedding, the couple can make the experience a truly personal celebration and create a strong bond with their loved ones. During the pandemic, this becomes very meaningful.

People	Planet	Profit	External compass	Internal compass
Hospitality	<ul style="list-style-type: none"> <li>Waste reduction</li> <li>Planting trees</li> </ul>	<ul style="list-style-type: none"> <li>New market for a new target group</li> <li>Higher turnover</li> </ul>	Covid-19 Guidelines	Connection and quality time with family and friends
Opportunity to continuously improve customer services	Fewer resources wasted	Generate more income	Opportunity to think out of the box	Intimate wedding
Requires new employee	Contribute to climate change goals	Risk of not attracting enough customers	Limitations due to strict regulations	
+-	++	+-	+-	++

Table 17.1. Testing for the project: The micro wedding packages

The table gives an overview of the product’s impacts on the 3Ps: people, planet and profit, and the pros and cons of those impacts. The positive impact was marked as a plus (+), and the negative impact was marked as a minus (-). Additionally, there were also an external compass and an internal compass that influenced the product. The external compasses referred to the guidelines, standards or legislation that had an impact on the product. The internal compasses referred to the values that were important to the researcher while developing the project.

Using compass Covid-19 Guidelines, the researcher consulted the company, the vendors and decided to carry out the project without significant changes. During the pandemic, the packages were designed to follow the rules and regulations against Covid-19. However, when gathering together without social distancing is possible again, these measurements will no longer be applicable.

## 18. Finance

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This chapter presents the financial consequences of the professional product. The detailed explanation regarding the income statement can be found in [Appendix XXVII](#).

### **Income Statement (Semi-annual 2021)**

#### Revenue

Revenue micro wedding planning and coordinating service €5.000,00

*Expected number of micro weddings: 10 weddings*

*€500,00 x 10 = €5.000,00*

Revenue welcome sign €100,00

*Expected number of micro weddings: 10 weddings*

*€10,00 x 10 = €100,00*

Revenue from romantic package €2.197,58

*Expected number of sales: 2 packages*

*Profit (11%) generated per sale is €1.098,79*

*€1.098,79 x 2 = €2.197,58*

Revenue from classic chic package €1.509,42

*Expected number of sales: 3 packages*

*Profit (11%) generated per sale is €503,14*

*€503,14 x 3 = €1.509,42*

Revenue from rustic garden package €1.832,88

*Expected number of sales: 3 packages*

*Profit (11%) generated per sale is €610,96*

*€610,96 x 3 = €1.832,88*

Revenue from typical Dutch package €930,54

*Expected number of sales: 2 packages*

*Profit (11%) generated per sale is €465,27*

*€465,27 x 2 = €930,54*

**TOTAL REVENUES** €11.570,42

#### Expenses

Advertising €1.349,50

*A gift of Polaberry Platinum Collection (€134,95)*

*Apply for couples who book the package from Aug until Dec 2021*

Cost of sales €2.595,57

Office supplies €592,73

Consumption costs €275,76

Advisers €573,43

Financial costs €104,40

Other operating expenses €16,56

Depreciation €142,40

Interest expense €0,048

**TOTAL EXPENSES** €5.650,40

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**Net Income Before Tax** €5.920,02

**Income Tax Expenses (37,10%)** €2.196,33

**Donation to "Plan for the Planet"** €100,00

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**NET INCOME** €3.623,69

## Afterword

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Writing the young semester portfolio was one of the most remarkable journey in my study career at Saxon University of Applied Sciences. I had gained lots of experience regarding the wedding industry and entrepreneurship. I learned how to work independently as a young professional and communicate effectively with the client, the project's stakeholders. Moreover, I also learned from experts in the field, listened to their business's story and gained knowledge regarding having a micro wedding business. The project had inspired me to work in the event industry as it was such a dynamic job with lots of creative tasks every day. This project meant a lot to me as it was the first time in my study career that I had an opportunity to develop a professional product and implement it simultaneously. I was passionate about the project from the beginning and worked hard to turn all my ideas into reality. Looking at the final result, I was proud and happy to see how far I had become a young professional.

During the project, I had faced lots of uncertainty and challenges due to Covid-19. However, I always felt motivated and energetic as I understood the significant impact of my product on the business. Covid-19 had negatively influenced many aspects of our lives, including weddings; hence, I would want to help all the couples who wished to organize their wedding safely during this difficult time. In the long term, the professional product could also be attractive to couples who would like to have intimate, affordable weddings instead of traditional weddings with a large guest list.

Looking at the event industry, Covid-19 had been a challenge. During this project, I realized that one of the key success factors for a business crisis was creativity. It was essential for a business to think out of the box and come up with innovative solutions. The world is changing rapidly; hence, I value passion, creativity and innovation as a young professional. Those are also the qualifications that businesses in the hospitality industry are looking for nowadays during the recruitment process. With the young professional semester, I am confident that I am well prepared for today's business world.

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- **Demographical**

Millennials are the age group between 26 and 41 years old, the main target group of the wedding industry. Millennial couples have modernized many wedding traditions and become the game-changer in the industry. According to Fromm (2018), “Millennials get married in fewer numbers and later in life than previous generations. They also have different views of the institution than their parents, which lead to different expectations for the registry, honeymoon and wedding day.”

- **Economical**

According to Aviles (2020), “many couples intend to downsize their wedding celebrations” due to financial and safety considerations”. In the Netherlands, the pandemic has negatively influenced all the wedding plans of many bridal couples. According to the research carried out by ThePerfectWedding.nl (2021), “Due to rescheduled weddings, the wedding industry lost € 385 million in turnover (58.6% of the turnover in 2020).” With the current situation, “37.6% of suppliers expect not to make it to the end of the year”. Moreover, the research also indicated that 17% of all wedding services were cancelled. The main reason was that wedding suppliers were not available on the new wedding date of a bridal couple. This would influence weddings that are already planned for the new wedding season, leading to a loss of income.

- **Social**

In recent years, multicultural weddings have become more popular. “Millennials are getting married later in life (the average age is now 33), as they are prioritizing education, career, and even travel. With this broadening of horizons means that people are moving move and meeting new people, so it should come as no surprise that 58 per cent of couples marry outside of their race, religion, ethnic or regional background” (Forrest, 2019). Moreover, it is seen that cultural boundaries are reducing in recent years due to rapid urbanization and the migration of people within the country. This leads to an increase in cross-cultural marriages (Morani, 2019).

- **Technology**

According to the article “Popular Wedding Trends For 2021” (2020), “2021 wedding trends also include a change to how we involve loved ones on our big day”. Due to the measurements against the spread of Covid-19, some guests cannot attend in person. Hence, live streaming & videography become popular. Having the wedding day captured as a film is a great way to relive the day and remember all the special moments. Moreover, unique hashtags for bridal couples have become more popular and turned into a social media trend. Couples are willing to invest in good photography and videography service to have quick photos and videos to post on Instagram or Facebook.

- **Ecological**

According to “Trends: The Eco-Wedding” (2021), the most significant factor contributing to the growing number of eco-weddings is the impact of traditional weddings on the environment. “Eco brides” choose to recycle (or up-cycle) decorations and garments actively, choose sustainable venues or just neglecting to participate in traditional practices that could be considered unsustainable” (“Trends: The Eco-Wedding”, 2021). According to Olson (2021), bridal couples are “more aware of their footprint than ever”. As digital wedding invitations and virtual celebrations become more popular, they start seeing the positive impact they can have on the environment.

## Santé Weddings and Events



*"Our dream wedding would be in a romantic place where we can share our most special moment with our most special people in our hearts"*

**Age:** Bride (30) & Groom (32)

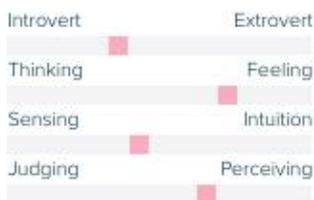
**Work:** Teacher & Marketing advisor

**Salary:** €3.000 monthly

**Location:** Haarlem, the Netherlands

**Religious status:** None

### Personality



### Goals

- Having an intimate wedding with close friends and family in 2022
- Not too much stress during the planning phase
- Budget: < 15.000 euros

### Frustrations

- Most of the time, weddings are too crowded and hectic
- Too much time and energy to plan a wedding
- A wedding costs lots of money

### Preferred Services

- **Wedding venue:** garden/ historical building
- **Wedding florist:** 1 bridal bouquet, backdrop at the ceremony
- **Wedding music:** Background music + speaker (via Spotify)
- **Wedding photography:** Photography coverage during the wedding day
- **Extra service:** Wedding cake

### Theme



### Bio

We are Anna and Tom. We have been in a relationship for 6 years and are planning to get married in 2022. We have always wanted to have a small wedding to celebrate our love with only the closest and dearest people. We value quality time with family and friends. We both have busy jobs, therefore, a simple, stress-free wedding is what we are looking for!

## Appendix III Introduction Form

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*Dearest Bride/Groom to be,*

*Thank you so much for being in contact with us. I deeply understand that a wedding is a once in a lifetime event, and as a wedding planner, I will make sure that all your dreams come true! To give me a better idea of your micro wedding, you can fill in this introduction form. All your requests will then be discussed further at the introduction meeting.*

*I am thrilled to be part of your wedding day and very much look forward to speaking to you!*

*Best regards,  
Santé Weddings and Events*

First name

Last name

Email address

Phone number

Expected number of guests\*

Wedding date: DD/MM/YYYY

Select your preferred micro wedding package

- Romantic Wedding
- Rustic Garden Wedding
- Classic Chic Wedding
- Typical Dutch Wedding

Would you like to include dinner after the wedding reception at the wedding venue?

Do you or your guests have any food allergy or intolerance?

Do you have any special request regarding the catering service at the wedding reception?

Do you or your guests have any allergy with certain type of flowers?

Would you consider having additional services for your micro wedding?

- Makeup and hair artist
- Wedding cake
- Videography
- Photobook
- Wedding attire

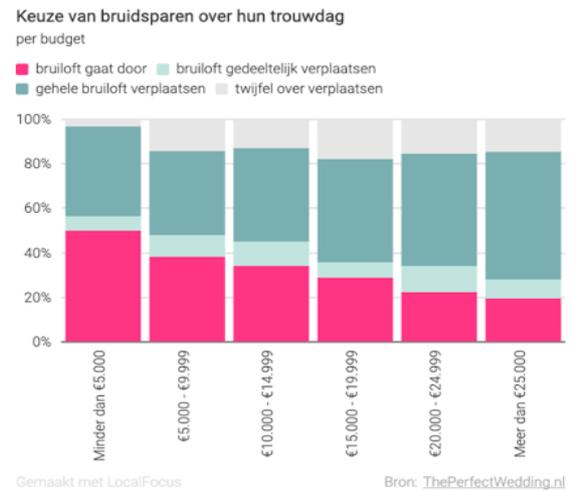
Do you have a particular color scheme for the wedding? (Choose three main colors)

❖ **Average wedding costs in the Netherlands**

According to research on how bridal couples in the Netherlands spent their wedding budget in 2019, conducted by ThePerfectWedding.nl (2019), on average, bridal couples spent €14.585 on their wedding. Moreover, it was seen that the number of bridal couples with a budget of €30.000 or more increased. In 2019, “Almost two-thirds of all bridal couples spend less than €15.000 on their wedding. A quarter of the bridal couples spend a little more: between €15.000 and €20.000. 3% of couples spend more than €30.000 on their big day.” Additionally, there was also 30% of couples spent less than €10.000 on their wedding.

❖ **Wedding costs during Covid-19**

According to ThePerfectWedding.nl (2019), couples with a higher budget were more likely to postpone their wedding during the pandemic. It was seen that most weddings with a budget of €20.000 or more moved the date completely. From a budget of €15.000 or more, the couples had more doubts than couples with a lower budget. The research showed that the smaller the budget, the more likely the wedding date remained during the pandemic. Nearly 40% of couples who had a budget between €5.000 and €10.000 were more likely to organize their wedding as planned. The insights from this research were considered when determining the price of the micro wedding packages at Santé Weddings and Events to attract potential couples to purchase the service during Covid-19.



## Appendix V Examples of Existing Micro Wedding Businesses

At the beginning of the new product development process, to understand the content of a micro wedding package and its price, the professional looked at five different micro wedding companies in three different countries. The contents of these packages gave the first impression of how to design a similar micro wedding business in the Dutch wedding market.

Company name	Wedding ceremony	Photography	Styling	Wedding chairs	Catering	Florist	Music	Event coordinator	Wedding cake	Wedding reception at chosen venue	Duration	Price
<b>1. Sunshine Coast Pop Up Weddings (Australia)</b>	Celebrant and legal paperwork	1.5 hour with 75 digital Figures	Ceremony styling incl. artificial flower	24 and table set up	For 40 guests And hydration station	Bridal bouquet and buttonhole for the groom	Music throughout	Full package planning and coordinator on the day	NO	YES	1.5 hours	€2.502,62 (40 guests)
<b>2. Storybook Farm Wedding (USA)</b>	YES (Officiant extra \$75)	NO	Decorating service	NO	NO	Flowers for couples	NO	Personal assistance and ceremony coordinator	YES	YES	N/A	€2.596,87 + tax (14 guests)
<b>3. The pop up wedding company (Netherlands)</b>	YES (available indoor/ outdoor) Include wedding officiant	40 digitally edited photos & small photo albums	YES	NO	Welcome drinks and glasses of bubbles	Bridal bouquet	Music during ceremony	Introductory meeting	YES	YES	1.5 hours	€3.850 (max 25 guests)
<b>4. Pop Up Vintage Weddings (Australia)</b>	Celebrant and legal paperwork	2 hours	Full ceremony set up, welcome chalkboard sign, cocktail furniture...etc.	24 chairs	Grazing table, pizza and drinks	3 bouquets, 3 buttonholes, delivery of flowers to the site. Fresh flower for arbor	Music throughout (PA system + micro phone)	All inclusive	YES	YES	6.5 hours	€6.435,3 (50 guests)
<b>5. Gold Coast Pop Up Weddings (Australia)</b>	Celebrant and legal paperwork	2 hours and 150 edited Figures	Ceremony furniture and styling	NO	NO	Bridal bouquet (NO wedding cake)	PA system and ceremony music	Pre-wedding consultation and on-site wedding coordinator	Wedding cake with fresh flower topper (NO bridal bouquet)	NO	2.5 hours	€2.340,11 incl. tax (number of guests depending on venue) Max: 100 guests

*Santé Weddings and Events*  
WEDDING CHECKLIST



**7 MONTHS**

- **PREPARE A GUEST LIST**
- **CHOOSE AND ORDER YOUR WEDDING ATTIRE**
- **SHOP FOR RINGS AND ACCESSORIES**
- **CHOOSE THE STYLE OF WEDDING INVITATION**
- **START PLANNING YOUR HONEYMOON!**
- **FINALIZE ALL THE DETAILS OF THE WEDDING WITH THE PLANNER INCLUDING THE FLOWER ARRANGEMENT, VENUE, CATERING, WEDDING OFFICIANT AND ADDITIONAL SERVICES.**

**1-2 MONTHS**

- **WRITE WEDDING VOWS**
- **REGISTER THEIR INTENTION TO MARRY WITH THE MUNICIPALITY (FOR DUTCH COUPLE)**
- **ORDER WELCOME BAGS**
- **ORDER GIFTS FOR THE BRIDAL PARTY, FAMILY AND FRIENDS**
- **ORDER THANK YOU NOTES**
- **ATTEND FINAL DRESS FITTING**
- **PICK UP WEDDING RINGS**
- **CONFIRM HONEYMOON RESERVATIONS**
- **CHECK-IN WITH THE PLANNER TO CONFIRM DETAILS AND FINAL GUEST LIST**

**IMPORTANT NOTES!**



## Appendix VIII Evaluation Form

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*To continuously improve our micro wedding packages, we hope you will take a few minutes to fill in this evaluation form.*

What is your name?

Email address

Wedding date

What type of micro wedding package did you choose?

- Romantic Wedding
- Rustic Garden Wedding
- Classic Chic Wedding
- Typical Dutch Wedding

Overall, how satisfied are you with the micro wedding package?

- Extremely satisfied
- Very satisfied
- Moderately satisfied
- Slightly satisfied
- Not satisfied

How would you rate the communication throughout your planning process?

- Poor/ frustrating
- Confusing
- Average
- Very informative
- Excellent

Do you feel the micro wedding package provided value for money?

- Definitely not
- Probably not
- Unsure
- Probably yes
- Definitely yes

How would you rate these following services included in the micro wedding package?

	Excellent	Good	Average	Poor	Very bad
<i>Wedding florist</i>					
<i>Wedding photographer</i>					
<i>Wedding venue</i>					
<i>Wedding officiant</i>					
<i>Catering service</i>					
<i>Digital wedding invitation</i>					
<i>Welcome sign</i>					
<i>Other (please specify)</i>					

Are there any areas for improvement that you would like to share with us?

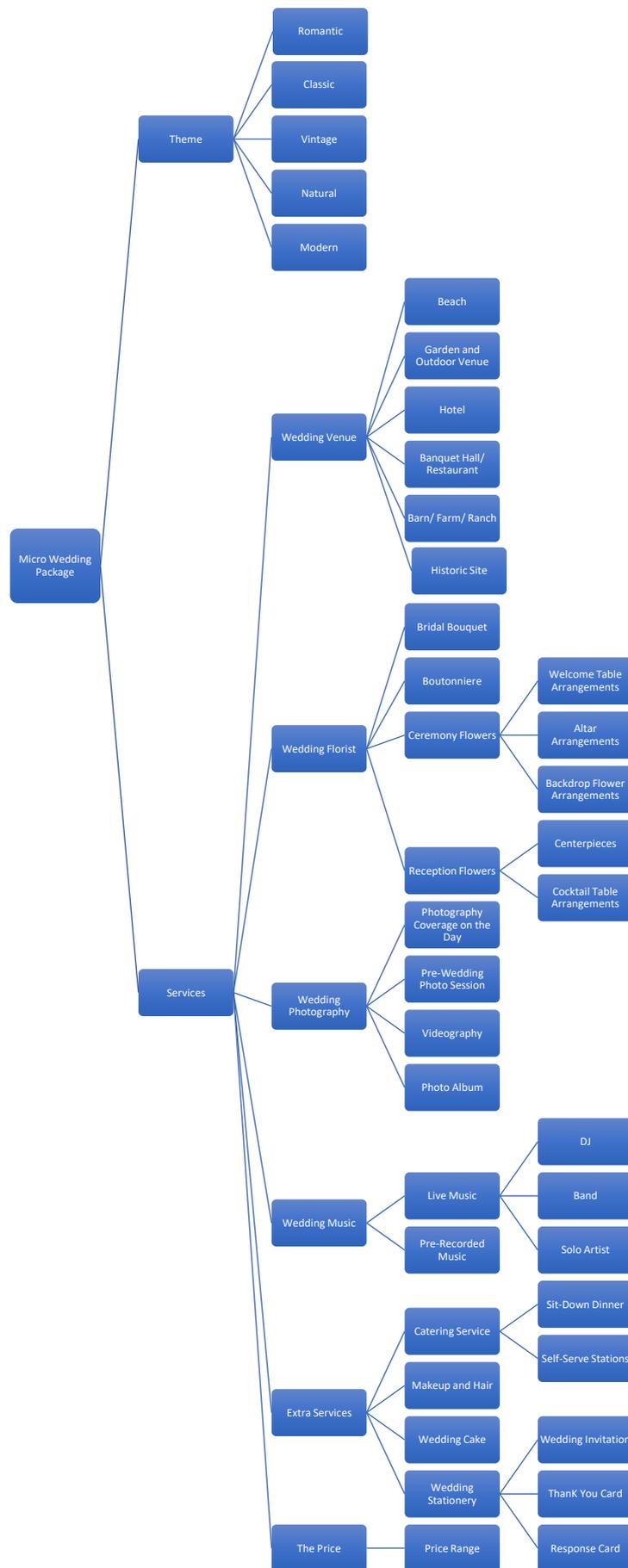
Would you recommend others to book the micro wedding package with us?

- Definitely not
- Probably not
- Unsure
- Probably yes
- Definitely yes

Do you have any other comments?

*Thank you very much for your feedback! It was our pleasure to organize your wedding. We wish you a long and happy marriage!*

# Appendix IX Operationalization



**Search Methods**

To gain insight into the topic of micro weddings and its components, several search terms were formulated.

Search term	Search engine	Number of hits	Chosen sources	Database/ Website
"micro wedding"	Google	109.000.000	What Is a Micro Wedding and Should You Have One?	<a href="https://www.brides.com/story/how-to-throw-a-microwedding">https://www.brides.com/story/how-to-throw-a-microwedding</a>
			What Is a Micro Wedding and Is It Right for You?	<a href="https://www.hitched.co.uk/wedding-planning/organising-and-planning/micro-wedding/">https://www.hitched.co.uk/wedding-planning/organising-and-planning/micro-wedding/</a>
			Everything You Need to Know about Micro Wedding	<a href="https://www.wedinspire.com/articles/guide/micro-weddings/">https://www.wedinspire.com/articles/guide/micro-weddings/</a>
"things to know about planning a micro wedding"	Google	77.000.000	Everything You Need to Know About Planning a Micro Wedding	<a href="https://www.fodors.com/news/weddings-honeymoons/everything-you-need-to-know-about-planning-a-micro-wedding">https://www.fodors.com/news/weddings-honeymoons/everything-you-need-to-know-about-planning-a-micro-wedding</a>
"micro wedding is popular"	Google	73.800.000	The Era of the Micro Wedding Is Coming	<a href="https://www.bostonmagazine.com/weddings/2020/05/06/micro-wedding/">https://www.bostonmagazine.com/weddings/2020/05/06/micro-wedding/</a>
"minimory compared to micro wedding"	Google	8	What Is Minimory Compared to a Micro Wedding? Here's Why It Might Be Best for You	<a href="https://www.theknot.com/content/what-is-a-microwedding">https://www.theknot.com/content/what-is-a-microwedding</a>
"micro wedding power"	Google	111.000.000	The Power of the Micro Wedding	<a href="https://simplyeloped.com/power-of-microwedding/">https://simplyeloped.com/power-of-microwedding/</a>
"wedding florist includes"	Google	46.100.000	Wedding Flower Checklist: Every Bouquet and Arrangement to Plan For	<a href="https://www.brides.com/story/wedding-flowers-checklist">https://www.brides.com/story/wedding-flowers-checklist</a>
			30 Wedding Flower Arrangements You Might Need on the Big Day	<a href="https://www.weddingwire.com/wedding-ideas/wedding-flower-arrangements-shopping-list">https://www.weddingwire.com/wedding-ideas/wedding-flower-arrangements-shopping-list</a>

“wedding florist for micro wedding”	Google	27.800 .000	Floral Design for Your Intimate Micro Wedding	<a href="https://aleendesign.com/floral-design-for-your-intimate-micro-wedding/">https://aleendesign.com/floral-design-for-your-intimate-micro-wedding/</a>
“wedding planning service”	Google Scholar	213.00 0	M Daniels, C Loveless (2020) Wedding Planning and Management: Consultancy for Diverse Clients	Books.google.com
			S Wilkolaski (2008) How to Start a Wedding Planning Business	
“wedding themes”	Google	263.00 0.000	18 Wedding Themes for Any Style	<a href="https://www.brides.com/story/wedding-themes-for-every-bridal-style">https://www.brides.com/story/wedding-themes-for-every-bridal-style</a>
			All the Hottest Wedding Themes (and How to Make Them Your Own)	<a href="https://www.theknot.com/content/wedding-theme-ideas">https://www.theknot.com/content/wedding-theme-ideas</a>
“wedding venue”	Google Scholar	54.000	Daniels et al. (2012) The Attributes Influencing Wedding Reception Venue Selection	Event Management Volume 16, edition 3, page 245-258
			Van der Baan (2019) Determining the Attributes Contributing to Wedding Venue Selection	repository.nwu.ac.za
“what does wedding photography include”	Google	289.00 0.000	What is Included in a Photography Package?	<a href="https://www.nadindunigan-photography.co.uk/faq/wedding-photography-package-details">https://www.nadindunigan-photography.co.uk/faq/wedding-photography-package-details</a>
“digital wedding photography”	Google Scholar	31.800	G. Johnson (2011) Digital Wedding Photography: Capturing Beautiful Moments	Books.google.com
“wedding music pre-recorded or live”	Google	29.700 .000	How to Choose Between Pre-Recorded or Live Music for the Wedding Ceremony	<a href="https://www.marthastewart.com/7858183/live-versus-recorded-music-wedding-ceremony">https://www.marthastewart.com/7858183/live-versus-recorded-music-wedding-ceremony</a>
“all about wedding music”	Google	N/A	All about Wedding Ceremony Music	<a href="https://uptowndownentertainment.com/all-about-wedding-ceremony-music/">https://uptowndownentertainment.com/all-about-wedding-ceremony-music/</a>

"wedding officiant"	Google Scholar	2.620	M Ryznar (2019) Wedding Officiant	Marriage and Divorce in America: Issues, Trends, and Controversies, Forthcoming, Available at SSRN: <a href="https://ssrn.com/abstract=3456451">https://ssrn.com/abstract=3456451</a> or <a href="http://dx.doi.org/10.2139/ssrn.3456451">http://dx.doi.org/10.2139/ssrn.3456451</a>
"what does wedding stationery include"	Google	60.100 .000	Your Go-To Wedding Stationery Shopping List	<a href="https://www.weddingwire.com/wedding-ideas/wedding-stationery-shopping-list">https://www.weddingwire.com/wedding-ideas/wedding-stationery-shopping-list</a>
"catering for wedding"	Google	167.00 0.000	Everything You Need to Know about Choosing Your Reception Menu	<a href="https://www.brides.com/wedding-menu-catering-styles-4842955">https://www.brides.com/wedding-menu-catering-styles-4842955</a>

### **Evaluation of literature sources**

The two main search engines that were used to collect knowledge were Google Scholar and Google Search. Google Scholar was used to find academic sources, whereas Google Search was used to find more articles and journals relating to the research subject. Furthermore, AAOCC criteria were applied during the searching process to evaluate the quality of search results. Information relating to evaluating sources based on AAOCC criteria can be found in the table.

<b>Source Author (year)</b>	<b>Subject</b>	<b>Authority</b>	<b>Accuracy</b>	<b>Objectivity</b>	<b>Coverage</b>	<b>Currency</b>
Jaimie Mackey (2020)	What Is a Micro Wedding and Should You Have One?	+++ Jaimie Mackey was the Brides real weddings editor from 2013 to 2015. She also worked as a luxury wedding planning producing over 100 high-end weddings and events over four	+++ The article was published on Brides, one of the most reputable bridal magazines in the world. The information is accurate and reliable based on experts' advice in the wedding industry.	+++ The goals and objectives of the articles are made clear. There is no bias. The author's opinions are well substantiated, and it is written for potential bridal couples and wedding planners.	++ The article is free and does cover the definition of a micro wedding and some characteristics of a micro wedding.	+++ The information is entirely up to date.

		wedding seasons in Colorado.				
Helen Pye (2019)	What is a Micro Wedding and Is It Right for You?	+++ Helen is Hitched's Deputy Editor. She has written about various topics such as honeymoon destinations, wedding venues, the latest trends, celebrity wedding news or interviewing real brides. Helen has written for Stylist, Radio Times, The Telegraph and Independent, and appeared on BBC Radio.	+++ The article was published on Hitched- the most popular wedding planning website in the UK. The information is accurate and reliable based on experts' advice in the wedding industry.	+++ The goals and objectives of the articles are made clear. There is no bias. The author's opinions are well substantiated, and it is written for potential bridal couples and wedding planners.	++ The article is free and does cover the definition of a micro wedding, pros and cons of having a micro wedding.	+++ The information is entirely up to date.
Wedinspire (2020)	Everything You Need to Know about Micro Wedding.	++ Wedinspire is an international editorial styled platform specifically designed to connect ideal couples with their dream wedding venue.	++ The information is accurate and reliable based on experts' advice in the wedding industry.	+++ The goals and objectives of the articles are made clear. There is no bias. The author's opinions are well substantiated, and it is written for potential bridal couples and wedding planners.	++ The article is free and does cover the definition of a micro wedding, reasons to have a micro wedding and advice for couples.	+++ The information is entirely up to date.

Rachel Kashdan (2020)	The Era of the Micro Wedding Is Coming.	++ Rachel Kashdan studied journalism at Boston University and has previously written for ElleDecor.com, Veranda.com, and Metro.	+++ The article was published in Boston Magazine, one of the most reputable city magazines in the United States. The information is reliable and accurate.	+++ The goals and objectives of the articles are made clear. There is no bias. The author's opinions are well substantiated, and it is written for potential bridal couples and wedding planners.	++ The article is free and does cover the micro wedding trend.	+++ The information is entirely up to date.
Esther Lee (2020)	What Is Minimory Compared to a Micro Wedding? Here's Why It Might Be Best for You	+++ Esther Lee is a senior editor at The Knot. She oversees all news and trending content at The Knot, defines new terms for the wedding industry and thrives in interviews.	+++ The article was published on The Knot. In 15 countries worldwide, The Knot Worldwide's leading global family of brands inspire, inform and celebrate our communities as they move through life's biggest milestones.	+++ The goals and objectives of the articles are made clear. There is no bias. The author's opinions are well substantiated, and it is written for potential bridal couples and wedding planners.	+++ The article is free and does cover all the definitions of wedding type and the differences.	+++ The information is entirely up to date.
Victoria Ward (2021)	The Power of the Micro Wedding	++ Victoria Ward is a writer at Simply Eloped and a Keats Marginalia scholar and Storyfort finalist for her fiction and creative nonfiction. When she is	++ The article was published on Simple Eloped. The team of elopement experts have planned thousands of elopements for couples in more than	+++ The goals and objectives of the articles are made clear. There is no bias. The author's opinions are well substantiated, and it is written for potential bridal	+++ The article is free and does cover the definition of a micro wedding and the differences compared to an elopement.	+++ The information is entirely up to date.

		not writing about elopements, she writes grants for her research and non-profit work.	260 venues in the US, more than 30 destinations.	couples and wedding planners.		
Heather Lee (2020)	Wedding Flower Checklist: Every Bouquet and Arrangement to Plan For	+++ Heather Lee is the managing editor for Minted's lifestyle blog, Julep, and a former Brides editor. She has written for Bon Appétit, Sunset, and Shape.	+++ The article was published on Brides, one of the most reputable bridal magazines in the world. The information is accurate and reliable based on experts' advice in the wedding industry.	+++ The goals and objectives of the articles are made clear. There is no bias. The author's opinions are well substantiated, and it is written for potential bridal couples and wedding planners.	+++ The article is free and does cover all the floral elements for a wedding day.	+++ The information is entirely up to date.
Samantha Lacia (2021)	30 Wedding Flower Arrangements You Might Need on the Big Day	+++ Samantha is an associate editor at Wedding Wire and has been writing about weddings for more than seven years. She has written hundreds of articles, served as a stylist on multiple photos and video shoots, and managed the team's	+++ The article was published on WeddingWire, the largest and most trusted global marketplace connecting engaged couples with local wedding professionals. Millions of couples worldwide are able to search, compare and book from a directory of	+++ The goals and objectives of the articles are made clear, and there is no bias. The author's opinions are well substantiated, and it is written for potential bridal couples and wedding planners.	+++ The article is free and does cover all the floral elements for a wedding day.	+++ The information is entirely up to date.

		wedding features.	over 500,000 vendors.			
Amber Gibson (2020)	Everything You Need to Know About Planning a Micro Wedding	++ Amber is one of the writers at Fodor's Travel. Her works have been published in print, online and on the radio for National Geographic Traveler and Forbes.	++ The information was published on Fodor's Travel, which is a trusted resource offering expert travel advice. The company has more than 700 local writers and experts in over 800 destinations worldwide.	+++ The goals and objectives of the articles are made clear. There is no bias. The author's opinions are well substantiated, and it is written for bridal couples and wedding planners.	++ The article is free and does cover some essential elements of planning a micro wedding.	+++ The information is entirely up to date.
M Daniels, C Loveless (2020)	Wedding Planning and Management : Consultancy for Diverse Clients	+++ Dr Maggie Daniels is an award-winning teacher and scholar within the Tourism and Event Management program at George Mason University. Carrie Wosicki is the owner of Carried Away Events. She has more than 25 years of experience managing corporate and social events.	+++ The information is highly accurate and reliable based on experts' advice in the wedding industry.	+++ The goals and objectives of the book are made clear. There is no bias. The author's opinions are well substantiated, and it is written for wedding planners.	++ The book is not free; however, the book does cover all the most important elements of wedding planning and management.	+++ The information is entirely up to date as the third edition of the book was published in 2021.
S Wilkolaski (2008)	How to Start a Wedding	+++ Sherrie Wilkolaski is	+++ The information is	+++ The goals and objectives of	++ The book is not free;	+ The information

	Planning Business	a bestselling author and a marketing expert. She sits on the board of the International Food, Wine and Travel Writers Association.	highly accurate and reliable based on experts' advice in the wedding industry.	the book are made clear. There is no bias. The author's opinions are well substantiated, and it is written for wedding planners.	however, the book does cover all the most important elements of the wedding business.	is slightly outdated as the edition was published in 2008.
Andrea Fowler (2020)	All the Hottest Wedding Themes (and How to Make Them Your Own)	+++ Andrea is an editorial content manager at Sony Music Entertainment, a content strategist and a creative producer. She worked as an assistant editor for The Knot from 2015 until 2017.	+++ The article was published on The Knot. In 15 countries worldwide, The Knot Worldwide's leading global family of brands inspire, inform and celebrate our communities as they move through life's biggest milestones.	+++ The goals and objectives of the articles are made clear. There is no bias. The author's opinions are well substantiated, and it is written for potential bridal couples and wedding planners.	+++ The article is free and does cover different wedding themes.	+++ The information is entirely up to date.
Blair Donovan (2020)	18 Wedding Theme Ideas for Any Style	++ Blair Donovan has been published by Country Living, Brides, Redbook, and SheFinds.com. She has a bachelor's degree in professional writing and journalism.	+++ The article was published on Brides, one of the most reputable bridal magazines in the world. The information is accurate and reliable based on experts' advice in the wedding industry.	+++ The goals and objectives of the articles are made clear. There is no bias. The author's opinions are well substantiated, and it is written for potential bridal couples and wedding planners.	+++ The article is free and does cover different wedding themes.	+++ The information is entirely up to date.

Daniels et al. (2012)	The Attributes Influencing Wedding Reception Venue Selection	+++ The group of authors are reputable researchers and experts who have published many academic papers in the field.	+++ The paper was published in Event Management, an International Journal which intends to meet the research and analytic needs of a rapidly growing profession focused on events.	+++ The goals and objectives of the paper are made clear. There is no bias. Furthermore, the author's opinions are well substantiated.	++ The paper is not free, but it does cover the definition of a wedding venue and many different components of a wedding venue.	+ The information is slightly outdated.
Van der Baan (2019)	Determining the Attributes Contributing to Wedding Venue Selection	+ The author is a Master student at North-West University.	++ The information is accurate and reliable based on academic papers and research.	+++ The goals and objectives of the paper are made clear. There is no bias. Furthermore, the author's opinions are well substantiated.	++ The paper is free, and it does cover the definition of a wedding venue.	+++ The information is entirely up to date.
Aleen (2020)	Floral Design for Your Intimate Micro Wedding	++ The team are experts in the field of interior design and floral design.	++ The information is accurate based on experts' experience.	++ The goals are made clear; however, there can be a bias as it is written for the company Allen Floral Design.	++ The article is free, and it covers what types of floral services are included in a micro wedding.	+++ The information is entirely up to date.
Nadin Dunnigan (2020)	What Is Included in a Wedding Photography Package?	++ Nadin is a professional photographer in Scotland, specializing in big family weddings. She has lots	++ The information is accurate based on experts' experience.	++ The goals are made clear; however, there can be a bias as it is written for Nadin Dunnigan Photography.	++ The article is free, and does cover what types of photography services are included in a wedding.	+++ The information is entirely up to date.

		of experience in wedding photography and shares her knowledge through her online website.				
G. Johnson (2011)	Digital Wedding Photography : Capturing Beautiful Moments	++ Glen Johnson is a professional photographer . He travels the world shooting wedding photos.	+++ The information is highly accurate and reliable based on experts' advice in the wedding photography industry.	+++ The goals and objectives of the book are made clear. There is no bias. The author's opinions are well substantiated, and it is written for a wedding photographer.	++ The book is not free; however, the book does cover all the most important elements of wedding photography.	+ The information is slightly outdated.
Lauren Katims (2019)	How to Choose Between Pre-Recorded or Live Music for the Wedding Ceremony	++ Lauren is a freelance writer and editor for more than a decade for many reputable magazines and newspapers in the USA, such as US News, Martha Stewart Weddings.	+++ The article was published on Martha Stewart, a well-known website for wedding planning advice and other content such as holiday plan, cooking and DIY at home. The owner of the website is Martha, a very successful businesswoman and writer in the US.	+++ The goals and objectives of the articles are made clear, there is no bias. The author's opinions are well substantiated, and it is written for potential bridal couples and wedding planners.	++ The article is free and does cover the pros and cons of pre-recorded music and live music at a wedding.	+++ The information is entirely up to date.

Brandon Stiles (2020)	All about Wedding Ceremony Music	++ Brandon is the founder of Uptown Down Entertainment, an entertainment design company based in Atlanta, GA.	++ The information is accurate and reliable based on experts' advice in the wedding entertainment field.	++ The goals are made clear; however, there can be a bias as it is written for the company Uptown Down Entertainment.	++ The article is free and does cover some topics relating to the wedding ceremony music.	+++ The information is entirely up to date.
M Ryznar (2019)	Wedding Officiant	++ Margaret is a professor of law at Indiana University Robert H. McKinney School of Law.	+++ The information is accurate and reliable based on the law.	+++ The goals and objectives of the paper are made clear, there is no bias. Moreover, the author's opinions are well substantiated.	+++ The article is free and does cover the definition and a detailed explanation regarding the wedding officiant.	+++ The information is entirely up to date.
Maddy Sims (2020)	Your Go-To Wedding Stationery Shopping List	++ Maddy is assistant editor of digital content at Wedding Wire. She covers all the topics relating to wedding, focusing on beauty, sustainability, trends, planning and mental health.	+++ The article was published on WeddingWire, the largest and most trusted global marketplace connecting engaged couples with local wedding professionals. Millions of couples worldwide can search, compare and book from a directory of over 500,000 vendors.	+++ The goals and objectives of the articles are made clear, there is no bias. The author's opinions are well substantiated, and it is written for potential bridal couples and wedding planners.	+++ The article is free and does cover all the stationery elements for a wedding day.	+++ The information is entirely up to date.

<p>Kristin Tice Studeman (2020)</p>	<p>Everything You Need to Know about Choosing Reception Menu</p>	<p>+++ Kristin is an America food and wine writer. She is also the founder of The Rose Project. Her work has appeared in Vogue, The New York Times and Conde Nast Traveler.</p>	<p>+++ The article was published on Brides, one of the most reputable bridal magazines in the world. The information is accurate and reliable based on experts' advice in the wedding industry.</p>	<p>+++ The goals and objectives of the articles are made clear, there is no bias. The author's opinions are well substantiated, and it is written for potential bridal couples and wedding planners.</p>	<p>+++ The article is free, and it gives an insight into different meal styles for a wedding reception.</p>	<p>+++ The information is entirely up to date.</p>
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### ❖ **Wedding Theme**

According to Donovan (2020), the wedding theme is referred to as one of the essential elements of the wedding, which will set the tone for the big day and influence every decision made from that point forward. It can be overwhelming for the bridal couple as there are various wedding styles available to choose from. Fowler (2020) described some of the most popular wedding themes are romantic, vintage, modern, classic and natural.

### ❖ **Wedding Venue**

According to Van der Baan (2019), a wedding venue is defined as a unique location “such as a shop, park, convention center, conference center, restaurant, hotel, theatre or other places or a combination of these venues where a meeting or events are held, and individuals can visit”. For this research, the wedding venue referred to the wedding location. The wedding venue is the location where the wedding ceremony and wedding reception take place. It can also include some extra facilities and services such as the guest’s accommodation, the bride’s changing room and a ceremony chapel. The wedding venue is one of the essential elements in planning any wedding. It accounts for approximately fifty per cent of the wedding budget. Based on the needs and preferences of the bridal couple, the choice of wedding venue will differ. Venues are the key to the celebration of a wedding. According to Daniels et al. (2012), the wedding venue plays an important role in creating the atmosphere linked directly to the wedding day’s memories. Choosing a wedding venue is the first decision made by the bridal couple, which drives other wedding purchases. The author also mentioned that the most popular wedding venues for couples in 2012 were “hotels, country clubs, banquet halls, historic buildings, restaurants, garden sites, resorts, plantation sites, personal residences, and museums.”

### ❖ **Wedding Florist**

According to Lee (2020), regarding wedding flowers, there are three main parts, which namely are the personal flowers, the flowers for the ceremony and the flowers for the reception. The author mentioned that the bridal couple only needs a bouquet, a boutonniere and a centerpiece in a simple wedding. However, depending on the couple’s desires, there can be more flower arrangements. According to Aleen (2020), the micro wedding’s flower arrangements include a few pieces such as the bouquet, the groom’s boutonniere and an altar arrangement.

- *Bridal bouquet*: According to Lacia (2021), the bouquet is an arrangement of flowers that the bride carries when she walks down the aisle. It is also a nice item for the bride in every picture taken during the wedding day. Hence, it is seen as the most important flower arrangement of a wedding.
- *Groom’s boutonniere*: According to Lacia (2021), a boutonniere is “a floral pin worn on a suit or tuxedo lapel”. A wedding boutonniere often has one or two small flowers and sometimes contains some decorative accents like berries or greenery.
- *Ceremony flowers*: According to Lee (2020), ceremony flowers include an entryway or a welcome table arrangement, which is a nice touch to welcome the guests into the day. Additionally, altar or chuppah arrangements can backdrop most of the ceremony photos. Moreover, the bridal couple can consider aisle decorations, chair arrangements and tossing petals for the guests.
- *Reception flowers*: According to Lee (2020), depending on the size and the type of wedding, the reception flowers can include cocktail table arrangements, bar arrangements, wedding cake flowers, lounge area arrangements. Additionally, centerpieces are one of the most important elements of the reception flowers. “Centerpieces are floral arrangements displayed in the center of your banquet tables and are staple pieces for nearly every type of wedding” (Lacia, 2021). Depending on the wedding theme and the venue, wedding centerpieces can vary in size, shape, height and color.

### ❖ **Wedding Photography**

According to Johnson (2011), wedding photography is different from other types of photography as the photographer needs to move from place to place throughout the day and constantly search for important details and moments to record. In his book “Digital Wedding Photography: Capturing Beautiful

Memories”, he referred to wedding photography as a performance of art (Johnson, 2011). Additionally, wedding photography plays an important role on the wedding day as the family will remember the wedding day by looking at the photos. According to Dunnigan (2020), most wedding photography packages include a combination of many different services such as a photography service on the day, a pre-wedding session, a photo album and a digital gallery.

#### ❖ **Wedding Music**

Music is always considered one of the most important elements of a wedding day. According to Stiles (2020), when it comes to planning ceremony music, one of the first choices is whether to use live music or use a speaker with a microphone to play pre-recorded music. Live music is a great option for many couples as it adds an intimate, classy and elegant feel to the ceremony. However, sometimes, a couple loves certain types of music or artists on their playlist. In that case, it is a great idea to choose the pre-recorded music so that they get what they wanted on the wedding day. Moreover, to choose between live music and pre-recorded music, the venue’s budget and layout are two important factors to consider (Katims, 2019).

#### ❖ **Wedding Officiant**

According to Ryznar (2019), a wedding officiant or a minister is the person who performs the ceremony at the couple’s wedding. To perform weddings, the wedding officiants must be authorized. Depending on the couple’s wishes and preferences, the officiant follows the suggestions from the couple for the ceremony’s theme and topic or only follows the standard.

#### ❖ **Wedding Stationery**

According to Sims (2020), a stationery suite consists of all the wedding-related paper goods such as save-the-dates and invitations, thank you cards, response cards and other practical important information regarding the wedding. Depending on the printing method, the average cost of wedding invitations varies. Some traditional elements of a wedding invitation suite are wedding invitation, response card, mailing envelope and postage.

#### ❖ **Wedding catering**

According to Studeman (2020), the food at the wedding is undoubtedly one of the most important elements of the event. Hence, the menu should reflect the bride and the groom as a couple. There are many different wedding reception meal styles to consider; however, a sit-down dinner is the most popular format. Most couples choose to have a traditional reception style, which is a plated meal when the guests are seated and served a formal dinner. It consists of three courses typically, which are an appetizer and an entrée plus dessert if it is served tableside. Another style of wedding catering mentioned in the article is self-serve stations, which are very similar to buffets.

## Appendix XII Reasons for choosing interviewees

### Reasons for choosing experts

The sample size was drawn non-randomly based on the purposive sampling method. Selected interviewees were knowledgeable about the topic of micro weddings and were willing to share their knowledge. This approach was applied in this research as experts could provide valuable insights into the root of problems, the success factors and challenges and future trends to watch (Frey, 2018). To assure the validity and objectivity of the interview, three interviewees were invited to participate based on the following criteria:

- ❖ They were the business owners who managed a wedding planning business offering micro wedding packages for couples.
- ❖ They possessed profound knowledge and experience in the micro wedding business, with at least five years of field experience.

Interview number	Interviewee	Date of interview
1	Gretchen Culver – the owner of Rocket Science Event & Minne Weddings	9 <sup>th</sup> March 2021
2	Hester Parks – the owner of Park Avenue Events	9 <sup>th</sup> March 2021
3	Iver Marjerison – the founder and lead planner of Colorado Micro Weddings	10 <sup>th</sup> March 2021

### ***Gretchen Culver***

Gretchen Culver is the owner of Rocket Science Event and Minne Weddings. Gretchen has been planning events since 2010 and launched her small wedding business in April 2020. Based in Minneapolis, Minnesota, she offered a sophisticated micro wedding experience for couples who want to tie the knot in a simple yet stylish way. Cool design and automation is her secret sauce for Minne Weddings. As a mentor and one of the founders of Small Wedding Society in the US, she is excited to help others pivot to or start a small wedding company. She offers one-on-one coaching and her Tiny Wedding Biz Blueprint. With her experience and knowledge regarding the micro wedding concept, Gretchen can provide an insight into the micro wedding industry and gives valuable advice for a start-up micro wedding business in the Netherlands.

### ***Hester Parks***

Hester is the owner of Park Avenue Events, an Atlanta-based event company specializing in planning weddings, social events and special events. With a great passion for event planning, she has spent the last decade orchestrating distinctively beautiful weddings and, most importantly, keeping brides and grooms relaxed and enjoying their big day and every single moment leading up to it. Hester had a Bachelor's Degree in Accounting and Finance, a Master's Degree in Business Administration and more than 19 years working in corporate finance, giving her a unique perspective about working within financial constraints and ensuring every detail is attended to. She can provide a significant amount of knowledge regarding the micro wedding concept, which will be very useful for the research.

### ***Iver Marjerison***

Iver is the founder and lead planner of Colorado Micro Weddings, an all-inclusive wedding planning and coordinating company which provides everything needed packages for affordable small wedding ceremonies and vow renewals in the Colorado area. The services are 100% flexible, LGBTQ-friendly, and suitable for all cultures, faiths and traditions. Iver is a well-known wedding officiant and planner in the Colorado region. With experience in planning micro wedding, he can provide useful information regarding how to develop a micro wedding package.

### Reasons for choosing couples

For this research, five couples were invited to participate in the interviews. They represented millennial couples in the Netherlands who would like to get married in the future. The purposive sampling method was applied to accurately reflect the characteristics of the larger group and obtain insights into the targeted population group (Young, 2020). The criteria for the participants were as following:

- ❖ They were in the age group of 21-39 years old, which represented the millennial generation.
- ❖ Variety of couples: one foreign couple, three mixed couples (a native Dutch person and a foreign-born partner) and one Dutch couple.
- ❖ They all had plans to get married in the future and would like to have a wedding.
- ❖ Wish from the client: the client recommended conducting interviews with couples who considered getting married seriously (interview number 4 and 6).

<b>Interview number</b>	<b>Interviewee</b>	<b>Nationality</b>	<b>Date of interview</b>
4	Irena and Jader	Dutch and Brazil	17 <sup>th</sup> March 2021
5	Maira and Randy	Brazil and Dutch	18 <sup>th</sup> March 2021
6	Fabiënne and Minh	Dutch and Vietnamese	19 <sup>th</sup> March 2021
7	Night and Sy	Thailand	27 <sup>th</sup> March 2021
8	Joy and Floris	Dutch	12 <sup>th</sup> April 2021

## **Introduction**

Firstly, I would like to welcome you to this interview today and thank you very much for making time for me today. My name is Quynh Pham – an international student studying international hotel management at Saxion University of Applied Sciences in the Netherlands. For my graduation project, I am researching the micro wedding concept to design a micro wedding package for millennial couples in the Netherlands. The main goal of this interview is to gain insight into the micro wedding industry and how to start up in micro wedding planning service. The information gained from this interview will solely be used in my research and will be treated as confidential. Is it okay if I start recording? The interview would take about 45 minutes of your time to get through all the questions. Do you have any questions beforehand? In this interview, there will be six main topics. We will discuss the characteristics of a micro wedding, trends and developments, target group, the micro wedding package, the price and success factors and challenges of planning a micro wedding.

## **Questions**

### **I. Introduction**

1. Can you tell me more about yourself and your business?
2. How long have you been in this business?
3. Why did you choose to offer micro wedding service at your business?
  - Looking back at that period of time, would you consider...as a huge opportunity that leads to the success of your business? (*following-up question*)

### **II. Characteristic of micro wedding**

1. What do you consider as the main characteristics of micro wedding?

*According to my research, micro wedding has been a new concept in the wedding industry and become more popular since the outbreak of Covid-19*

2. Why do you think micro wedding is popular these days?

### **III. Trends and developments**

*Covid-19 has transformed the wedding industry and influenced the customer's behavior when it comes to organize their wedding day.*

1. How was the micro wedding trend before the pandemic?
2. What is the demand for micro wedding during the pandemic?
3. How do couples react to the micro wedding trend?
4. How the micro wedding trend will impact the future of the wedding industry?
  - What is the impact of the micro wedding trend on vendors? (*following-up question*)
  - What is the impact of the micro wedding trend on customer's behavior? (*following-up question*)(Will couples still be attracted to traditional wedding? Would you consider it as a temporary trend in light of coronavirus pandemic or as a game changer in the industry?)

### **IV. Target group**

1. What is the main target group of the micro wedding package at your company?
  - How would you describe the personality of someone from your target group? (*following-up question*)
  - How would you describe the wishes and needs of this target group with regards to the wedding day? (*following-up question*)

### **V. Micro wedding package**

1. What services are included in the micro wedding package at your company?
2. What does a wedding day look like for couples who book your service? (regarding the timeline)

*As you mentioned earlier, micro wedding is small...etc. (mention some characteristic of a micro wedding). This will influence the decision making when it comes to selecting a venue or vendors.*

3. Out of your experience, what kind of venue would be suitable for a micro wedding? (example: small-group friendly, inclusive venue)

4. What are your advices regarding choosing the vendors for a micro wedding? (example: florist, music, décor...etc.)

#### **VI. Price**

1. What is the average price range for a micro wedding package at your organization?

2. How does price influence customer decisions when it comes to choosing a micro wedding package?

#### **VII. Success/ Challenges**

*As an expert in the field of wedding planning, speaking from your own experience*

1. What would you consider to be the challenges of planning micro wedding?

2. What would you consider to be the key factors for a successful micro wedding planning business?

#### **Conclusion**

Thank you for such an informative interview. We have discussed all the necessary aspects of the micro wedding trend and characteristics of a micro wedding package. It was very interesting to listen to you. I got useful information that can be used for my project. I want to thank you for your input in it and I am highly appreciating your help. Wish you a great day and success at work!

### **Introduction**

Firstly, I want to say thank you very much for considering doing an interview with me today. My name is Quynh Pham – an international student studying international hotel management at Saxion University of Applied Sciences in the Netherlands. For my graduation project, I am designing a micro wedding package for millennial couples in the Netherlands for Santé Weddings and Events – a wedding planning and coordinating company based in Amsterdam. The main goal of the interview is to gain insight into customer's expectation with regards to the concept of micro wedding. The information gained from this interview will solitary be used in my research and will be treated as confidential. The interview would take about 30 minutes of your time to get through all the questions. Do you have any questions beforehand?

### **Questions**

1. Can you tell me a little bit about yourselves?

- Age
- Nationality
- Occupation

2. Are you going to get married in the near future?

- What type of wedding would you like to organize? (example: civil, religious...etc.)

3. How well do you know about micro wedding?

4. In your opinion, what is a micro wedding?

*A micro wedding is a smaller scale celebration that has a smaller guest count of 30 to 50 people. Basically, it has all the elements of a traditional wedding but they are organized in a more intimate, cozy way with a shorter timeline. Micro wedding often has a quick ceremony and a more casual reception.*

5. Would you be interested in micro wedding?

6. What would be the reason for you to organize a micro wedding?

7. What is your preference regarding wedding theme?

8. What is your preference regarding wedding venue? (example: beach, hotel, restaurant, garden, city park...etc.)

- What would be the important criteria that you would like to take into consideration when choosing a wedding venue?

9. Which services with regard to micro wedding florist that you would be interested in? (example: bridal bouquet, groom's boutonniere, ceremony flowers, reception flowers)

10. Which services with regard to micro wedding photography that you would be interested in? (example: photoshoot for couples before/after the ceremony, photography coverage on the wedding day, album, videography)

11. Which services with regard to micro wedding music that you would be interested in? (example: speaker and microphone, live music: solo violin / band/ DJ)

12. What other services that you would want to include in the micro wedding? (example: wedding cake, makeup and hair, stationary, entertainment...etc.)

13. How important is the price of the micro wedding to you?

*In the Netherlands, the estimated price of a micro wedding package for 30 guests including bridal bouquet, ceremony, reception, drinks, photographer, wedding officiant, wedding planning and coordinating service, décor and music throughout would be approximately around €3,500 – €4,000 (according to a market research conducted by The Perfect Wedding.nl).*

14. How much would you be willing to pay for a micro wedding package which offers similar services in the Netherlands?

15. Do you have any comments/ remarks regarding micro wedding?

### **Conclusion**

Thank you for making time for me today. We have discussed all the aspects of the micro wedding package and I got useful information that can be used for my project. I want to say thank you for your input in it and I am highly appreciating your help. Have a good day/ evening! Bye!

**Interview Transcript - Gretchen Culver**

Zoom meeting. 9<sup>th</sup> March 2021. Duration: 1 hour

Interviewer: Quynh

Interviewee: Gretchen

Interview number: 1

1 **Quynh:** The main goal of this interview is to gain insight into the micro wedding industry and  
2 how to start up a micro wedding planning business. This interview will take about 40 minutes.  
3 Do you have any question beforehand?

4 **Gretchen:** No, let's do it!

5 **Quynh:** Okay, yeah perfect. In this interview, there will be six main topics. We will discuss the  
6 characteristics of a micro wedding, the trends and developments, the target group, the micro  
7 wedding package, the price, success factors as well as challenges of planning a micro  
8 wedding. To start with, can you tell me a little bit about yourself and your business?

9 **Gretchen:** Yes, so my name is Gretchen, and I started a wedding design and planning  
10 company in 2010 called Rocket Science Events. We did big weddings, social events, corporate  
11 stuff. We were starting to get more in corporate right when the pandemic hit. We would do a  
12 limited number of events every year, a maximum of 8 and then there would be this big  
13 production. So, when the pandemic hit, they were all cancelled, and my clients moved to 2021,  
14 and now they will move to 2022. I had a lot of free time on my hand, and I started to notice that  
15 even with my Rocket Science's clients, they were thinking about small weddings. The guest  
16 count was decreasing. I am doing 200-300 people, I was getting 70 persons wedding or 40  
17 persons wedding, and it was still a traditional wedding in the sense of getting ready, ceremony  
18 and then party afterward. Same in duration and the kind of flow, but the guest count was  
19 decreasing, and I found my couples were looking for replacing and different things. They were  
20 more interested in creating a really customer experience. Instead of just doing a standard  
21 dinner, doing six or seven courses in a tasting menu, something unique and innovative. So, I  
22 have been thinking about small weddings for a while and then when the pandemic hit, and we  
23 couldn't do big weddings. I was like, okay, how can we help people get married now? Cause I  
24 feel like a lot of people didn't want to wait. They want to get married and maybe do a party  
25 later. How can we help people? What solution can we provide for couples who want to get  
26 married during the pandemic? And so that is how I started Minne Weddings. And Minne  
27 Weddings, Minne is short for Minnesota or Minneapolis. It is a micro wedding company, so we  
28 only do micro weddings. Actually, we do elopements as well, but the definition is on the Small  
29 Weddings Society's website, the differences between a micro and a small elopement. We offer  
30 an all-inclusive package for couples, and it includes everything. It includes the venue and all  
31 the décor and the rental, personal flowers for the couples, photography, videography, officiant,  
32 digital invitation, planning and design, cake and champagne. So, it is an all-inclusive package  
33 price and they just go to the website, find the day that works for them and they pick a time slot,  
34 sign up and then they are done. So, how it works for me as a business is it a little bit different  
35 because...Also, they are only 90 minutes so they are really short. They are micro. So, we have  
36 multiple time slots for one day and each couple share some of the resources. The ceremony  
37 backdrop doesn't change, the same all day long, the lounge entrance is the same all day long.  
38 So, they don't get to customize anything really but what it does is that it makes a good value  
39 for them because the venue would be very expensive if we just do one wedding there but  
40 because we do four or five it really creates an appealing package. We have been doing it since  
41 we launched in April and then we have our first date in August and it has been going great

42 since then. We are actually starting to plan for 2022. We are really surprised to find out that a  
43 lot of couples who are booking us are just wanting a small wedding. There is not a pandemic  
44 reschedule but just people more like, this is a wedding I like, I have never wanted a big  
45 wedding. So, we are finding that we could have tapped into this new small wedding market  
46 that we didn't even know existed so that is really more exciting for me as a business owner  
47 because it actually allows me to keep going. It is not a temporary business, and it allows me  
48 to actually hire a full-time person that run it. And then we are reaching out a little bit into  
49 elopement and mini weddings, so we have some additional products that we are going to tap  
50 into, but that is the main core of our business.

51 **Quynh:** Looking back at that period of time, what would you consider as the biggest opportunity  
52 that made you want to start a micro wedding business in Minnesota?

53 **Gretchen:** I think I had some key partners, my vendors. The biggest part is convincing the  
54 venue. Because of the different type of having four or five couples instead of just one couple,  
55 so it is still a long day, but it is not the same type of event, smaller guest count. So, I found  
56 really fortunate to use all the connections that I have made with my Rocket Sciences Business,  
57 and I have a really good friend who works for a catering company, and they were exclusive  
58 caterer of five or six venues, maybe seven. She was able to work with me, and she really  
59 encouraged me to do this. And of course, the venue, when everyone was cancelling, they had  
60 days to spare, so we picked Sunday because once we go out of the pandemic, Sundays are  
61 none pick date, so we are able to give like our vendors and venue businesses some fees that  
62 they normally don't have business. That is just part of the business model because no venue  
63 would give me a discount on a peak Saturday, but they will give me a better rate for a Sunday,  
64 so she and I worked together to make sure that we were able to get the venue, the food and  
65 beverage pieces situated and kind of developed those systems and then I go to my vendors  
66 and say "Hey, will you help me out, this is a new thing. We have never done it before". Having  
67 work with me in the past, they kind of trusted me and in fact, a lot of people are excited about  
68 this concept. It is new and different, and they just want to be a part of something unique, so I  
69 think that was really a key opportunity for me.

70 **Quynh:** So, if I understand you correctly, one of the most important factor to start this business  
71 is having a good collection, good network with different vendors in the region. What about the  
72 demand of the market, like couples in Minnesota?

73 **Gretchen:** I don't have any idea when I started. I don't know. I was thinking that we were going  
74 to get a lot of Covid-19 reschedule. But like I said, a lot of people who want small weddings.  
75 We were sold out every date that we had done with the exception of one. So, that means four  
76 or five couples on a date are getting married. We are currently still seeing that trend is  
77 happening. We have 12 dates on calendar for 2021, and they are all full or close to being full.  
78 So, I think that demand will continue and what I have found thus far is that one of the other  
79 things that we have to deal with right now is Covid-19, so we have to go to bigger venues so  
80 that we can appropriately keep distance. Because we are only allowed 25% of the venue  
81 capacity, but that has to be socially distance according to the guideline. We have to pick bigger  
82 venues from our outset to make sure that we are able to accommodate that, which means  
83 more expensive venue. So, I am happy that we did that because it allowed us to actually be  
84 able to be in business, and we talked about that when we were setting up the company and  
85 setting up our first date. But I am hoping that moving forward we will be able to do different  
86 venues and maybe more dates and kind of just like. We will see what the demand is after the  
87 pandemic. I get emails asking for 2022, and I am like what are you going to open up in summer  
88 2022. I don't know yet. It is so easy. But people, they are planning their mini weddings like it is  
89 their plan A, their regular wedding so I think they have in their mind that planning a wedding is

90 hard and it takes a lot of time so they need to hear a plan. But you don't, it is so easy. People  
91 don't know that. I watched Google Analytics and the search terms that people are using. At the  
92 very beginning of the pandemic, people didn't know what to search for, they were searching  
93 for "small wedding venue" or "cheap wedding venue". That kind of stuffs. And now they are  
94 searching for "micro wedding", "micro wedding package", "elopement package". Well, now they  
95 are searching for my company's name which is very exciting. I think when times go on, and  
96 couples get more educated about the different small wedding option. It would be an easier sell  
97 for people. They know what to expect, what kind of wedding they want themselves.

98 **Quynh:** Yes, I think for micro wedding, there are so many different terms that people refer to  
99 such as intimate wedding or small wedding. What do you consider as the main characteristics  
100 of a micro wedding?

101 **Gretchen:** I think the main characteristics of a micro wedding is the style of the wedding and  
102 small guest count. I would say 30 or fewer guests, but really it is a shorter experience, just the  
103 essentials. So, you have the ceremony, followed by a short reception. We are not doing a sit-  
104 down dinner or a buffet. No heavy appetizer. We offer cake and champagne. People can add  
105 on some light bites if they want, but short reception and then a little bit of time for photos, and  
106 that is it. So, all are in 90 minutes. You can do a micro wedding in 2 to 3 hours but if you get  
107 over that 3-hour time frame, it is kind of like a regular wedding territory. You need to greet  
108 people and do some sorts of entertainment, and I think for small weddings, things go so much  
109 easier and smooth that you don't need time to get people sit for dinner. You have a lot in that  
110 short amount of time, you have a lot of time with people. So that is what I would say, it is a  
111 shorter, more abbreviate experience.

112 **Quynh:** According to my research, micro weddings have been booming these days due to  
113 Covid-19. Why do you think it becomes so popular these days?

114 **Gretchen:** I think there are couples of reasons. People just want to get married, and they don't  
115 want to wait. It is good, affordable, economical option. And the other reason is just they just  
116 want a small wedding, and that is an option that doesn't exist or it was really hard to find pre  
117 Covid-19 and so now they have actual vendors to look at. They get results when they type in  
118 micro wedding, and I also think that the pandemic has given couples the permission to marry  
119 how they want. I think a lot of couples are thinking pre-pandemic "Okay, we are going to do a  
120 traditional wedding, may not be what I want but my mom is really excited about it, and we need  
121 to invite people from works..." So, they are kind of falling into the wedding trap, how weddings  
122 have always been done. Well but you can't do that. You need to be creative and think out of  
123 the box. I remember getting an email about 2 days after we launched from a woman. She was  
124 like "Thank you so much. Now I don't have to invite my weird uncle Jerry and like my mom still  
125 gets a wedding". So, I think there is a lot of that too, that they just have a permission to do a  
126 wedding that they always want and I think finally that the couples. We actually see that a lot of  
127 couples get their second marriage and that sort of thing. But I think mainly the next generation  
128 of couples that are getting married, the Millennials and the Gen Z, they have different priority.  
129 They don't want to spend so much money on a wedding. They would rather buy a house or  
130 take a trip. They don't look for all those bell and whistle around. They value spending time with  
131 their friends and family, creating really amazing experiences. So, I think it is just the mindset  
132 of the next generation of couples, it is really changing, and we have to adapt to what they want  
133 otherwise, we are not going to stay in business.

134 **Quynh:** Yes, indeed. Back in the past, how was the micro wedding trend before the pandemic?

135 **Gretchen:** Well, there have been a couple of. I actually got connected with a woman in  
136 Birmingham who started her micro wedding company about three years ago, maybe four years  
137 ago now. It is not a brand-new concept. It has been around for a bit. I think the hard thing about  
138 small wedding is that if you are a vendor, it can be a lot of work but you can't charge the same  
139 as regular wedding or you charge the same but it is harder to find the clients who are willing to  
140 pay that. So, I think a lot of people, myself included, when they think about small weddings, it  
141 is kind of hard to figure out how to make it profitable. So, that is actually why I understood with  
142 a micro wedding on a random day, I would not be able to make enough money so I need to  
143 figure out how to structure the business to be profitable. So, I think that there was demand  
144 before but the pandemic really put gasoline on the fire and it allowed couples find what they  
145 are looking for, be educated about something that they don't even know that they could have  
146 and then so many other businesses because their main businesses were dead basically. We  
147 were looking for a way to stay in business. So, it was all those things that the pandemic did  
148 and it accelerated a trend that is already there.

149 **Quynh:** You mentioned before that micro wedding is still a new term and a new concept.  
150 Speaking from your experience, how do couples react to this new concept of micro wedding?

151 **Gretchen:** Everybody loves it so far. I think maybe now, the first couple that we did in August,  
152 I don't know if they even knew what they were looking for and because our system we set up  
153 was so automated, I didn't actually meet them until their wedding day so I don't get a lot of the  
154 back story. I think a lot of those first couples were looking for an alternative so they can get  
155 married now and then now I do think couples are savvier about small wedding. I get a lot of  
156 interests coming to me from...that are looking at my website, that are looking at elopement  
157 packages or small wedding venues that are things that people are googling quite a bit now.  
158 But it does take some education. Younger generations are so used to buy things online. Some  
159 of the clients that we have had need a little bit more instruction and guideline but we try to be  
160 really clear what is going to happen from start to finish so people feel comfortable and confident  
161 in the process. Most of the people haven't got married before so they don't know any difference  
162 anyway. They hear that it is supposed to be stressful in the internet and it turns out to be not  
163 stressful when you have a mini wedding so I think so far so good. We did have a learning  
164 lesson from couples and we did ask for feedback. One of those was I would be really great if  
165 there was a printed, a sign at the mini wedding kind of going through what the day is going to  
166 entail. Welcome sign with their names and everything. So, that is something that we added so  
167 as their guests arrive, they can see that this is the ceremony and then cake and champagne  
168 and then you are going leave. We also invested in name tag so we are clearly identified as  
169 planners just to make sure that...The couple, they are find with the experience and they want  
170 to book it but the guests are the ones who need a little bit more help and education.

171 **Quynh:** So, the suggestion could be a timeline so people can take a look and know what is  
172 going to happen.

173 **Gretchen:** So, the couple get their own email before the day that has the specific timeline,  
174 parking and instructions. We actually created a pretty PDF for the guests so the couple can  
175 just forward it to the guests so they would know to. But sometimes people don't read that. We  
176 find that the more we are able to communicate with people, the more comfortable they feel  
177 overall with the entire experience. Those are some small little things that we have been  
178 elevating and putting them as we go all long.

179 **Quynh:** Yes, and the longer you are in the business, the more ideas and creativity will come  
180 along the way.

181 **Gretchen:** Yes.

182 **Quynh:** Regarding the micro wedding trend, how this trend will impact the future of the wedding  
183 industry?

184 **Gretchen:** I think that it is here to stay. People ask me all the time that “Oh so you are going  
185 to go back to Rocket Science when weddings go back to normal?” And I tell them that I have  
186 two businesses now. People still want their big wedding. That is for sure. They still want their  
187 dance party. And that is Rocket Science’s client. But then this micro wedding, that is here to  
188 stay. These people will not go anywhere. They will never have a big wedding anyway so even  
189 when big wedding comes back, it is still not for them. So, they would just probably want an  
190 elopement or something really not that fun and cool. We actually had a couple who was  
191 engaged. They found out about micro wedding and they had a mini wedding. This is like “we  
192 have never considered getting married before but then we found your company”. So, I think  
193 when people know that the micro wedding thing is an option, people are going to go for that.  
194 And it is really affordable. If you are getting your entire wedding for \$6000, that is an amazing  
195 deal. I think those two markets will exist simultaneously and I think it I foolish for people to  
196 disregard that small wedding market because I think that is more of the future moving forward.

197 **Quynh:** Yes. And what would be the impact of the micro wedding trend on vendors?

198 **Gretchen:** I think that they are going to have to create their own micro wedding service, like a  
199 branch of them. I think it is actually easier for someone like a florist or photographer to create  
200 small wedding packages, micro wedding packages. I think they can do that fairly easily. I am  
201 really persuading all of my vendors like automation. For floral for example, florists are like “Oh  
202 I have to customize per proposal” and all that stuff and I said “you don’t. Make something online  
203 so the couple can pick what colors they want and what styles they want and do an online order  
204 formula that they can submit and pay and they can pick it up or you drop it off and you can  
205 charge it accordingly.” That is automated and for a florist, you don’t have to sit down and create  
206 a customized proposal. You get the benefit because they are allowing you to be in the driver  
207 seat more. I think that everyone should do that and the think is, you really need to make a shift.  
208 Rocket Science is really high end and expensive. Entirely different customers than micro  
209 wedding’s clients. It took me a really long time to make that split. I couldn’t believe that  
210 someone would show off on their wedding day, not knowing what their wedding would look  
211 like. That blew my mind. But that is exactly what is happening at micro wedding. I made a  
212 Pinterest board and that was all the information I gave and they don’t care. And I think a  
213 greatest piece of advice that I want to give to people is that you really need to understand that  
214 is a different client. You are not going to be successful if you try to half get in this small wedding  
215 role and half not. You just need to be profitable there. And DJ. I have a DJ friend and for these  
216 micro weddings, they don’t have like a dance party so then what am I doing. So, I said “make  
217 up a ceremony package. Everyone needs ceremony music and we do not want your grandpa  
218 hitting play on your IPod when you walk down. You going to have background music in any  
219 wedding. You can create a customized playlist for them or whatever.” There is always way to  
220 think about it but it does take really like getting outside of the traditional box. Especially when  
221 your brand is established with a very different type of clients.

222 **Quynh:** What about the impact of the micro wedding trend on customers’ behavior?

223 **Gretchen:** I really hope that customers, the couples who are getting married really start to  
224 understand that they can do their own thing. I think we are seeing that and if you go to  
225 Instagram, people are doing elopement and I love that. I am hoping that it really changes the  
226 way clients and customers perceive what a wedding is. I really hoping that, that is what the

227 trend is and they are looking at all of their options as alternative things for the traditional  
228 wedding box. I also think that we are going to see a lot of same-sex couples gravitating towards  
229 these micro weddings because they don't have the same view in tradition that has come with  
230 decades of being married. It is a new way for them to define what they want in their wedding.  
231 We had quite a few same-sex couples for Minne Weddings and I think it is so great. That is  
232 what I really hope that people are able to find the wedding that fits their style and personality  
233 and they don't get trapped within a certain small framework. It is also going to force us as  
234 wedding vendors to be more technology forward. I think the wedding industry is very behind  
235 the time on technology and how couples use technology and how couples shop for their  
236 wedding vendors and that is not going to change. If you try to get people on the phone all the  
237 time, I think we will not going to have success. The couples going to force you to adapt or you  
238 are just not going to stay in business.

239 **Quynh:** Is there any practice regarding technology in your micro wedding business or is it still  
240 something that you are going to come up with in the future?

241 **Gretchen:** We use so many apps. We have our website, and there is an online schedule,  
242 where people book and pay, and then the order is processing and then that kicks them into a  
243 client management system. That is all automated, that is all forms. They get a form when they  
244 register and they fill that out and then we have to set a certain form for certain time throughout  
245 the plan and process. I was really transcended into designing the site to make sure that it is  
246 more user friendly. Two third of our couples make their purchasing decision on their phone so  
247 at 12.30 at night there is booking on their phone. And we also have Covid-19 waiver stuffs right  
248 now and we are actually internally having a discussion, we were going to have an online one  
249 but we are not sure if everyone will submit that. We could not check that so then they have to  
250 fill in the paper one. We doubted it and we had a record on it but we had really found out that  
251 people are exciting about livestream too. I would say 9 out of 10 couples add on livestream to  
252 their mini wedding so people can watch it around the world which is really cool. People can't  
253 come or don't feel safe travelling. And that was the reason why I included video in the package  
254 because I knew that some people wouldn't be able to come. I wanted couples to have that, at  
255 least a video of their ceremony that they could share with their friends and family later or they  
256 could have a big party later they can play that. The video is very important to me.

257 **Quynh:** I think that is very interesting. Some memories and they can watch back their wedding  
258 day. Regarding the target group, what is the main target group of your company?

259 **Gretchen:** I was going to try target second marriages or vow renewals. I think that could be a  
260 segment of people. We are all over the board. I would say we are mostly speaking to  
261 millennials, couples between early 20s to early 30s. But we had couples married in their 60s.  
262 They are coming from all over the places too. The majority comes from Minnesota area so we  
263 are not doing thing in the suburb or in the middle of nowhere. So, they are working  
264 professionals. We had a few couples who are front-line workers in health care but the  
265 background is really ranged from what I can tell. All ethnicity, all combination of couples, it is  
266 really awesome. It is so accessible to people. People find us on internet or Instagram so to  
267 me, that said that we have a lot of younger couples.

268 **Quynh:** With a very diverse group of customers, how would you describe their needs and  
269 demands with regards to their wedding day?

270 **Gretchen:** Well, I think for everybody, they have some key motivations for a micro wedding.  
271 They want the connection with family and friends. These are people who really value their dear  
272 and loved ones so I am always trying to tell them that this actually allows you to spend more

273 time with people that you want to spend time with. I also think that people who want a small  
274 wedding are budget-savvy, not that they don't have the money, they just don't want to spend  
275 on a wedding. So, they really look for a really good value. They want to have a nice wedding,  
276 they want to be stylish, they don't want cheap. But they also don't want to spend what it takes  
277 to have a customized wedding so I think that those people are really value-driven in what the  
278 wedding that they are looking for. I think they also want something that is beautiful and has the  
279 right amount of celebration to it. They do want to celebrate this milestone in their lives, they  
280 want to do it with close people and they want it to be at a really good price and they want it to  
281 be easy. Everybody wants it to be easy. Life right now is so hard. The easier you make it, the  
282 better. I really think that is what we speak to across the board. We have a lot of couples who  
283 are shy or introverted and they don't want to be in a big crowd so sometimes we touch on that.  
284 We also sometimes touch on the environmental peace...By sharing those resources, you don't  
285 create a lot of waste for your wedding. We plant a tree for person who attends a mini wedding.  
286 So, I think that is important with a lot of our clients too. Those are main touch points that go  
287 across religion or race or any of those things.

288 **Quynh:** It is very diverse! Regarding the micro wedding package, can you describe in detail  
289 what type of services included in the micro wedding package at your company?

290 **Gretchen:** We include the venue, the décor and the rental. When we designed it, we wanted  
291 to make sure that there will be a really cool ceremony backdrop because that is where a lot of  
292 pictures going to be taken and that is "instagrammable" thing. Personal flowers for the couples  
293 so we have 2 bouquets, 1 bouquet and 1 boutonniere or 2 boutonnieres. They get cake and  
294 champagne, they get to pick their cake flavor. They get 1 photographer and a videographer.  
295 And with the videographer they get a ceremony edit and with the photographer, they get a  
296 minimum of 75 professional edited Figures that they can download. The officiant is included.  
297 Some people have their own officiant which is fine, we still don't reduce the package's price  
298 because our officiant is still there and usually needs to help their officiant to make sure things  
299 run smoothly. When people bring their own officiants, usually are their friends and they don't  
300 know what they are doing. We say that planning and design is included. And then we usually  
301 have a pretty cool lounge set up for pictures. The design is really important to me. I think that  
302 there will be competitors that pop up in my market and I think design is where we set ourselves  
303 apart. And then, music and digital invitation. We allow people to add on something to so they  
304 can add on more flowers for their family or they can add on some appetizers. They can upgrade  
305 to a printed invitation. So, that are everything included and the package's price is between  
306 \$5000 and \$7400, depending on the day.

307 **Quynh:** What does a wedding day look like for couples who book a micro wedding package at  
308 Minne Weddings regarding the timeline?

309 **Gretchen:** That is a great question and depending on what time the mini wedding is. So, we  
310 have found, to my surprise, that micro wedding is just one part of their day. I thought people  
311 would be like come to your wedding, show up, get married and go home and put on sweaters  
312 or something. But people really make it as a whole day experience, which is so amazing and  
313 so fun. We had one couple, who had a morning time slot. After the wedding was over, they  
314 went to the spa and they were at the spa all day.

315 **Quynh:** That sounds amazing!

316 **Gretchen:** I know, right? That is like the best wedding ever. We have a lot of couples who will  
317 do a reservation at a restaurant afterward. The whole group can go to a restaurant or a  
318 brewery. A lot of people are doing getting ready time prior, going to a salon or having an artist

319 comes to them. It really is a whole day experience. We had one couple that was so sweet.  
320 They took all their family to a boutique hotel in a really cute town about an hour away and had  
321 dinner there and there would be a little pub crawl. So, it is surprising to me. I am expecting that  
322 in summer, people will have like gathering at their home, outside after the wedding. The day  
323 itself for the couple, it looks like this. So, they will arrive at 11.45 if the start time is 12 o' clock.  
324 The guests will show up at 11.45. We get them kind of put away and hidden if they want. A lot  
325 of people don't care. We have the waiver signed, the guest seated and then the ceremony  
326 usually starts at 12 or a little bit later. Immediately is the ceremony, the couple signs the  
327 marriage license. The ceremony is 10 to 15 minutes long. They don't have attendant. They  
328 can have one attendant at each side if they want. It is really easy. It is not a regular wedding,  
329 it is a mini wedding. We want to keep it simple. There is no unity candle. No one really wants  
330 a unity candle anymore. They are not religious ceremony. Some people are religious and  
331 usually they bring in their own person but then the ceremony is a bit longer. They sign the  
332 marriage license and then we go right into the mini reception. If they want to cut their cakes  
333 after they sign the marriage license. We take some photos, cut the cake, the guests already  
334 have the champagne. They mingle for half an hour or 45 minutes and then we go into the  
335 family portrait. They pre-selected on their form what group of people they want to have their  
336 photos taken. So, when it comes to family portrait time, we round everybody up and go get  
337 those photos taken. In a mini wedding, because the guest count is so small, sometimes it is  
338 the entire party, which is totally fine. After that, it would be around 1o' clock if they have a 12  
339 o'clock ceremony. All of the guests leave and the couple stays and the couple gets their own  
340 photoshoot. So, the couple will do 20 minutes or 30 minutes just the two of them. And for us,  
341 we can reset the place for the next couples and make sure that everything is clean. So, that is  
342 the timeline of the day and it works really great like I said if they want to go to somewhere  
343 afterward, the guests are going there and then the couple comes a bit later so the guests can  
344 mingle and talk before the couple arrives so it works really well. For 4rd July, we are going to  
345 do a sparkle Santa but we will see how it goes. That is how the day works.

346 **Quynh:** As I saw on your website, there are a few different time slots for a venue during the  
347 day. The break in between those time slots is quite short so have you experience any difficulty  
348 with making sure that things are ready for the next couples?

349 **Gretchen:** So, we play with the amount of time between weddings because of Covid-19  
350 requirements regarding cleaning and sanitary. But we have 2 hours in between. So, 5 times  
351 per day, it might be 10, 12, 2, 4 and 6. And because we have that time, so the guests are gone  
352 and the couples are still on side but they are taking pictures somewhere else so we have plenty  
353 of time to reset. But everything stays the same, the backdrop stays the same, the tables stay  
354 the same. What we change is just having extra linen or doing tables that are required linen and  
355 sanitized. Right now, because of Covid-19, we are doing the assigned seating for the ceremony  
356 so we create a sitting plan. For every ceremony now, we need to change the ceremony setup  
357 but in the future when there is no Covid-19, the ceremony setup will just stay the same. So,  
358 literally just a little bit of cleaning and resetting like putting up a new cake, putting up a new  
359 sign. There is not a tone of stuffs to do in between.

360 **Quynh:** Out of your experience, what kind of venue would be suitable for a micro wedding?

361 **Gretchen:** Well, I think it depends. Right now, we haven't had those bigger venues just to meet  
362 the restrictions. Ideally, if I could pick out a non COVID world, I would be picking unique spaces  
363 like an art studio or a museum or restaurant. That is a beauty of having a small wedding that  
364 you can do event in spaces that normally don't have event. I have got so many different venues  
365 that I reached out that wanted to be part of it. There is this really cool boutique hotel so we are  
366 looking at doing one there. I found that my more traditional venues are not as popular as the

367 unique spaces so moving forwards that is really going to be art focus. Just finding very distinct  
368 and interesting venues. Everyone wants to get married outside here, which is the worst idea  
369 because we have such unpredictable weather. But we do have one in summer that is going to  
370 be outdoor. We did an outdoor last summer but we just have to make sure that we have a rain  
371 plan set up. So, we pick places that have a really good plan B. The interesting thing about  
372 having a rain-plan for these micro weddings is that when you are doing a wedding day, it is  
373 one ceremony so we just need one rain plan set, while we learned from our last summer was  
374 that you can't make a rain call at 10am and be fine because you have a ceremony at 10,12,2,4  
375 and 6 so our last wedding on that day, it started raining. It was beautiful for the first four but  
376 then the last one, we did not set up a rain plan and it was not supposed to rain and that taught  
377 us a lesson. We were really lucky that it rained a little bit and it was not like major so we were  
378 able to have it outside after the rain stopped. If I am ever going to do things outside, I am going  
379 to make sure that I have a great plan B that set up all day so we can easily switch between the  
380 two if we need.

381 **Quynh:** Do you also consider picking a venue that also offers catering service?

382 **Gretchen:** Great question. So, the venue partner that I mentioned earlier, they have catering  
383 on site and they would do their food and beverage to accommodate what we needed so that  
384 was great. We do have upsell so people often add on more food. I do prefer to go to venue  
385 that don't have a caterer on site so then I can bring in my own cake and champagne and that  
386 sort of things. I think that would probably works better for most people just in general, to find  
387 the spot that has more flexibility in that way or finding a venue that has catering that is willing  
388 to work with you to maybe come to meet your need versus...We are never going to hit the  
389 \$10,000 food and beverage so yeah. We have done both but I do know from my friends who  
390 do this in other parts of the country that they typically prefer the one that allow you to bring in  
391 your own. There is more management on your part as a planner because you have to hire  
392 those services but it can be more cost effective for sure. And you get 4 cakes delivered. It is  
393 really easy to set up a cake, it is not a hard thing to do.

394 **Quynh:** Regarding the vendors for a micro wedding, what is your advice on how to choose the  
395 right vendors for the package?

396 **Gretchen:** Some of the vendors are flat fee for the day and some of them are variable so I  
397 worked with my photographer and my videographer and my officiant that they get paid per  
398 wedding that happen that day versus the flat fee for the day. So that is better for me because  
399 if I don't sell all my slots then I don't pay for time that I am not using. On the Valentine day, we  
400 had a couple of people moved their dates because they were afraid of Covid. So, we had time  
401 slots that were open in between. We just ended it up doing the detail shoot. We did some of  
402 the scene setup stuffs and we ate lunch and relaxed a little bit. And my vendors are fine  
403 knowing that if that happens, they will not get paid but the venue is the flat fee. Some of my  
404 graphic designs are also flat fee. The design and backdrop and rental, that are all flat fee so  
405 if I have less couples, my costs are higher so I have a spread sheet that I used that I can put  
406 in the fixed cost and the variable cost to see how much of these costs.

407 **Quynh:** What would you consider as the biggest difference when working with vendors for a  
408 traditional wedding in comparison to working with vendors for a micro wedding?

409 **Gretchen:** Basically, it is like the easiest wedding day ever. It is kind of like a style shoot  
410 because it is so easy. One of the easy thing for these vendors is that they don't have to do any  
411 marketing or selling. They don't have to talk to their clients. They don't have to meet them until  
412 the wedding day. That is pre-planning time. All of the contracts are signed between me and

413 the vendors. So, that is huge. That saves a lot of time. They just show up, we give them the  
414 name of the couples, the purchase list, the must-have shoot for each couple so really easy.  
415 The second thing is that they are short so they are not a long wedding day when you are doing  
416 for 8 hours of new things. It is a 90-minute experience and then everybody get a break for a  
417 little bit. And then another one comes in and then we have a break. It is really short and you  
418 are not going all over the place. You are in the same venue, there is no travelling, maybe  
419 outside for a photo but whatever. In creatively, I think especially for the photographer, you are  
420 getting four different couples, four different opportunities to be creative. Really being able to  
421 be excited about your art and because these mini weddings are so well-designed. It is like a  
422 style shoot in that regard with a really cool backdrop. I am able to design stuffs that are not  
423 boring, it is really cool. Because the client has no say, they don't get to hold me back. The  
424 downtime in between allows photographer to download their card or the videographer to  
425 download his card and we just chit chat. Typically, they are on non-pick day so they are on  
426 Sunday, when they normally would not be working anyway. And delivering limited product. So,  
427 for the photography, they will deliver 75 images. That is easy. Same for the videographer, he  
428 is just doing a ceremony edit. He shoots the ceremony and that is it unless they pay for extra  
429 stuffs so the commitment of time on their parts is so little and the creative part is fulfilling and  
430 being able to make money on non-pick day is really appealing as well.

431 **Quynh:** Besides the photography service during the day, do you also offer any additional  
432 photography services?

433 **Gretchen:** Yes. They can absolutely hire them for a different shoot. We also have a few  
434 upgrades that they can do. They can add a finish album, they can add all their photos in black  
435 and white if they want. For videography, they can add on different edit is they want a 60-second  
436 edit or if they want a 3-minute edit. That is all on our form and people fill in and then we would  
437 say "you are going to do a 60-second edit for this couple so make sure you get that stuff" and  
438 so they deliver a product.

439 **Quynh:** Regarding the price, how does price influence the customer decision when it comes  
440 to picking a micro wedding package?

441 **Gretchen:** We started our pricing at \$3300 and I was able to raise it to somewhere close to  
442 \$6000 now. We are still selling out so I think I will raise until I stop selling out. Because I do  
443 want to deliver good value and in my market, that price of \$6000 is a good spot that provides  
444 lots of value. The more expensive one, the one that is \$7500, that is a destination one, which  
445 is a new product that I am offering so you get a little bit more time and really cool destination  
446 and outdoor ceremony situation. We had a couple people book it so we will see if that one sold  
447 out. At first, I think no way people are going to pay more than \$4000 and then I got over \$4000  
448 and people booked it right away and then I went over \$5000. I just tested the price. Like I  
449 mentioned earlier, people are doing stuffs before and after so they are spending the money,  
450 they are creating the experience so what I would love to be able to charge \$7000 - \$8000 for  
451 this so will see. I really just took that cost calculator spread sheet and put in the numbers so I  
452 need two weddings to not lose money so then anything over that is profit. I set up how much I  
453 want to make per date so that is how I determine the pricing. So, if my venue cost rental cost  
454 is a little bit more than the price will be a bit higher so I can hit that net profit number. I am sure  
455 that we are losing some people on price but until we are consistently selling out, I am not super  
456 worried about it. We did launch an elopement package and that is under \$2000 package. It is  
457 much less, just 60 minutes, 10 people, ceremony, photos, champagne and toast, like very  
458 minimal. So, I do think that we do have an option for people if they are looking for something  
459 that is nice but is not as expensive. And we have done two of those dates. One of them sold

460 out, one of them sold four out of five slots so I think we will be able to keep raising our mini  
461 wedding's prices and still be able to capture some of those other people at lower price range.

462 **Quynh:** As an expert in the field of wedding planning, speaking from your own experience,  
463 what would you consider to be a challenge of planning micro wedding?

464 **Gretchen:** I think as a business owner the biggest challenge is not selling all spots. It is a risk.  
465 I am holding the contract, I am financially responsible. We have a date in April that we have  
466 not sold out and it is really close to April and I don't think we are going to sell out so I don't  
467 think I am going to make much money on that day. I am not losing money but I am also not  
468 making as much money as I want. It is not sustainable. That keeps me up at night and it is a  
469 continuous concept. How many days is too many days? What kind of things that people are  
470 going to like? So, it is coming from an educated place but it is still pretty risky. When I started,  
471 I was able to work with my key partners and I had partners who let me not pay the deposit until  
472 I had couples who actually book the date. That was really helpful to me because then I was  
473 not fronting money for a day that was not going to have anyone. Now I feel confident that I  
474 don't have to do that but at my starting point that was a really great way to make me feel a bit  
475 easier. It is risky and it is all on you. The mini wedding package is me. So, if the photographer  
476 doesn't deliver the Figures on time, that would be me taking responsibility and giving a refund.  
477 I feel fortunate to have the right vendors team. Those are some challenges. Marketing also, I  
478 have been spending most of my time doing, just try to figure out how to get in front of the right  
479 people and I think it is something that you can pay somebody for if you don't have that skills  
480 or expertise yourself. I like it and I found a pretty good rhythm, what to do and what is not to  
481 do. I think that if you are not able to be consistent with your marketing, you are not going to be  
482 successful. That is a big challenge and a new challenge to me from my other company.  
483 Planning the event is easy but selling the day is the hard part.

484 **Quynh:** What would you consider as key factors for a successful micro wedding planning  
485 business?

486 **Gretchen:** I would say, on the client side, give them a great value and make it really easy. And  
487 on the business side, just making sure that you are clear with what your goals are so that you  
488 will be profitable because I feel like lots of people are not really thinking about the number,  
489 they put in a lot of works and not making as much so as a business owner, you really need to  
490 set your goals, what is your financial goals and then play around that. Just make sure that it  
491 does take some time and energy to set something like this up but when it is up and running, it  
492 is really easy. Whenever I create a new date, the entire process from securing all the venue  
493 and the vendors and creating all the work flows and all are automation. It takes me less than  
494 4 hours. So, that is really easy. But of course, you need to have your business model and the  
495 website...All that stuffs to be ready. Are you willing to invest in that time and on the front end  
496 to make it easy for you on the back end? So, I think that is something from the business point  
497 of view you really have to think about.

498 **Quynh:** Well, thank you very much for all the information. It is really amazing to talk to a real  
499 expert in the micro wedding business.

500 **Gretchen:** Thank you for reaching out! I am so glad that you did. If you have any questions,  
501 you can send them to me through email.

502 **Quynh:** Yes, thank you so much. I will keep you inform!

503 **Gretchen:** Have a good rest tonight

**Main Theme 1: Background Information**

<b>Axial Code</b>	<b>Open Code</b>	<b>Fragment</b>
Business information	Micro wedding planning company	<p>“Colorado Micro Weddings is a micro wedding planning company focuses on helping couples connect with small wedding vendors and venues so basically, helping couples connect with people who offer packages for small groups. Most of our weddings are less than 20 people but we do a lot of wedding up to 50 and 60 people.” (3.5 – 3.8)</p> <p>“And Minne Weddings, Minne is short for Minnesota or Minneapolis. It is a micro wedding company so we only do micro weddings. Actually, we do elopements as well.” (1.26 – 1.28)</p>
	Wedding design and planning company	<p>“My name is Gretchen and I started a wedding design and planning company in 2010 called Rocket Science Events. We did big weddings, social events, corporate stuffs. We were starting to get more in corporate right when the pandemic hit. We would do a limited number of events every year, a maximum of 8 and then there would be this big production.” (1.9 – 1.13)</p>
	Planner for weddings, social events and corporate events	<p>“I am a planner for weddings and also other social events as well as I do some corporate events like movie premieres, parties like Christmas Holiday party, things like that. As well as I do some non-profit events.” (2.5 – 2.7)</p>
Reasons for offering micro wedding packages	Market demand	<p>“I just realized that there are just a lot of people doing small weddings, and there are not a lot of people can add catering to it, so it is just kind of seem like a service that they are looking for. They were not a lot of suppliers.” (3.18 – 3.20)</p>
	Covid-19	<p>“So, when the pandemic hit, they were all cancelled and my clients moved to 2021, and now they will move to 2022. I had a lot of free time on my hand, and I started to notice that even with my Rocket Science’s clients, they were thinking about small weddings. The guest count was decreasing. I am doing 200-300 people, I was getting 70 persons wedding or 40 persons wedding, and it was still a traditional wedding in the sense of getting ready, ceremony and then party afterward. Same in duration and the kind of flow, but the guest count was decreasing, and I found my couples was looking for replacing and different things. They were more interested in creating a really customer experience. Instead of just doing a standard dinner, doing six or seven courses in a tasting menu, something unique and innovative. So, I have been thinking about small weddings for a while, and then when the pandemic hit and we couldn’t do big weddings. I was like, okay, how can we help people get married now? Cause I feel like a lot of people didn’t want to wait. They want to get married and maybe do a party later. How can we help people? What solution can we provide for couples who want to get married during the pandemic? And so that is how I started Minne Weddings.” (1.13 – 1.26)</p>

		<p>“The main reason was because of the number of people that were being allowed to attend a wedding due to Covid-19. And the idea behind my micro wedding package was to do multiple weddings on a given date at one certain location. The goal was to do two or three weddings at a specific location so you can reuse the altar flowers and the venues, they already have the stuffs there and you can just use for another two or three hours. It would be not nearly as much revenue as the normal they used to make but it would be appealing in the Covid-19 time.” (2.28 – 2.33)</p>
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### Main Theme 2: Characteristics of a micro wedding

Axial Code	Open Code	Fragment
Main characteristics	The number of guests	<p>“The amount of people I guess. The guest number is really kind of everything. If you have two people or 100 people, that is the biggest factor that is going to change the wedding, so that is the primary aspect of it.” (3.24 – 3.26)</p>
		<p>“I think the main characteristics of a micro wedding is the style of the wedding and small guest count. I would say 30 or fewer guests, but really it is a shorter experience, just the essentials. So, you have the ceremony, follow by a short reception. We are not doing a sit-down dinner or a buffet. No heavy appetizer. We offer cake and champagne. People can add on some light bites if they want but short reception and then a little bit of time for photos, and that is it.” (1.101 – 1.106)</p>
	The style	<p>“You need to greet people and do some sorts of entertainment and I think for small weddings, things go so much easier and smooth that you don’t need time to get people sit for dinner. You have a lot in that short amount of time, you have a lot of time with people. So that is what I would say, it is a shorter, more abbreviate experience.” (1.107 – 1.111)</p>
	The time frame	<p>“So, all are in 90 minutes. You can do a micro wedding in 2 to 3 hours but if you get over that 3-hour time frame, it is kind of like a regular wedding territory.” (1.106 – 1.107)</p>
<p>“I would say the main characteristic of a micro wedding is the time frame for micro wedding. Like I mentioned before, it is 90 minutes. If it goes more than that, I would consider it not to be so much of a micro wedding. Within those 90 minutes, you can reduce the head count around 20-25. I would say those are two main characteristics of a micro wedding.” (2.35 – 2.38)</p>		
Reasons why micro weddings are popular	Changes in lifestyle and perspective on traditional weddings	<p>“I think the target, people getting married, 24 to 29 years old. In general, the generation cares less about tradition, less religious, less culture and things like that are less important and I think that would drive a lot of traditional weddings, people who feel like they have to get married in a local church with everyone they know. And I think that this generation getting married right now doesn’t feel the requirement of following the past tradition, kind of less religious and also this generation tends to be more focus on experiences and</p>

		things like that and so a lot of people don't like the idea of spending \$20,000 on a big wedding with a bunch of people they don't know. A lot of people like to have a smaller wedding and spend the money on the things that they think are important and now it is kind of like the movement towards small weddings I think." (3.28 – 3.36)
		"We actually see that a lot of couples get their second marriage and that sort of thing. But I think mainly the next generation of couples that are getting married, the Millennials and the Gen Z, they have different priority. They don't want to spend so much money on a wedding. They would rather buy a house or take a trip. They don't look for all those bells and whistles around. They value spending time with their friends and family, creating really amazing experiences. So, I think it is just the mindset of the next generation of couples, it is really changing, and we have to adapt to what they want otherwise, we are not going to stay in business." (1.126 – 1.133)
	Affordable option	"People just want to get married and they don't want to wait. It is good, affordable, economical option." (1.114 – 1.115)
	Due to Covid-19	"And the other reason is just they just want a small wedding and that is an option that doesn't exist or it was really hard to find pre Covid-19 and so now they have actual vendors to look at. They get results when they type in micro wedding and I also think that the pandemic has given couples the permission to marry how they want." (1.115 – 1.119)
		"And with the corona virus, it is just a necessity. A lot of people who didn't have the option. You can't have a wedding during the pandemic so it is kind of be a subsidy at that point." (3.36 – 3.38)
		"I think obviously, it has a lot to do with Covid-19. This is just the new format of an elopement just to adapt to Covid because people still want to get married and some of them still want to have the selected view and they want to go ahead and do it even during Covid. The interesting thing that I see during a couple of micro weddings was that some people really like the idea of this and they are like "why is this just coming now?" (2.41 – 2.45)

### Main Theme 3: Trends and Developments

Axial Code	Open Code	Fragment
The micro wedding trend before the pandemic	Has already been a trend	"It was already growing. It has already been getting more and more popular in the last few years before corona but it definitely got bigger with the pandemic." (3.40 – 3.41)
		"It is not a brand-new concept. It has been around for a bit." (1.137)
	Not much of a trend	"For me there was not much of a trend, necessary here in Atlanta. Like I said before, the pandemic, my sweet spot was like 120 guest count and people were okay with spending a lot of money at that

		point because they were able to invite whoever they want to their wedding.” (2.54 – 2.56)
Demand for micro weddings during the pandemic	High demand due to Covid-19	“For everyone. Now, people are planning their wedding again but during the pandemic, everyone has to do a small wedding so it was just like everyone was just doing it. Every wedding that happened in the last 6-7 months was a micro wedding so it went from a small group of people to everyone.” (3.43 – 3.45)
		“So, I think that there was demand before but the pandemic really put gasoline on the fire, and it allowed couples find what they are looking for, be educated about something that they don’t even know that they could have, and then so many other businesses because their main businesses were dead basically. We were looking for a way to stay in business. So, it was all those things that the pandemic did and it accelerated a trend that is already there.” (1.143 – 1.148)
		“I would say it is a very high demand for the micro wedding during the pandemic, higher than normal.” (2.59 – 2.60)
Couples’ reactions	Straightforward	“When you explain it to someone, either they like it or they don’t. It is like doing a wedding with you and your best friend and your parents for thousands dollar so it is very straightforward I think. People like the idea of it or they don’t. Some people just want to have a really big wedding.” (3.47 – 3.49)
	Positive	“Everybody loves it so far. I think maybe now, the first couple that we did in August, I don’t know if they even knew what they were looking for and because our system we set up was so automated, I didn’t actually meet them until their wedding day so I don’t get a lot of the back story. I think a lot of those first couples were looking for an alternative so they can get married now and then now I do think couples are savvier about small wedding. I get a lot of interests coming to me from...that are looking at my website, that are looking at elopement packages or small wedding venues that are things that people are googling quite a bit now. But it does take some education. Younger generations are so used to buy things online. Some of the clients that we have had need a little bit more instruction and guideline but we try to be really clear what is going to happen from start to finish so people feel comfortable and confident in the process. Most of the people haven’t got married before so they don’t know any difference anyway. They hear that it is supposed to be stressful in the internet and it turns out to be not stressful when you have a mini wedding so I think so far so good.” (1.151 – 1.163)
	Mixed emotions	“I think it was mixed emotions. Some people, they started out telling you “oh I can get my list down to 25” and it became 40 and then it was back to 50. I was like “when you get back to 50, it is no longer a micro wedding as it has too many people. So, I just have met couples with mixed feelings. I feel like people that really hold the

		ceremony part are the ones who are more likely to go for this micro wedding cause the ceremony is important to them. The act of getting married before God and their intimate, close friends and family. So those are ones that it appeals to the most.” (2.67 – 2.72)
Learning lesson	Guiding and educating the guests	“We did have a learning lesson from couples and we did ask for feedback. One of those was it would be really great if there was a printed, a sign at the mini wedding kind of going through what the day is going to entail. Welcome sign with their names and everything. So, that is something that we added so as their guests arrive, they can see that this is the ceremony and then cake and champagne and then you are going leave. We also invested in name tag so we are clearly identified as planners just to make sure that...The couple, they are fine with the experience and they want to book it but the guests are the ones who need a little bit more help and education.” (1.163 – 1.170)
		“So, the couple get their own email before the day that has the specific timeline, parking and instructions. We actually created a pretty PDF for the guests so the couple can just forward it to the guests so they would know to. But sometimes people don’t read that. We find that the more we are able to communicate with people, the more comfortable they feel overall with the entire experience. Those are some small little things that we have been elevating and putting them as we go all long.” (1.173 – 1.178)
The impact on the wedding industry	Continue to grow	“It is hard to say. Certainly, for many people it is going to stay. People still say like “elopement” and stuffs like that. Eloping seems like a taboo thing so I think it is just becoming more normalized every year and it is just becoming an option for people who are on a budget or people don’t want to do something big and stressful so I think it certainly will continue to grow for a while.” (3.51 – 3.54)
		“I think that it is here to stay. People ask me all the time that “Oh so you are going to go back to Rocket Science when weddings go back to normal?” And I tell them that I have two businesses now. People still want their big wedding. That is for sure. They still want their dance party. And that is Rocket Science’s client. But then this micro wedding, that is here to stay. These people will not go anywhere. They will never have a big wedding anyway so even when big wedding comes back, it is still not for them. So, they would just probably want an elopement or something really not that fun and cool. We actually had a couple who was engaged. They found out about micro wedding and they had a mini wedding. This is like “we have never considered getting married before but then we found your company”. So, I think when people know that the micro wedding thing is an option, people are going to go for that. And it is really affordable. If you are getting your entire wedding for \$6000, that is an amazing deal. I think those two markets will exist simultaneously and I think it I foolish for people to disregard that

		small wedding market because I think that is more of the future moving forward.” (1.184 – 1.196)
	Temporary trend	“I think we will continue to do some micro weddings. As people get vaccinated for COVID and the summer time hits, people are outside more, they will be able to invite more people to the wedding so I think going forwards, the micro wedding is still an option, maybe for colder months in certain regions but as people get vaccinated and the number of people can gather safely and social distance continues to climb, I think it won’t be that popular.” (2.75 – 2.79)
The impact on vendors	The need to adjust their services	“I think people need to adjust their setup to accommodate smaller weddings. Lots of wedding vendors rely on...Lots of wedding photographers, on average they do like 25 weddings per year so for a photographer to make a living doing 25 weddings per year, they have to have these big massive packages with really high minimum. With small weddings, I have photographer doing 1 hour package so it is just not what the industry set up for so people who do want to categorize on or do more small weddings have to create packages that reflect the time that they have to put in and as well the price that the couples are willing to pay for such a small service.” (3.58 – 3.64)
		“I think that they are going to have to create their own micro wedding service, like a branch of them. I think it is actually easier for someone like a florist or photographer to create small wedding packages, micro wedding packages. I think they can do that fairly easily.” (1.198 – 1.200)
		“You get the benefit because they are allowing you to be in the driver seat more. I think that everyone should do that and the think is, you really need to make a shift.” (1.206 – 1.207)
		“The photographer and florist and those types also got on board with the idea of having to do something less than like a full setup. Some of the florists, especially the florist that I am working with for my micro wedding. She is starting her separate brand, her separate company that just does the bouquet, an altar set up for micro wedding and her minimum is a lot less than a normal wedding. The same thing with photographer, they made adjustments and they created packages that are earlier or something like that.” (2.85 – 2.90)
	Automated online system	“For floral for example, florists are like “Oh I have to customize per proposal” and all that stuff and I said “you don’t. Make something online so the couple can pick what colors they want and what styles they want and do an online order formula that they can submit and pay and they can pick it up or you drop it off and you can charge it accordingly.” That is automated and for a florist, you don’t have to sit down and create a customized proposal.” (1.201 – 1.206)

	Ceremony music package	“And DJ. I have a DJ friend and for these micro weddings, they don’t have like a dance party so then what am I doing. So, I said “make up a ceremony package. Everyone needs ceremony music and we do not want your grandpa hitting play on your iPod when you walk down. You going to have background music in any wedding. You can create a customized playlist for them or whatever.” (1.215 – 1.219)
	Technology forward	“It is also going to force us as wedding vendors to be more technology forward. I think the wedding industry is very behind the time on technology and how couples use technology and how couples shop for their wedding vendors and that is not going to change. If you try to get people on the phone all the time, I think we will not going to have success. The couples going to force you to adapt or you are just not going to stay in business.” (1.233 – 1.238)
	Using apps	“We use so many apps. We have our website, and there is an online schedule, where people book and pay, and then the order is processing and then that kicks them into a client management system. That is all automated, that is all forms. They get a form when they register and they fill that out and then we have to set a certain form for certain time throughout the plan and process. I was really transcended into designing the site to make sure that it is more user friendly.” (1.241 – 1.246)
	Livestream	“we had really found out that people are exciting about livestream too. I would say 9 out of 10 couples add on livestream to their mini wedding so people can watch it around the world which is really cool. People can’t come or don’t feel safe travelling. And that was the reason why I included video in the package because I knew that some people wouldn’t be able to come. I wanted couples to have that, at least a video of their ceremony that they could share with their friends and family later or they could have a big party later they can play that. The video is very important to me.” (1.250 – 1.256)
The impact on customers’ behavior	New option for customers	<p>“I think it makes people realize that...For a long time, a wedding has to cost \$25,000, there is no other option. So now there is small wedding, more affordable option. I think people is going to start adjusting their budgets a little bit differently and just considering their options a little bit more. Because for a while there was not really another option than a traditional wedding.” (3.66 – 3.69)</p> <p>“I really hope that customers, the couples who are getting married really start to understand that they can do their own thing. I think we are seeing that and if you go to Instagram, people are doing elopement and I love that. I am hoping that it really changes the way clients and customers perceive what a wedding is. I really hoping that, that is what the trend is and they are looking at all of their options as alternative things for the traditional wedding box. I also think that we are going to see a lot of same-sex couples gravitating towards these micro weddings because they don’t have the same view in tradition that has come with decades of being married. It is</p>

		a new way for them to define what they want in their wedding. We had quite a few same-sex couples for Minne Weddings and I think it is so great. That is what I really hope that people are able to find the wedding that fits their style and personality and they don't get trapped within a certain small framework." (1.223 – 1.233)
	Customers react to planners differently	"From a planning stand point, the customers are reacting to planners differently in term of...Planners are not valued as much as some of the other wedding team vendors because we don't give a physical product like the photographer or the florist and venue. All of them give the client a physical output whereas with wedding planning it is more like a piece of mind, something that doesn't have a physical output, more intangible service that we provide. I feel like with the micro wedding, the clients are even more to the point where they don't necessary feel the need to hire a planner unfortunately. They think they can just do it in their backyard. So, hopefully that trend won't continue. A lot of photographers and even the florists are saying like" I have this wedding on such and such but they will not use a planner." It is going back to the planner is the mother, the art is planning the at home wedding. I think they are finding it difficult to pay us and they are also thinking with these smaller weddings, they should not pay that much. It is just not the case. We are still doing the same amount of work whether it 10 people or 100 people or 150 people. For a traditional wedding that is." (2.92 – 2.103)

#### Main Theme 4: Target Group

Axial Code	Open Code	Fragment
Characteristics	Informal and contemporary	"People who want to do informal, more contemporary, smaller weddings. Adventurous people I guess. Young people who want to climb to the top of the mountain, people who don't want to hike, people who want to be indoor or outdoor. It is just preference of budget and guest size I guess." (3.73 – 3.74)
	Second marriages	"I was going to try target second marriages or vow renewals. I think that could be a segment of people." (1.259 – 1.260)
		"we had couples married in their 60s." (1.261)
	Millennials	"I would say we are mostly speaking to millennials, couples between early 20s to early 30s." (1.260 – 1.261)
"The traffic to my website is mostly 24-29 female but this is just a group of people who are most likely to plan a wedding in America now. The macro trend of who is getting married is reflected. So, I think it is quite similar to the regular wedding industry in term of general demographic." (3.75 – 3.78)		

	Working professionals	"The majority comes from Minnesota area so we are not doing thing in the suburb or in the middle of nowhere. So, they are working professionals. We had a few couples who are front-line workers in health care but the background is really ranged from what I can tell." (1.262 – 1.265)
	Diverse background	"All ethnicity, all combination of couples, it is really awesome. It is so accessible to people. People find us on internet or Instagram so to me, that said that we have a lot of younger couples." (1.265 – 1.267)
	Couples who like the style of the venues	"I would say my target for a wedding is based on my venues that were willing to allow me to do the micro wedding there. So, these people have to be willing to either be outside or do something in a ball room or like a courtyard at a different hotel. And I target it to the luxury hotels here in Atlanta such as the Intercontinental, the Four Seasons, the St. Regis, the Waldorf Astoria." (2.105 – 2.108)
Wishes and needs with regards to their wedding day	Looking for contemporary things	"I think just people looking for things that are contemporary, less focus on high-end decoration, things like that and more focus on the experience aspect of it." (3.80 – 3.81)
	Connection with family and friends	"Well, I think for everybody, they have some key motivations for a micro wedding. They want the connection with family and friends. These are people who really value their dear and loved ones so I am always trying to tell them that this actually allows you to spend more time with people that you want to spend time with." (1.270 – 1.273)
	Value-driven	"I also think that people who want a small wedding are budget-savvy, not that they don't have the money, they just don't want to spend on a wedding. So, they really look for a really good value. They want to have a nice wedding, they want to be stylish, they don't want cheap. But they also don't want to spend what it takes to have a customized wedding so I think that those people are really value-driven in what the wedding that they are looking for. I think they also want something that is beautiful and has the right amount of celebration to it. They do want to celebrate this milestone in their lives, they want to do it with close people and they want it to be at a really good price and they want it to be easy." (1.273 – 1.281)
	Introvert	"We have a lot of couples who are shy or introverted and they don't want to be in a big crowd so sometimes we touch on that." (1.282 – 1.283)
	Sustainable aspect	"We also sometimes touch on the environmental peace...By sharing those resources, you don't create a lot of waste for your wedding. We plant a tree for person who attends a mini wedding. So, I think that is important with a lot of our clients too. Those are main touch points that go across religion or race or any of those things." (1.284- 1.287)

	The active actual ceremony	“For the people that do a micro wedding, what is important for them is to sign, seal and deliver, basically is to do their ceremony. To do that ceremony rather be in front of 25 people but I had micro wedding that had...They said they are going to have 22 people but I think they had 17 people in person but they had over a hundred people on the virtual, the videographer. They have 100 households looking at their ceremony online. So, I would say the most important thing for these micro wedding couples is the active actual ceremony itself because that is the majority of the time.” (2.120 – 2.125)
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### Main Theme 5: The micro wedding package

Axial Code	Open Code	Fragment
Services	Main vendors	“The main vendors: the photographer, the officiant, the florist, makeup and stylist are the most common and then a location for a wedding and somewhere to eat afterward like a restaurant. Just the primary aspects of a wedding.” (3.83 – 3.85)
		“We include the venue, the décor and the rental. When we designed it, we wanted to make sure that there will be a really cool ceremony backdrop because that is where a lot of pictures going to be taken and that is “instagrammable” thing. Personal flowers for the couples so we have two bouquets, one bouquet and one boutonniere or two boutonnieres. They get cake and champagne, they get to pick their cake flavor. They get one photographer and a videographer. And with the videographer they get a ceremony edit and with the photographer, they get a minimum of 75 professional edited Figures that they can download. The officiant is included. Some people have their own officiant which is fine, we still don’t reduce the package’s price because our officiant is still there, and usually needs to help their officiant to make sure things run smoothly. When people bring their own officiants, usually are their friends, and they don't know what they are doing. We say that planning and design is included. And then we usually have a pretty cool lounge set up for pictures. The design is really important to me. I think that there will be competitors that pop up in my market, and I think design is where we set ourselves apart. And then, music and digital invitation. We allow people to add on something to so they can add on more flowers for their family or they can add on some appetizers. They can upgrade to a printed invitation.” (1.290 – 1.305)
		“The package that I offer, basically you get the venue space, sitting, altar arrangement, a bouquet for the bride, a boutonniere for the groom, a cake for about 25 people, ceremony music, all the photos for that 90-minute section and if you want to add some time on, you can but the 90 minutes of photography is included. Videography and livestreaming are extra. You get the vow stand, that is included as well as the music for that. And then you get to be married. The key is finding the right price for all of that to happen. You have to pay the venue. Oh, and also you get a toast so you have to pay the venue for the space rental. We also have offered food. One of our clients took that offer,

		just some appetizers so those are things that we offer at some of the venues as well.” (2.127 – 2.134)
Timeline	90 minutes	“We usually walk to the park or somewhere with nice view, do a short little ceremony, take photos and then usually go to a restaurant or a rental home, have a private chef or something afterward. So, it is usually outdoor ceremony with a dinner or something afterward but some groups want to do a more traditional venue where you do the ceremony and the reception at the same location.” (3.90 – 3.93)
		“A wedding ceremony takes about 15 max unless it is like some sort of a religious wedding and most wedding ceremony only goes for about 15 minutes, maybe 20 or 30 minutes. But the ceremony takes 15 minutes and then just kind of like how they want. They do the photos, a lot of people do one hour or an hour and a half for photos so for the ceremony and the photos, an hour and a half but then obviously, the dinner and stuffs like that as well.” (3.95 – 3.99)
		“The day itself for the couple, it looks like this. So, they will arrive at 11.45 if the start time is 12 o’ clock. The guests will show up at 11.45. We get them kind of put away and hidden if they want. A lot of people don’t care. We have the waiver signed, the guest seated and then the ceremony usually starts at 12 or a little bit later. Immediately is the ceremony, the couple signs the marriage license. The ceremony is 10 to 15 minutes long. They don’t have attendant. They can have one attendant at each side if they want. It is really easy. It is not a regular wedding, it is a mini wedding. We want to keep it simple. There is no unity candle. No one really wants a unity candle anymore. They are not religious ceremony. Some people are religious and usually they bring in their own person but then the ceremony is a bit longer. They sign the marriage license and then we go right into the mini reception. If they want to cut their cakes after they sign the marriage license. We take some photos, cut the cake, the guests already have the champagne. They mingle for half an hour or 45 minutes and then we go into the family portrait. They pre-selected on their form what group of people they want to have their photos taken. So, when it comes to family portrait time, we round everybody up and go get those photos taken. In a mini wedding, because the guest count is so small, sometimes it is the entire party, which is totally fine. After that, it would be around 1o’ clock if they have a 12 o’clock ceremony. All of the guests leave and the couple stays and the couple gets their own photoshoot. So, the couple will do 20 minutes or 30 minutes just the two of them. And for us, we can reset the place for the next couples and make sure that everything is clean. So, that is the timeline of the day and it works really great like I said if they want to go to somewhere afterward, the guests are going there and then the couple comes a bit later so the guests can mingle and talk before the couple arrives so it works really well.” (1. 322 – 1. 344)

		<p>“So, basically, it can look like whatever they chose but typical with a micro wedding, they don’t have a bridal party so what has happened with my bride is that they do have their hair and makeup done, we just come down to the ceremony. The groom arrives. We have some photos and video with him. Putting on his jacket, putting on his boutonniere and then we start the ceremony because we only have 90 minutes. Usually, the couple will send out their electronic invitation. And we say if the wedding starts at 3 o’clock, at 3 o’ clock, the groom and the officiant will walk down the aisle. And then we do the ceremony, they come back down the aisle, and then they go either to the left or the right. The couple has their first dance and might take some pictures depending on what time of the day it is. And then they cut the cake and do the champagne toast.” (2.139 – 2.147)</p>
The whole day wedding experience	Spa	<p>“So, we have found, to my surprise, that micro wedding is just one part of their day. I thought people would be like come to your wedding, show up, get married and go home and put on sweaters or something. But people really make it as a whole day experience, which is so amazing and so fun. We had one couple who had a morning time slot. After the wedding was over, they went to the spa, and they were at the spa all day.” (1.309 – 1.314)</p>
	Reservation at the restaurant	<p>“We have a lot of couples who will do a reservation at a restaurant afterward. The whole group can go to a restaurant or a brewery.” (1.316 – 1.318)</p>
	Ready time prior	<p>“A lot of people are doing getting ready time prior, going to a salon or having an artist comes to them.” (1.318 – 1.319)</p>
	Visiting a new town	<p>“It really is a whole day experience. We had one couple that was so sweet. They took all their family to a boutique hotel in a really cute town about an hour away and had dinner there and there would be a little pub crawl. So, it is surprising to me.” (1.319 – 1.321)</p>
	Gathering outside at home	<p>“I am expecting that in summer, people will have like gathering at their home, outside after the wedding.” (1.321 – 1.322)</p>
Time slots	2 hours for reset	<p>“So, we play with the amount of time between weddings because of Covid-19 requirements regarding cleaning and sanitary. But we have 2 hours in between. So, 5 times per day, it might be 10, 12, 2, 4 and 6. And because we have that time, so the guests are gone and the couples are still on site but they are taking pictures somewhere else so we have plenty of time to reset. But everything stays the same, the backdrop stays the same, the tables stay the same. What we change is just having extra linen or doing tables that are required linen and sanitized. Right now, because of Covid-19, we are doing the assigned seating for the ceremony so we create a sitting plan. For every ceremony now, we need to change the ceremony setup but in the future when there is no Covid-19, the ceremony setup will just stay the same. So, literally just a little bit of cleaning and resetting like putting</p>

		up a new cake, putting up a new sign. There is not a tone of stuffs to do in between.” (1.349 – 1.359)
Venues	Public places	“Usually a park, public park somewhere with a small group of less than 10 people you usually just go to the park and then as you get bigger, you end up usually being at a wedding venue. It is very flexible. It is just 20 people, 10-minute ceremony, photos and dinner so...” (3.101 – 3.103)
	Rental home	“A lot of people do a full wedding day at a rental home so it is pretty authentic. Based on the preferences and budget of the couples, we will try to find a location that works for them.” (3.106 – 3.107)
	Unique spaces	“We have done it in museum, art gallery, brewery, winery. You can do it whenever you want for a small wedding like this. When you only have 20 people to deal with, you don’t have to worry about the big dance floor or how to feed 200 people. It is really flexible.” (3.103 – 3.106)
		“Well, I think it depends. Right now, we haven’t had those bigger venues just to meet the restrictions. Ideally, if I could pick out a non COVID world, I would be picking unique spaces like an art studio or a museum or restaurant. That is a beauty of having a small wedding that you can do event in spaces that normally don’t have event. I have got so many different venues that I reached out that wanted to be part of it. There is this really cool boutique hotel so we are looking at doing one there. I found that my more traditional venues are not as popular as the unique spaces so moving forwards that is really going to be art focus. Just finding very distinct and interesting venues.” (1.361 – 1.368)
Venue with a rain plan set up	“But we do have one in summer that is going to be outdoor. We did an outdoor last summer but we just have to make sure that we have a rain plan set up. So, we pick places that have a really good plan B. The interesting thing about having a rain-plan for these micro weddings is that when you are doing a wedding day, it is one ceremony so we just need one rain plan set, while we learned from our last summer was that you can’t make a rain call at 10am and be fine because you have a ceremony at 10,12,2,4 and 6 so our last wedding on that day, it started raining. It was beautiful for the first four but then the last one, we did not set up a rain plan and it was not supposed to rain and that taught us a lesson. We were really lucky that it rained a little bit and it was not like major so we were able to have it outside after the rain stopped. If I am ever going to do things outside, I am going to make sure that I have a great plan B that set up all day so we can easily switch between the two if we need.” (1.369 – 1.380)	
Venues without catering service	“I do prefer to go to venue that don’t have a caterer on site so then I can bring in my own cake and champagne and that sort of things. I think that would probably works better for most people just in general, to find the spot that has more flexibility in that way or finding a venue that has catering that is willing to work with you to maybe come to meet	

		your need versus...We are never going to hit the \$10,000 food and beverage so yeah. We have done both but I do know from my friends who do this in other parts of the country that they typically prefer the one that allow you to bring in your own. There is more management on your part as a planner because you have to hire those services but it can be more cost effective for sure.” (1.384 – 1.392)
	Glass building	“In my experience, the best one is building that has indoor outdoor features or something that is large enough with glass and being able to see the outside. And the reason I said that is because a lot of people want to be outside because of Covid-19, the weather might not necessary be right for you to be outside, it might have been to black in August. In October and September when we did have micro weddings, it was too hot outside so we had it in a space which has high glass window behind it so you still could see the outdoor. We did it at the all glass building. That seems to be a hot spot as well.” (2.154 – 2.159)
Vendors	Find vendors that fit	“Same thing with the regular wedding. Finding the vendors that fit. I think a lot of people end up choosing their vendors largely based on budget, which is obviously a big part of it but it is just really about finding a vendor that is a good fit as far as your personality and stuffs. Especially the officiant and photographer. They lead the day so plan this with people who have similar thoughts with what you have in mind. It is really important.” (3.110 – 3.114)
	Pay vendors’ fee based on the number of weddings	“Some of the vendors are flat fee for the day and some of them are variable so I worked with my photographer and my videographer and my officiant that they get paid per wedding that happened that day versus the flat fee for the day. So that is better for me because if I don’t sell all my slots then I don’t pay for time that I am not using.” (1.396 – 1.399)
	Use established team of vendors	“For a micro wedding, I am responsible for paying the vendors that are going to provide like the flowers, the music and photography. Whoever on my team is the person that I worked with. The DJ that I have been working with, we made a deal with pricing. Same thing for the photographer, same thing for the florist.” (2.163 – 2.166)
Differences between working with vendors for traditional weddings and for micro weddings	Shorter commitment of time	“Basically, it is like the easiest wedding day ever. It is kind of like a styled shoot because it is so easy. One of the easy thing for these vendors is that they don’t have to do any marketing or selling. They don’t have to talk to their clients. They don’t have to meet them until the wedding day. That is pre-planning time. All of the contracts are signed between me and the vendors. So, that is huge. That saves a lot of time. They just show up, we give them the name of the couples, the purchase list, the must-have shoot for each couple so really easy. The second thing is that they are short so they are not a long wedding day when you are doing for 8 hours of new things. It is a 90-minute experience and then everybody get a break for a little bit. And then another one comes in and then we have a break. It is really short and you are not going all over the place. You are in the same venue, there is no travelling, maybe outside for a photo but whatever.” (1.409 – 1.419)

Possibility to work on Sunday	“Typically, they are on non-pick day so they are on Sunday, when they normally would not be working anyway.” (1.425 – 1.426)
Possibility to be creative	“In creatively, I think especially for the photographer, you are getting four different couples, four different opportunities to be creative. Really being able to be excited about your art and because these mini weddings are so well-designed. It is like a style shoot in that regard with a really cool backdrop. I am able to design stuffs that are not boring, it is really cool. Because the client has no say, they don’t get to hold me back. The downtime in between allows photographer to download their card or the videographer to download his card and we just chit chat.” (1.419 – 1.425)
Deliver limited product	“And delivering limited product. So, for the photography, they will deliver 75 Figures. That is easy. Same for the videographer, he is just doing a ceremony edit. He shoots the ceremony and that is it unless they pay for extra stuffs.” (1.426 – 1.429)
The pay	“The biggest difference is the pay. In term of working with the florist and working with the venue. Working with the venue, we established upfront what they would provide like the space, the chairs, the cake and the champagne for the toast and we had to agree on a price point, what would be cost effective for me and also be enough to cover their expenses and their overhead. The same thing with the florists. We design the altar pieces that fir within the budget that I had explained to them. And obviously, the budget for the florist is bigger if we are able to book more than one wedding per day.” (2.202 – 2.207)

### Main Theme 6: The price

Axial Code	Open Code	Fragment
Average price	A couple of thousand dollars	“We do a lot of weddings for about thousands dollar. Small wedding is about thousands dollar including the officiant, photographer my planning, go to the park and dinner afterward would be additional cost. So, couple of thousand dollars, the price is pretty average. But like I said, we have a lot of people end up doing close to \$10.000 but a couple of thousand dollars is pretty common for a small group.” (3.117 – 3.121)
	From \$5000 to \$7400	“the package’s price is between \$5000 and \$7400, depending on the day.” (1.305-306)
	From \$4500 to \$5500	“The average price for a wedding through Park Avenue is about \$4500 to \$5500. But then when you start to add on livestreaming, that is a separate price point.” (2.170 – 2.171)
	From \$10.000 to \$12.000 with extra services	“and then in most cases they added on appetizer, things like that so I would say the total price would be closer to the \$10.000 to \$12.000 when you add all those additional services for example food if they want to do more than just a toast. So, a glass of champagne is included in

		my package for everyone but most of the people also want to add a bar package or some sorts on to their package.” (2.171 – 2.175)
The impact of price on customer’s decision making	Customers’ willingness to spend depends on customers’ priorities	“A lot of people choose 1 hour of photography instead of 6 hours because they want to save \$1500 so it is definitely a big aspect to set priority for the day. A lot of people really care about photography but maybe don’t care about flowers or they rather go to a restaurant that is maybe a bit less expensive so they can spend more money on the photographer. It is just really up to them and what their priorities are and then allocate the money appropriately.” (3.124 – 3.128)
	Testing the price	“We started our pricing at \$3300 and I was able to raise it to somewhere close to \$6000 now. We are still selling out so I think I will raise until I stop selling out. Because I do want to deliver good value and in my market, that price of \$6000 is a good spot that provides lots of value. The more expensive one, the one that is \$7500, that is a destination one, which is a new product that I am offering so you get a little bit more time and really cool destination and outdoor ceremony situation. We had a couple people book it so we will see if that one sold out. At first, I think no way people are going to pay more than \$4000 and then I got over \$4000 and people booked it right away and then I went over \$5000. I just tested the price. Like I mentioned earlier, people are doing stuffs before and after so they are spending the money, they are creating the experience so what I would love to be able to charge \$7000 - \$8000 for this so will see.” (1.441 – 1.451)
	Elopement package for customers with limited budget	“We did launch an elopement package and that is under \$2000 package. It is much less, just 60 minutes, 10 people, ceremony, photos, champagne and toast, like very minimal. So, I do think that we do have an option for people if they are looking for something that is nice but is not as expensive. And we have done two of those dates. One of them sold out, one of them sold four out of five slots so I think we will be able to keep raising our mini wedding’s prices and still be able to capture some of those other people at lower price range.” (1.456 – 1.461)
	Price is an important factor in a micro wedding	“I think that is where the price comes to place. I did have several people reacted out and when I told them the venue, it was like “oh yes” and then when I told them the price point, it was like “what?”. But I can only have 15 people or 25 people and they think that was too much. So, I think the price is definitely something that is important to the consumer in a micro wedding.” (2.178 – 2.181)

**Main Theme 7: The Challenges & Success Factors**

Axial Code	Open Code	Fragment
Challenges	Create a budget friendly option but still high quality	“My planning fee is \$300 so my service is a lot more limited but the challenges to offer a limited service is still give people a good happy day that they enjoy. Obviously, I get paid as a professional coordinator and obviously, my time goes in is less, the challenge is still being able to have a system where you can give people a really good wedding day at a lower cost because there are a lot of people who just can’t pay 20 grands for a wedding so try to put together a beautiful, memorable, stress-free wedding experience for a thousand dollar is very difficult. The wedding industry is just not go for it. So, creating a budget friendly option but still high quality is very difficult.” (3.139 – 3.145)
	Not selling all spots	“I think as a business owner the biggest challenge is not selling all spots. It is a risk. I am holding the contract, I am financially responsible. We have a date in April that we have not sold out and it is really close to April and I don’t think we are going to sell out so I don’t think I am going to make much money on that day. I am not losing money but I am also not making as much money as I want. It is not sustainable. That keeps me up at night and it is a continuous concept. How many days is too many days? What kind of things that people are going to like? So, it is coming from an educated place but it is still pretty risky. When I started, I was able to work with my key partners and I had partners who let me not pay the deposit until I had couples who actually book the date. That was really helpful to me because then I was not fronting money for a day that was not going to have anyone. Now I feel confident that I don’t have to do that but at my starting point that was a really great way to make me feel a bit easier.” (1.464 – 1.475)
	Big responsibility as a planner	“It is risky and it is all on you. The mini wedding package is me. So, if the photographer doesn’t deliver the Figures on time, that would be me taking responsibility and giving a refund. I feel fortunate to have the right vendors team. Those are some challenges.” (1.475 – 1.477)
	Marketing	“Marketing also, I have been spending most of my time doing, just try to figure out how to get in front of the right people and I think it is something that you can pay somebody for if you don’t have that skills or expertise yourself. I like it and I found a pretty good rhythm, what to do and what is not to do. I think that if you are not able to be consistent with your marketing, you are not going to be successful. That is a big challenge and a new challenge to me from my other company. Planning the event is easy but selling the day is the hard part.” (1.477 – 1.483)

	Get the date from the venues	“The biggest challenge is having the venues agree on the date. Some people came and they already had the date picked out but then the venue was like “no, we are not really ready”. In the beginning, a lot of venues was like “no, we can’t really offer those types of packages right now in March, April.” They want to push you to July. After I did some of those weddings in August and September, I still had some people reaching out to me wanting to do these micro weddings this year in 2021 and a lot of the venues can’t give you Saturday but we can give you Friday or Sunday. So, I think that is the biggest hurdle, to get the date from the venue that we can release and promote. We have availability whether it is April 1 <sup>st</sup> or whatever for a wedding. That would have been the biggest obstacle.” (2.184 – 2.191)
Success Factors	Have reliable and quality vendors	“You need to have good vendors who are willing to work with small weddings, which is very difficult. I think I have at least spoke to 12 florist shops in my town and one of them is flexible and willing to work with small weddings on regular basis so that is the biggest part. Trying to find reliable, high quality vendors that are willing to offer small wedding packages. That is the most difficult part. As a planner, you need to put together a reliable group of vendors and it is very difficult to do a small wedding with a small wedding budget.” (3.153 – 3.158)
	Give clients a great value and make it easy	“I would say, on the client side, give them a great value and make it really easy.” (1.486)
	Set clear goals	“And on the business side, just making sure that you are clear with what your goals are so that you will be profitable because I feel like lots of people are not really thinking about the number, they put in a lot of works and not making as much so as a business owner, you really need to set your goals, what is your financial goals and then play around that.” (1.486 – 1.490)
	Invest time and energy to set up the business	“Just make sure that it does take some time and energy to set something like this up but when it is up and running, it is really easy. Whenever I create a new date, the entire process from securing all the venue and the vendors and creating all the work flows and all are automation. It takes me less than 4 hours. So, that is really easy. But of course, you need to have your business model and the website...All that stuffs to be ready. Are you willing to invest in that time and on the front end to make it easy for you on the back end? So, I think that is something from the business point of view you really have to think about.” (1.490 – 1.497)
	Make sure everybody is on the same page	“Just making sure that everybody is on the same page and the key success is finding the sweet spot what you are offering versus what you have to pay the vendors. And just making sure everybody is on the same page about the expectation for the day.” (2.209 – 2.211)

**Main Theme 1: Background information**

Axial Code	Open Code	Fragment
Country	Croatia	"I was born in Croatia but I came here when I was 2 years old." (4.4)
	Brazil	"He comes from Brazil." (4.3 – 4.4)
		"I am from Brazil." (5.6)
	Netherlands	"I am from the Netherlands." (5.8)
		"I am Dutch." (8.11)
Thailand	"I am from Thailand." (7.7)	
Occupation	Student	"I am currently staying in the Netherlands and studying hospitality management here." (5.6 -5.7)
		"I am studying psychology right now." (6.12)
	Teacher	"I teach history and geography at a secondary school." (5.9)
	IT	"I am working as an IT consultant for a bank in Amsterdam so my profession is mainly in IT." (6.6 – 6.7)
	Bridal stylist	"my occupation at the moment is bridal stylist." (6.11)
	Inventory manager	"I am an inventory manager in an electronic company." (7.7)
	Laboratory technician	"I work as a laboratory technician in Breda." (7.9)
	Hotel manager	"I work as a hotel manager in Deventer." (8.10 – 8.11)
	Dutch police	"I work for the Dutch police." (8.14)
Age	21- 29 years old	"I am 28 years old." (6.6)
		"I am 24 years old." (6.11)
		"We are both 25 years old." (7.8)
	30 – 39 years old	"I am 30 years old." (5.8)
		"I am 30 years old." (8.10)
		"I am 31 years old." (8.14)

### Main Theme 2: Marriage

Axial Code	Open Code	Fragment
Plan to get married	No clear plan	"We don't actually have a plan." (5.11)
		"We thought of that but not really have a plan." (5.12)
		"We do have a plan but we don't know when." (6.16)
		"Yes, we do." (8.18)
		"Yes, so me and Floris, we are getting along so well. We do think about getting married in the near future." (8.19 – 8.20)
	In 2021 or 2022	"Yeah, actually we planned to marry this year but because I got a new job and we will move to Eindhoven soon so we are not sure yet that is going to be this year or next year. And also because of Corona, my grandmother and my mom cannot come here. It is a problem right now so we consider it to be this year or maybe next year." (7.11 – 7.14)
	In 2022	"This year will not happen but we think next year, so in 2022, far away from corona we hope." (4.21)

### Main Theme 3: Knowledge regarding the micro wedding concept

Axial Code	Open Code	Fragment
Topic familiarity	New concept	"I heard it only from Emilia. She asked me, my best friend "what do you want for your wedding?" and I said intimacy and not too big so she said that is a micro wedding. I didn't know it has name or something so... It was my idea and I like the idea of a micro wedding." (4.31 – 4.33)
		"This is actually the first time I hear of it." (5.15)
		"Yeah, for me it is also the first time I heard about the concept." (5.16)
		"No, not really." (6.18)
		"No, I actually don't." (6.19)
		"No, not really." (7.23)
		"For me, I just filled in your questionnaire and I just know from them. Because I think I call it minimal style." (7.24 – 7.25)
	Familiar with the concept	"we want to keep it very intimate, very small and so we are thinking about the concept of the micro wedding. The

		concept is really attractive to us and we really think about do it like that, that form, that concept of intimate in our wedding.” (8.23 – 8.25)
		“Actually, it is quite a trend. I have been reading a lot about the micro wedding. For me, that is how I know it because it is quite a trendy, I see it everywhere on Instagram or social media and yeah, I really like the concept and I showed Floris how intimate it could be. It could be as much fun as a big wedding and yeah, we are not really into that.” (8.26 – 8.29)
Definition	Small, intimate wedding	“Micro wedding sounds really small. I don’t know if I like the name micro wedding but intimacy wedding more.” (4.35 – 4.36)
		“Like a very small wedding.” (5.18)
		“Or because for most of the weddings, they are not personal. I actually saw the bride for 30 second during the day and everybody was very busy and very tired and micro wedding is something smaller, more intimate with some close friends and family.” (5.19 – 5.21)
		“I think a micro wedding is just a very small wedding only with the witnesses and the couples.” (6.26)
		“it has less than 30 or maybe 40 guests.” (7.30)
		“So, the guests are only 50 persons, something like that.” (7.34)
		“Well, a micro wedding in my opinion. The word is already very obvious, so very small, micro. I know about it a little so I know what it contains. I think it has a small amount of people, small group.” (8.32 – 8.33)
	Corona proof wedding	“maybe it is something came up because of corona.” (5.18)
	Short wedding	“I think when I hear the concept of micro wedding, one thing that comes to mind is the white chapel, cathedral you know. You do it in 10 minutes and then you get out.” (6.21 – 6.22)
		“very short amount of time.” (8.33 – 8.34)
Small budget	“The budget is not that big.” (7.30)	
Home party	“And I think it is organized by internal people so without really any big party or any big camera. It is more like a home party, what we might expect from a wedding we could see on TV or things like this.” (7.30 – 7.32)	

		"I think micro wedding is like family party so that only has only friends and family." (7.33 – 7.34)
	Variety of venue options	"I think that is something that happens maybe in a hotel or maybe not even in a specific place, like in somebody house." (7.29 – 7.30)
		"We can have it at the beach or at the garden or at our house or the restaurant, something like that." (7.34 – 7.35)
Willingness to have a micro wedding	Interested in a micro wedding	"it sounds really good, something new. It sounds really interesting." (4.39)
		"As far as things go, the micro wedding could mean more to me than the actual big scale wedding." (5.28)
		"Yeah, for me too. It sounds more interesting to me as far as I hear." (5.29)
		"Yes, I think we want a very small wedding." (6.33)
		"Yes, of course." (7.52)
		"In my opinion, I think I want it simple, not a lot of people and it is not too expensive." (7.16)
		"The intimate part for me is the most attractive thing to do. It is really about us and our love, not about the party or something else." (8.35 – 8.36)
		"I think we don't want to spend our money on a big celebration, the big money for celebrating used for organizing. We don't want that. We want only like comfort of love and wedding." (8.40 – 8.41)
		"Yes, we are." (8.48)
		"Yeah, I think that we definitely would. Yeah, I think like Floris already mentioned what I said that a small amount of people would be very interesting for us and yeah." (8.49 - 8.50)
Reasons to have micro wedding	Intimacy and connection	"Intimacy, that is the only thing. I was at weddings and I didn't like the too much people around so it was too hectic. I was not even with the bride because everybody wants to talk with her so that is the main reason I think." (4.43 – 4.45)
		"Really connect with your guests. Also, when I have a party at my house, too much people is hectic. Talking with everybody. That is why I like micro wedding more because it is really like you are celebrating it with yourself not like

	<p>with too much people. You are sharing your luck, you can't share your luck with everybody." (4.48 – 4.51)</p> <p>"I think for me it is because I would like to have it with my most important people so just a small and close gathering." (6.35 – 6.36)</p> <p>"For me, I think it is like I can spend more time with the guests because we know each other and of course we can talk to them and have some kind of activities, more activities with them. So, I think it is better to have a micro wedding." (7.59 – 7.61)</p> <p>"And there are more room for you know. There are more time and attention to the people that you invited like family, like friends, not to people that you know and you just invited to your wedding. It is very much about the intimate part and having a small group of people so yeah." (8.54 – 8.56)</p> <p>"Of course, there are always people wanting to show off how much money they have. They would definitely keep on, you know, throwing those big parties, big weddings. But I think it is definitely a trend that it is not about, you know, it is not about having things but it is more about relationships and I think it is very much a millennial thing." (8.244 – 8.247)</p>
Making family members happy	<p>"For me, it is my family. They are more traditional than I am and I think it would make them very happy to have their daughter getting married and all the preparations and everything, especially my father. He would be super happy." (5.32 – 5.34)</p> <p>"Yeah, also for me. I don't particularly have an idea about what type of wed but I think my father would be very happy if there would be a wedding. So, to please him I would do that." (5.35 – 5.36)</p>
Financial reason	<p>"micro wedding sounds very affordable." (5.36 – 5.37)</p> <p>"Financial reason. I think like people should only spend as much as they should spend. People should not spend more than they need. It is not easy to make money you know, and I think we should not spend more than what we are already spending. And what you consider that maybe if you have baby later, it is really important that you keep money for the baby." (7.55 – 7.58)</p> <p>"I think women, some people think that it is once in a lifetime so it is needed to be big but for me, it is too expensive. I can spend this money for other things, not only for wedding. That is what we think." (7.212 – 7.214)</p>

		<p>"I am actually kind of curious about how a micro wedding will go. I mean I have a certain Figure in my mind but I think it is kind of basic so I think it is interesting to see how people have worked it out in detail planning. The concept itself is very potential because it has reasonable price." (6.201 – 6.203)</p>
		<p>"because people here are maybe scared of getting married because they are too young or they are not ready for it and it is a lot of money for a wedding so maybe people get scared of it." (4.303 – 4.304)</p>
	Minimal lifestyle	<p>"for me it depends on the lifestyle because some of my friends still want to have a big wedding but actually our lifestyle is minimal and we are living in an expensive country so we need to think a lot." (7.230 – 7.231)</p>
	Less pressure and focus more on the couple	<p>"Yeah, for me it is a bit different. I think what I have in mind when I think about big wedding is that you have to please some guests and you need to arrange so many things to make sure that everything runs smoothly and when I think of micro wedding, you don't have that kind of a hassle and you have far less guests that you have to worry about. Of course, you still need to make sure that they are absolutely in the right care but it is less pressure I would say. It is less managing and I think it will put the focus more on the couple itself instead of the guests and make sure that the whole event will go smoothly." (6.37 – 6.42)</p>
		<p>"Sounds less stressful." (5.183)</p>
	Less influence from parents	<p>"I think this generation now start to look at something more practical, therefore, they would just live together without going through all this process because two people living together is financially stronger than one person so it is actually done for financial reason but back then people also got married for financial benefit but in the past, it was arranged by their parents. The parents wanted to be sure that they would stay together so they arranged a wedding. In this generation, we don't let parents making the decision anymore and we make it ourselves and therefore, we don't need a wedding to show someone that we are together. Now, we are just together. In my opinion, wedding would be less important because parents are having less influence on their children. That is how I feel." (7.222 – 7.229)</p>
	Small and effective	<p>"it is small and effective and you can do all kind of activities besides that such as what you said go to the restaurant, go with the whole gang to the spa or whatever so I think there are some potentials in that." (6.203 – 6.205)</p>

**Main Theme 4: Wedding theme**

Axial Code	Open Code	Fragment
Nature	Strong connection	<p>"I just have a very strong connection with nature, with animals. We always have cats, different cats. We live in very close surrounding with nature. I lived in France. I lived in South Africa in the middle of nowhere with wild animals so yeah, I just feel very comfortable being surrounded by nature. It really gives me peace and it makes me feel at ease." (8.72 – 8.76)</p>
		<p>"It is because I was born and raised in Brazil in the countryside and I was always surrounded by nature so the concept, it really connected to my memory." (5.211 – 5.212)</p>
		<p>"And I was also in nature when I was a child. I was also always playing in nature so both are connected to that." (5.213 – 5.214)</p>
	Relating to personality	<p>"Personality I guess. Like depending what you like to do on your holiday. I like to go travel to go where it is more naturalistic rather than a big party or things like this. It comes down to personality I think." (7.262 – 7.263)</p>
	Fresh feeling	<p>"For me, I think it is like the natural theme, it seems like it is fresh. I like it because if you use the natural theme, it is more like environment. How can I say? Environmentally or something like that. But for me I think it is fresher when you see a lot of green elements, something like that. That is why I prefer nature." (7.265 – 7.268)</p>
Elegant and romantic	Media influence	<p>"The romantic part, I guess it is just something that I like through movie or when I look at magazine, I just like that style." (8.76 – 8.77)</p>
	Suitable for the occasion	<p>"I think it is because a wedding is something official right. So, you actually proclaim the love for the most important friends and family around you so I would say it is formal but it is also a bit official so the elegant theme for me more, it suits the occasion and it is a bit romantic in my opinion." (6.245 – 6.247)</p>
	Bright tone	<p>"I know I like bright colors, like pastel colors. I like light colors. I like to mix colors too but everything needs to be really like yellow, pink and white. Not too much but a little bit." (4.56 – 4.57)</p>
Modern	Convenience	<p>"Um, because it is convenient. It is in the city and you can just ask for anyone's services who can do it quickly. So, like convenient I think." (7.272 – 7.273)</p>
		<p>"Yeah, modern is more convenient." (7.274)</p>

Cultural and historical	Value within the place	“Yeah, I think it has a value within the place where we grew up, where our family grew up, when we first met, when we experienced our lives. It has value for me to express that and to embrace the fact that we both come from different cities have different backgrounds, we can celebrate our backgrounds and celebrate, you know, we come together as maybe a new family.” (8.78 – 8.81)
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### Main Theme 5: Wedding venue

Axial Code	Open Code	Fragment
Important criteria	The budget	“Important point for me, definitely somewhat like the budget. I do think that it is important that it is not too expensive.” (8.98 – 8.99)
		“For me also the budget plays a big part in decision making. Maybe the most important one. I just don’t want to have element of money or costing like a very big cost of the day. That is what I want to eliminate entirely. So, if there is a cheaper option, I want to celebrate our love and not think about in what way about cost or money or whatever.” (8.106 – 8.109)
	The feeling at the venue	“I think also the feeling that you have at the venue, which is maybe not something that you can describe but the theme that we mentioned, definitely need to gives me the feeling of those themes, those vibes when I take a look at the venue.” (8.99 – 8.101)
		“I think the most important thing is that you are at the wedding venue, so the feeling you get when you are at the place.” (5.256 -5.257)
		“Yeah, you feel related to the place and that is it.” (5.258)
	Convenience and price	“I think the convenience, the price. I think that are the most important to me.” (7.306)
		Yeah, first the price and the convenience. (7.307)
	Possibility to have both indoor and outdoor spaces	“That it has a nice outside garden and it has a nice space inside with a lot of lights, a lot of windows.” (6.234 – 6.235)
		“like a tent or something. Plan B if something happens.” (4.345)
	Privacy	“For me, I think privacy is very important. I want to have it kind of private, not too many people can just join and too many weddings taking place in the same area. So, I want to have private. That is for me important and how do you say that... It would be no rush and everyone can be comfortable and it would be relaxing.” (6.239 – 6.242)

	Small size	"For me, what is important is to not have it too big so cozy." (4.350)
	Flowers	"Flowers like a nice corsage or nice flowers, a girl would do all the flowers. For me, it fits really good in a garden or place outside, like decoration with flowers." (4.350 -4.352)
Overnight stay possibility	Not a priority	"No, it is not the main objective." (8.89)
		"No, it is not what is it about for us." (8.90)
	Unnecessary for a short wedding	"if it is a micro wedding, it wouldn't be required right because it only takes a few hours." (6.227)
	Guests drink alcohols	"Yeah, I think that is good. I think sometimes people start drinking and I think they shouldn't go home so I think they should stay at the hotel so that is the reason." (7.285 – 7.286)
	Relaxing for the couple	"Yeah, I think if we would do it, maybe we would sleep over. Because you have to wake up very early, do makeup." (6.230 – 6.231)
		"I think we would consider only for us not for the guests. Because after a stressful day of marrying and guests and family, we would decide to have a day only for ourselves." (5.248 -5.249)
"Yeah, we will be surrounded by family I think. We have to also entertain my parents in Brazil for a few days. It would be intense days and I think it is just relax for us to stay there." (5.250 -5.251)		
Quality time with friends	"Oh yeah, like a mansion that maybe we can stay there for one night or so with the friends. For me, it is not the most important in one day, to have everything in one day but it is the whole package. Like everybody needs to have like yeah, their beautiful time together, to celebrate together. It is not just two people and one day. It is like with your best friends and have a good weekend or something. Or a week." (4.369 -4.373)	
Historical site	Cultural background	"I think the culture where we came from, it is very crucial for me for that day, like getting a party in a traditional Dutch house or castle or of the province, maybe in Deventer where we first met. Maybe a nice room or place to stay, that is for me the most important thing." (8.64 -8.66)
	Intimate atmosphere	"For me, I think it would be either outside or in a building that has historical value to make the atmosphere more intimate I would say. I would not say it needs to be dark but I like a lot of lights for the atmosphere to create a nice ambience of

		comfort and joy. And if it would be outside, then it needs to be a good and sunny day, which might be a bit difficult to find so I think I will skip that option. But yeah, as I spoke earlier, I think in a historical building to get the intimate atmosphere.” (6.60 -6.64)
	Castle/ Land house	“For me, I think the same. So, either a historical building, something like a land house or a castle. That would be nice.” (6.66 – 6.67)
		“I also like classic and romantic so maybe somewhere like a beautiful castle” (8.61 – 8.62)
Hotel	Catering service	“I think like we would like food and cake and I think not so much more.” (7.277)
	Privacy	“I think we would like to keep it private. It will not be too much to entertain our guests. Maybe some music as well but not really like a live music so just keep it basic.” (7.277 – 7.279)
	Convenience	“I think if we have our wedding in a hotel I think it is more convenient. They will organize something for us and we don’t need to think.” (7.280 – 7.281)
Garden	Alternative for natural venue	“Just like we said with nature. I think like if we cannot manage to get like a nice nature like with mountain and everything, I think the garden is also good.” (7.289 -7.290)
		“the garden could be connected a little bit to nature but it will not make people, guests that don’t like nature uncomfortable so it would be liking.” (5.217 – 5.218)
		“We want to have it in nature but with the minimum risk of being in nature.” (5.219)
	Green vibe	“Yeah, because it is green.” (7.291)
	Less effort to decorate	“I prefer to be outside and I also prefer to have the nature or garden or something like nature flower around me with a nice view because then we don’t need a lot of decorations and I like it more nature than the decorations. Let’s say decorations you know. I was thinking we can use then the outside space or the view or something that is really beautiful to see, we don’t need a lot of decorations for it.” (4.329 – 4.333)
Park	Surrounding by nature	“I would like to be surrounded by nature, maybe like a whole park.” (8.60 -8.61)
Restaurant	Vietnamese buffet restaurant	“The location would be like a restaurant. We think about a Vietnamese restaurant in our city that is like a buffet, something like that. The restaurant is very lovely so we

		planned to have a wedding there but I am not sure right now.” (7.87 – 7.89)
Beach	Outside of the Netherlands	“At first, if I imagine about the wedding at the beach, I think about in Thailand, not here. The wind is very strong here and it is not as beautiful as I expected.” (7.95 – 7.96)
		“I would like to have it in Brazil because I don’t find the beach in the Netherlands so beautiful. They have more palm trees and close to the sea like in Brazil not here but it is the area.” (5.225 – 5.226)
		“I like the beach also in Brazil better than the beach in the Netherlands because it is just very windy here I think but I also like more the picture that I have in mind, Brazil beaches more than the Dutch beaches.” (5.228 – 5.230)
Countryside/ rural area	Acoustic, laid-back ambience	“Actually, that would be my favorite because I was raised in the countryside. I was always seen my grandparents’ farm on the weekend and it just kind of really have an acoustic theme about countryside.” (5.240 – 5.242)
		“I like the countryside because of the laid-back ambience of being in the countryside.” (5.244 – 5.245)

#### Main Theme 6: Wedding florist

Axial Code	Open Code	Fragment
Pastel colors	Personal preferences	“Green is the color of the plant but a lot of yellow and light colors and we love it, it was really us. It was a bit like vintage old style. It was really good. So, I think that will be also one. We don’t like red flowers like roses, just like simple yellow and white flowers.” (4.87 – 4.90)
		“I would like it in pastel colors like blue, pink, light shade yellow.” (5.86)
Bridal bouquet	Tradition	“Well, again I think if I think about it myself, I just like the traditional bouquet at the beginning, like traditional throwing in the air for our friends to catch. It is a symbolic moment of course that I really like.” (8.120 – 8.122)
		“I think it is a part of the ceremony. I think it is tradition.” (7.314)
		“Yeah, just tradition to have a bouquet.” (7.315)
		“for me it is like standard when you are married you know.” (4.397)

	Accessory for the bride	"Because then I don't feel so awkward walking. I think because you have one hand with the bouquet and one hand to walk with your dad." (6.258 – 6.259)
	More personal and modern	"Yeah, I think I like it, like because I don't like it traditional way or in the rules like when it is the traditional way, recall the history of wedding or...because I am not interested in this historical site and traditional I don't like very much but I like the idea so I would like to make it more about me and less about the others that are not me and less about tradition." (5.268 – 5.271)
Altar arrangement	Nice spot for pictures	"I think it is because where you are standing with the two of you. So, I think it has a nice, it is a cute booth to also make nice pictures and just a nice spot to stand I think." (6.251 – 6.252)
Backdrop	For the memory	"Oh, for the memory, for having like pictures in a place that is beautiful and cool and you are going to see and remember that something special and beautiful that happened." (5.278 – 5.279)
Corsage	Unnecessary	"Like okay, corsage, everybody has his own corsage but we don't have to have corsages." (4.390 – 4.391)
Decoration flowers	Overall complete picture of a wedding	"It is just the overall complete picture. I would say that if we have only the flowers than it would be...or how do you say that, it is the overall picture. I think flowers do make it more beautiful, more elegant, so go for the decoration." (6.263 – 6.265)
	Personal preferences	"I think it is simply because I love flowers, I just like it and I find it very beautiful. And I find it very aesthetic." (5.263 – 5.264)  "I would like to have more flowers for me because we like to have... I like flowers a lot so we don't need lots of decorations but flowers to me is really important." (4.96 – 4.97)
Flowers are not too important	Overdone at weddings	"Well, for me, I do think flower is important because it fits the theme romantic and nature you know, those are like elements of romantic and nature so for me, I think it is important but not too much. I think it can be quickly overdone at the wedding, like flowers everywhere, that is not necessary personally but I think it is beautiful to have a huge flower when you come in, you know, like a nice big bouquet at the entrance and like Floris said, the bouquet that I hold, that I throw away. That is definitely something that I want but I do not need like flowers for everyone and every corner of the room. That is not necessary." (8.123 – 8.129)

	Lack of interaction	“if I think about the service, I would more or less think about something that the guests can directly interact with so I don’t think the guests will come and say “Oh, this is nice flower” but more or less, I think they would be more attracted in the drink or the food or the cake so that would be the services that I might pay a bit more because I know that they would be directly involved.” (7.107 – 7.111)
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### Main Theme 7: Wedding décor

Axial Code	Open Code	Fragment
Candles and lights	Nice atmosphere	“it creates a nice atmosphere.” (6. 276)
		“Candle lights or how do you say...Little lights on the tree, you know, like Christmas decoration. But yeah it is cozy, it is cozier, very simple.” (4.336 – 4.337)
White linens	Fits with the elegant theme	“I think because it fits nicely with flowers and the overall atmosphere, elegant.” (6.281)

### Main Theme 8: Wedding photography

Axial Code	Open Code	Fragment
Photography coverage during the day	Special moment at the ceremony	“Oh, for me, personally, I would like to have someone taking pictures during the ceremony, you know, with the rings when we say nice words to each other, when friends and family leave a tear, one or two, you know, happy together and when Floris enters, oh I enter, I am entering. Yeah, just like those moments I would like to have on photos because that is the special event that is getting married.” (8.137 -8.140)
		“the photos of the ceremony are important because we think about it, think about having children in the future and I want to capture that moment for later on.” (8.142 – 8.143)
		“For the memory” (5.282)
Photoshoot before and after the ceremony	Not special	“The before or after, I don’t think it is that special.” (8.140 – 8.141)
	Special for the review moment	“Because you can do the review moment. Nice pictures when you just do your makeup, so you look very nicely.” (6.284 – 6.285)
	Having more pictures	“women always want more pictures.” (6.106)
“The photoshoot for sure because I really like to take pictures.” (5.98)		

Videography	Unnecessary	<p>“I think of course a video is nice but it is one thing and you can take many pictures and then pick the one you like and maybe share on Instagram, yeah you know send to family and friends. You can’t really send your video by mail, well you can nowadays but it is just different.” (8.156 – 8.158)</p>
		<p>“And I think capturing with a picture is like a moment of joy, it is the moment with special meaning for us. I think video makes it very attractive, little more sensational but it is not what it is about.” (8.161 – 8.162)</p>
		<p>“But the videography is something quite professional and I think we can just make some small videos with the guests and all together but it is not necessary.” (5.98 – 5.100)</p>
		<p>“The video, I would not like it I think. For married people, pictures mean more for them than a video.” (5.101 – 5.102)</p>
		<p>“I think photography is the most important thing for me, more than videography because the pictures are so important of that day. Sometimes we had a party and I forgot to take pictures I feel like “oh”. For the pictures, I would pay more than usual because for me it is very important more than a videographer. Video is just video but with pictures you can do a lot. You can make like hang it on the wall.” (4. 113 – 4. 117)</p>
	Necessary	<p>“I think it is one day only and I think it would be one of the happiest day of my life and I would want it to be on camera so you can look back on it and show something for my children later.” (6.89 -6.91)</p>
		<p>“If you look back at the video instead of looking at the pictures, I think if you look at the video, it would bring you back to the moment so it would be a bit more experienced than looking back at the pictures.” (6.92 – 6.94)</p>
Outsourcing photography service	Save the budget	<p>“I think this will be done by a friend. I think we would ask a friend who has a nice camera. Because I know that professional photographers, they can cost a lot because they have really good camera and yeah, they need to make profit for their purchase so I think we would ask a friend.” (7.114 – 7.116)</p>
		<p>“Yeah, actually in Thailand, almost all people will have pre-wedding photograph and then you hire a photographer and it costs a lot also but actually, I prefer to have pre-wedding and also in the wedding ceremony but maybe would be like a photographer that I know so it will not cost a lot like a professional photographer. That is what I think.” (7.117 – 7.120)</p>

	Photographer is no longer a crucial job	“I think in the past, you need a professional photographer because it was not easy to develop a picture from a film to real picture but it is not like that anymore therefore, this job is not as critical as it was so anyone can do it now.” (7.123 – 7.125)
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### Main Theme 9: Wedding music

Axial Code	Open Code	Fragment
Unnecessary to have live music	Possibility to invite musician friends	<p>“I think that I doubt between two, between just playing music that we like, for both of us it is valuable and because I am a singer myself so I do like live music so I might just ask some friends of mine to, for example play but I would not want to pay for live music at my wedding. I don't think that is necessary, you know, then I just play a playlist.” (8.171 – 8.174)</p> <p>“we have a lot of musicians as friends so we might just invite them over.” (8.181 – 8.182)</p>
	Difficulty to set a theme for live music	“if I invite people, especially now most of my friends are Dutch. All of my friends are Dutch and Polish and Latin and her friends are mostly Thai and some Dutch so I think it would be difficult for us to really put a theme on music so I don't think I would have any live music performance.” (7.129 – 7.131)
	Live music is less intimate	<p>“Just the thought, if we are going to invite 20 or 30 people to make it very intimate and then we also have to invite like four or five different band members, it becomes less intimate for me so of course they are strangers or maybe one or two are familiar but then again, we have to invite strangers to our wedding and it is not the way I want it.” (8.175 – 8.178)</p> <p>“I think it would be bigger and less relax.” (5.294)</p>
Advantages of pre-recorded music	Personalize playlist	“I think I can make a playlist because if we have a band sometimes it would be difficult to have really specific music that you want to. I know me and my boyfriend are very specific persons with the music that we like and making a playlist that would have been cozier and could have all the variations and styles.” (5.288 – 5.291)
	International playlist	“I think maybe live music wedding is not our style but we can use the microphone and speaker to play music on Spotify, something like that. And use the international songs so that would be better.” (7.132 – 7.134)
	Easy to set up	“Because it is easy. It is easy and then you can pre-choose the music before because we also have our music that we

		really like. If we have like a live singer or somebody who doing a violin or something I would like to but it is not so not necessary. But yeah, if it is possible we would like but just recorded music, for us that would be enough.” (4.403 – 4.406)
	Restaurant feeling	“It is like a restaurant feeling so.” (4.406)
Solo artist	Nice vibe	“For me, I have been to quite some weddings and I really like live music so I think it would be nice to have someone with the piano and someone with the violin. It just gives me a very nice vibe.” (6.113 – 6.114)
		“maybe for one or two hours, somebody will perform that day it would be cool but not necessary. I think speaker can be good. But it would be romantic if someone just do one or two hours or both, it sounds good.” (4.137 – 4.139)
Orchestra	Classical music	“I don’t want a MC or someone who is talking to the mic, I think it is very disturbing actually. But having live music would be quite nice, maybe in addition to what Fabienne said, so if she likes classical music, we can have like a small orchestra but of course it needs to be cheap. I am not paying for that money you know. Let say money would be an issue to have an orchestra who can play during the ceremony and also throughout the whole event itself.” (6.116 – 6.120)
A DJ	Possibility to customize the music	“Yeah, I would like to have that but yeah, it depends on the area if we can make music but it would be super nice if we have a DJ just to say to the DJ which music we like. so, my sister has the same. So, she had a DJ and she exactly said to him what source of music she liked so it was perfect. It was so easy and you don’t have to worry about it and the guy played the whole night so it was a good idea. Because my sister did like that.” (4.411 – 4.415)

#### Main Theme 10: Additional services

Axial Code	Open Code	Fragment
Wedding cake	Convenience	“I think it takes a lot of time and effort to make and also to clean it up, I think it is better that we just buy it.” (7.153 – 7.154)
	Tradition	“After the ceremony, I always eat cake and I really love cake so for me, it is something that it just fits.” (6.303 – 6.304)
		“I like sweet and cake but I think it is like just for the tradition of cutting the cake. I say it little bit too weird because I don’t like tradition but I like the idea of cutting the cake. Most of the weddings that I went since I am a child I had a cake. And

		like in Brazil that is actually also the end of the party when you cut the cake, everybody knows that is it.” (5.314 – 5.318)
	Cupcake as alternative	<p>“It might be one of the smaller bites but maybe not necessary like a wedding cake, like a traditional wedding cake, big, expensive. It could be more like...how do you call that, little cupcake.” (8.205 – 8.206)</p> <p>“just like small cupcakes, just like a part of one of the snacks because maybe the guests would start with sweet and end with salty snacks so you know, when everyone comes in, we have a place where everyone can get a cupcake, one or two, yeah maybe just like food decoration but I think that is nice.” (8.208 – 8.210)</p> <p>“I guess that is because of the traditional part. I have had multiple of those big wedding cakes and I think they are not that nice often and you got to like it you know and not everyone likes those cakes and I think cupcake is much more like reachable for everyone to like, more open and yeah, I think it is just my thought about wedding cake.” (8.214 – 8.217)</p>
	Allergy requirements	“I think maybe the wedding cake because Jader is lactose intolerant and gluten intolerant and we thought about a cake totally different from fruit, not even from cake so maybe something different.” (4.203 – 4.204)
Makeup and hair	Preference for only hair service	“I would like to have my hair done, my makeup would not be necessary but my hair would be nice.” (8.189)
	Convenience as part of a full package	“I want to have the complete package, like to have your makeup and hair done before the ceremony.” (6.295 – 6.296)
		“It is easier than to find it separately.” (6.298)
	Special appearance	“Because I want to look pretty.” (6.295)
		“I just like it especially because I make so many pictures also to feel beautiful, not that I don’t feel myself beautiful without makeup and hair made but just because it is a nice special day so I like to have something extra.” (5.297 – 5.299)
Self-service	“Makeup and hair, I am not so worried about. I have a smaller sister and she is really good at high fashion makeup.” (4.220 – 4.221)	
	“And my hair she can do the same or I can do it. I don’t think I am going to hire somebody for that.” (4.223)	

		“Well, actually he doesn’t care too much about the makeup but I care about the makeup so...But, I think I will do my makeup by myself and my friend, she can help me.” (7.146 – 7.147)
Wedding invitation	Self-design	“Because our wedding should be minimal and not pay a lot so for us, we try to do it by ourselves like create an invitation card.” (7.147 – 7.148)
	Convenient to have digital invitations	“especially because maybe like invite people living in different countries then it would be easier because like the time that you are sure that they say yes to the invitation, that it doesn’t get lost.” (5.301 – 5.302)
	Memorable to have paper cards	“I find it memorable to have one or two made in paper for my parents.” (5.305)
	Simple style	“It can be simple. It is not necessary...I don’t think I even have addresses of all my friends.” (4.234)
Catering service	Snack station	“I think for me, definitely because I love food, I would not want like a full food menu but I just want like some amuses, like just a few bites. You have been sitting for a long time, you have been sitting still, you have been listening, you get hungry quickly so you just feel like, you know, having a snack or something, some nice snacks would be nice to the wedding.” (8.185 – 8.188)
		“the snacking part is important. Everyone visiting a wedding would like to have a nice snack. So, we are going to totally figure it out in a way. Maybe for the fun of it, make some snacks ourselves or maybe our friends.” (8.191 – 8.193)
		“More like drinks and some snacks. It is a micro wedding after all.” (5.323)
	Buffet	“I think it would be just like a buffet. I don’t think menu. I think menu would make it too complicated and buffet is easy to arrange and everyone can just take what they want. We would try to provide some courses but I think we will not go like full customized Asian.” (7.333 – 7.335)
		“Yeah, and if it is a la carte. We didn’t know that our guests would prefer something or not prefer something so I think buffet is a choice.” (7.336 – 7.337)
		“easier would be a buffet.” (6.311)
		“I think a buffet would be more convenient.” (6.316)
Sit-down dinner	“classier, fancy to have a 3-course menu.” (6.316 – 6.317)	

		<p>"I think it would be fancier to do like a 3-course menu." (6.311)</p> <p>"I don't like when people are standing up and have to take their food and then sit down. I just like to have everybody just sit down and just talk with each other and not standing up. It is chaotic a little bit. That is why I don't want a buffet. But for later, for the party, like mini snacks around. Yeah, I would like to. But for dinner, I just like to have a normal dinner when people sit. They don't have to stand up." (4.362 – 4.366)</p>
	Catering at the wedding venue itself	<p>"I think if we are in a hotel, hotel can already arrange it for us. But we would be like somewhere in nature I think, like natural theme I think then we would have some resorts where they have like nice meal. But that could be still dinner in a hotel, right? Because a hotel and resort is similar. I think it will be in these kinds of places." (7.340 – 7.343)</p> <p>"I wouldn't mind if it is at the venue itself because then it is easier don't have to let a lot of people drive to somewhere else." (6.320 -6.321)</p> <p>"For me as well. So, it is easier to have like one stop shop, if you call it like that to facilitate all those things so it is easier for the couple to make sure that everything will be covered, what they want to serve. I think it is very important that these kinds of services will not be provided only because of the ease of use but I think for me especially, I would be very critical to see these services. So, it is kind of a broad way of services if it has decent quality to begin with and not big ease of having all those services over the quality itself." (6.323 – 6.328)</p>
Welcoming service	Receiving guests	"I think receiving guests, to make sure that they are seated or make sure that they know where to sit down and where to put the jacket on, like a small welcome." (6.135 – 6.136)
Cleaning service	Clean up after the wedding	<p>"I think the cleaning crew, people to clean up." (7.138)</p> <p>"I think he means to organize after we finish the wedding because if the bride and the groom have to do it, it is not comfortable." (7.141 – 7.142)</p>
Wedding attire	Wedding suit	"I definitely want a very nice suit for my kids to brag about later on." (8.193)

### Main Theme 11: The price

Axial Code	Open Code	Fragment
The importance of the price	Slightly important	“It is important but for me there is no like limit or something. Once again, I have already told, I don’t want to think about money part of the preparation. So, if it is going to be €3.000 or maybe €5.000, I don’t want to think about it.” (8.221 – 8.223)
	Reasonably important	“There is a limit though. It is not like we only have €1.000 or €2.000 to spend. Something like maximum €5.000.” (8.226 – 8.227)
		“You know, the think is like it should be enough to impress but it should not be too much to show off that you have so much money. You need to make it good as it happens just once in your life but people have interesting in mind, they start putting money in it and it becomes showing off how rich you are so then it is a problem, it is a life that I don’t like. It needs to be good to make sure that you show to the world that you are good together.” (7.167 – 7.171)
		“For me, it is something that I want to take into account. That it shouldn’t be too expensive but it should be worth the money in my opinion. So, it is important but I would not say it is very important.” (6.163 – 6.164)
		“it should be reasonable.” (6.166)
	“We don’t want to have super expensive wedding we want to have minimum of it. But when we do it, we are not scared that it will take lots of money. It is not like we want to save for our wedding but we don’t like too expensive lifestyle. We don’t know but if it is like €10,000 or €20,000, it depends on the country where the wedding will be. We don’t want it to look like a really expensive wedding for the outsiders because we are not like that. We just want a place for everybody and what it will cost we don’t know but we are preparing for it.” (4.242 – 4.247)	
Very important	“Very important. I don’t want to spend too much on a micro wedding.” (6.161)	
	“Yes, I think the price is definitely very important for us.” (5.124)	
Preference regarding the price of a micro wedding package	Under €5,000	“Yeah, I guess €4.000 sounds pretty good.” (8.236)
		“€4.000 to €5.000. I think that would be nice.” (8.237)
		“I have never gotten married before so I don’t know how much does it cost. I think maybe like €5.000 or €6.000 would

		<p>already been a lot because it is my 2 or 3-month salary already for me.” (7.162 – 7.163)</p> <p>“€3.000 or €3.500 I think.” (7.200)</p> <p>“Like I said €3.000 to €4.000.” (7.199)</p> <p>“I think around €4.000 to €5.000. I did wedding planning in Aruba and we didn’t need a lot of stuffs because it was a very small wedding and we had everything so it was around €3.000 but in the Netherlands, it is a bit more expensive so it would be around €4.000 for a micro wedding would be very nice.” (6.196 -6.199)</p> <p>“Well, I think if there is no Covid-19 and we are going to married, €4.000 euros is reasonable. We are all happy.” (5.153 – 5.154)</p> <p>“And I think also we would like a wedding to happen but besides that we would also like to save some money to do a little travel together because I think it is more romantic.” (5.155 – 5.156)</p> <p>“I think it is a catchy value. You don’t have to expect like thousands for a wedding but you can use it for traveling or garden, something like that or our hobbies or children or whatever but still it has to be a nice day.” (5.328 -5.330)</p> <p>“I am actually very surprised because of the price because I have not known that micro wedding could be this price because normally for a wedding, you would have to pay like €10.000.” (5.175 – 5.176)</p> <p>“Sometimes the wedding can be even more than €10.000 so €5.000 is very reasonable.” (5.177)</p>
	From €10.000 to €15.000	<p>“It is difficult for me to say because I am kind of a guy who doesn’t know a lot about the research to know what is included in the package to put the price tag on top of that. I mean if it is really needed and it covers all the things that I want to have, some designs, some flowers that are not easy to find, I don’t mind to pay up to €10.000 for a wedding. So, it should be price and quality in a good ratio.” (6.186 – 6.189)</p> <p>“I think, we were thinking to use €10.000 but if it is €20.000 or €30.000, we are okay with that but we expected to have €10.000 for it.” (4.278 – 4.279)</p> <p>“Yeah, 30 guests. We were thinking like that. A friend of mine also got married in Holland and her wedding was something like €10.000. So, it was possible so I asked my sister and she said “Oh, just wedding like Mira, it is just like €10.000” She also rented her dress.” (4.281 – 4.283)</p>

## Appendix XVIII Interview Experts Analysis

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The first part of qualitative research involved in-depth interviews with foreign experts in the US. It explored the topic of micro weddings and how to have a successful micro wedding planning business. To present the results, the suggestions of the field experts were listed per each dimension. All interviews were transcribed and processed by using the open and axial coding method.

- Interview 1: Gretchen Culver (Rocket Science Events & Minne Weddings)
- Interview 2: Hester Parks (Park Avenue Events)
- Interview 3: Iver Marjerison (Colorado Micro Weddings)

### **Background information**

The background information was the first core concept. This concept was divided into business information and reasons for offering micro wedding packages.

- Business information

Regarding the background information of the businesses, there were three types of companies that offered micro wedding package. For Colorado Micro Weddings, the company had a background in micro wedding planning (3.5 – 3.8). For Minne Weddings, although the company offered the micro wedding service, the company's founder had a background in design and planning for big, luxurious weddings (1.9 – 1.13). For Park Avenue Events, the company offered various services besides micro wedding planning, such as social events and corporate events (2.5 – 2.7).

- Reasons for offering wedding packages

For Colorado Micro Weddings, the main reason for starting the micro wedding business was the high demand from the market. Interviewee 3 mentioned, *"I just realized that there are just a lot of people doing small weddings, and there are not a lot of people can add catering to it, so it is just kind of seem like a service that they are looking for"* (3.18 – 3.20). Another reason was the pandemic, as strict measurements led to a smaller guest count. According to interviewee 2, *"The main reason was because of the number of people that were being allowed to attend a wedding due to Covid-19"* (2.28 – 2.33). Interviewee 1 also shared the same thought as she mentioned the decrease in guest count and the demand from couples to tie the knot during the pandemic were the main reasons to start her second business in 2020 (1.13 – 1.26).

### **Characteristics of a micro wedding**

The characteristics of a micro wedding was a second core concept, and it was divided into main characteristics and reasons why micro weddings are popular.

- Main characteristics

Based on the answers provided by the interviewees, a micro wedding had three main characteristics. The first characteristic was the number of guests. According to interviewee 3, *"The guest number is really kind of everything. If you have two people or 100 people, that is the biggest factor that is going to change the wedding, so that is the primary aspect of it"* (3.24 – 3.26). Interviewee 1 also shared the same opinion as she mentioned the main characteristic of a micro wedding were the style of a wedding and small guest count. *"I would say 30 or fewer guests, but really it is a shorter experience, just the essentials. So, you have the ceremony, followed by a short reception. We are not doing a sit-down dinner or a buffet. No heavy appetizer. We offer cake and champagne. People can add on some light bites if they want but short reception and then a little bit of time for photos and that is it"* (1.102 – 1.106). Different from a standard wedding, a micro wedding was seen as a *"shorter, more abbreviate experience"* (1.111). Moreover, the time frame of only 90 minutes was one of the characteristics of a micro wedding. According to interviewee 2, *"I would say the main characteristic of a micro wedding is the time frame for a micro wedding. Like I mentioned before, it is 90 minutes. If it goes more than that, I would consider it not to be so much of a micro wedding"* (2.35 – 2.38).

- Reasons why micro weddings are popular

When asked about why micro wedding became so popular, one of the reasons mentioned by interviewed experts was the changes in lifestyle and perspective on a traditional wedding. Interviewee 3 explained, *"In general, the generation cares less about tradition, less religious, less culture and things"*

like that are less important, and I think that would drive a lot of traditional weddings, people who feel like they have to get married in a local church with everyone they know. And I think that this generation getting married right now doesn't feel the requirement of following the past tradition, kind of less religious and also this generation tends to be more focus on experiences and things like that" (3.28 – 3.36). Sharing the same perspective, interviewee 1 mentioned that the next generation of couples getting married had different priorities. "They don't want to spend so much money on a wedding. They would rather buy a house or take a trip. They don't look for all those bell and whistle around. They value spending time with their friends and family, creating really amazing experiences. So, I think it is just the mindset of the next generation of couples, it is really changing, and we have to adapt to what they want otherwise we are not going stay in business" (1.129 – 1.133). She also mentioned micro wedding was an affordable option for couples nowadays (1.114 – 1.115). Lastly, as the interviews were conducted during the pandemic, Covid-19 was also one of the reasons mentioned by the interviewed experts. Due to Covid-19, "a lot of people who didn't have the option. You can't have a wedding during the pandemic, so it is kind of be a subsidy at that point" (3.36 – 3.38). Interviewee 1 also mentioned Covid-19 as the reason couples decide what type of wedding they would want to organize (1.118 – 1.119).

### **Trends and developments**

The third concept was trends and developments. As the interviews were conducted during Covid-19, this concept was broken down into four categories, namely were before the pandemic, during the pandemic, couples' reactions, learning lesson and the impacts.

- Before the pandemic

Two out of three interviewees mentioned that the micro wedding trend had already existed for a while and became more popular due to the pandemic. According to interviewee 3, "It was already growing. It has already been getting more and more popular in the last few years before corona, but it definitely got bigger with the pandemic" (3.40 – 3.41). Interviewee 1 also shared the same opinion as she mentioned, "It is not a brand-new concept. It has been around for a bit" (1.137). On the contrary, interviewee 2 referred to the micro wedding trend as a temporary trend only. She mentioned, "For me, there was not much of a trend, necessary here in Atlanta." and "people were okay with spending a lot of money at that point because they were able to invite whoever they want to their wedding" (2.54 – 2.56).

- During the pandemic

When asked about the market demand during the pandemic, all three interviewees mentioned that there had been a high demand for micro weddings since the outbreak of Covid-19. According to interviewee 3, the micro wedding concept had been applied for all weddings that happened during the pandemic as it was the only option for couples; "For everyone. Now, people are planning their wedding again, but during the pandemic, everyone has to do a small wedding, so it was just like everyone was just doing it. Every wedding that happened in the last 6-7 months was a micro wedding, so it went from a small group of people to everyone" (3.43 – 3.45). The micro wedding concept was also seen as an existed concept in the market; however, the outbreak of Covid-19 made a difference and forced the businesses to adapt to the situation. According to interviewee 1, "So, I think that there was demand before, but the pandemic really put gasoline on the fire, and it allowed couples find what they are looking for, be educated about something that they don't even know that they could have and then so many other businesses because their main businesses were dead basically. We were looking for a way to stay in business. So, it was all those things that the pandemic did, and it accelerated a trend that is already there" (1.143 – 1.148).

- Couples' reactions

According to interviewee 3, the reactions from couples were relatively straightforward. He explained, "People like the idea of it or they don't. Some people just want to have a really big wedding" (3.47 – 3.49). Additionally, there were also lots of positive reactions from couples according to interviewee 1; "Everybody loves it so far" (1.151). However, according to interviewee 3, there were mixed feelings towards the concept of a micro wedding as she mentioned, "I think it was mixed emotions. Some people, they started out telling you, "Oh, I can get my list down to 25", and it became 40 and then it was back

to 50. I was like “when you get back to 50, it is no longer a micro wedding as it has too many people. So, I just have met couples with mixed feelings” (2.67 – 2.72).

- Learning lesson

One of the advice from interviewee 1 when starting a micro wedding planning business was to give guidance and instruction for the couples and the guests along the process. She mentioned, “We did have a learning lesson from couples, and we did ask for feedback. One of those was it would be really great if there was a printed, a sign at the mini wedding kind of going through what the day is going to entail. Welcome sign with their names and everything. So, that is something that we added so as their guests arrive, they can see that this is the ceremony and then cake and champagne and then you are going leave. We also invested in name tag so we are clearly identified as planners just to make sure that. The couple, they are fine with the experience and they want to book it, but the guests are the ones who need a little bit more help and education” (1.163 – 1.170).

- The impact

Firstly, regarding the long-term impacts on the wedding industry, two out of three interviewees mentioned that the micro wedding trend continued to grow in the future as couples with a limited budget could have their dream wedding in a stylish way. According to interviewee 1, “I think that it is here to stay. People ask me all the time that “Oh, so you are going to go back to Rocket Science when weddings go back to normal?” And I tell them that I have two businesses now. People still want their big wedding. That is for sure. They still want their dance party. And that is Rocket Science’s client. But then this micro wedding, that is here to stay. These people will not go anywhere. They will never have a big wedding anyway so even when big wedding comes back, it is still not for them. So, they would just probably want an elopement or something really not that fun and cool” (1.184 – 1.190). For a high-end market, this was seen as a temporary trend and became less popular when corona was under control. According to interviewee 2, “as people get vaccinated and the number of people can gather safely and social distance continues to climb, I think it won’t be that popular” (2.75 – 2.79).

Secondly, regarding the impacts on vendors, they needed to adjust their services by coming up with small service packages designed for micro weddings. According to interviewee 1, “I think that they are going to have to create their own micro wedding service, like a branch of them. I think it is actually easier for someone like a florist or photographer to create small wedding packages, micro wedding packages. I think they can do that fairly easily” (1.198 – 1.200). Interviewee 2 also had the same thought as she mentioned “The photographer and florist and those types also got on board with the idea of having to do something less than like a full setup. Some of the florists, especially the florist that I am working with for my micro wedding. She is starting her separate brand, her separate company that just does the bouquet, an altar set up for a micro wedding, and her minimum is a lot less than a normal wedding. The same thing with the photographer, they made adjustments, and they created packages that are earlier or something like that” (2.85 – 2.90). Regarding the wedding music, interviewee 1 suggested DJ make a ceremony music package (1.215 – 1.219). Moreover, she mentioned that it was necessary for wedding vendors nowadays to be more technology forward. “It is also going to force us as wedding vendors to be more technology forward. I think the wedding industry is very behind the time on technology and how couples use technology and how couples shop for their wedding vendors, and that is not going to change. If you try to get people on the phone all the time, I think we will not going to have success. The couples are going to force you to adapt, or you are just not going to stay in business” (1.233 – 1.238). For her own business, she used lots of apps (1.241 – 1.246), offered livestream (1.250 – 1.256) and created an automated online booking system, making it easier for couples to book the service (1.201 – 1.206).

Thirdly, regarding the impacts on customers’ behavior, this trend had brought a new way of getting married to many couples who didn’t have an alternative from traditional weddings. According to interviewee 1, “I really hope that customers, the couples who are getting married really start to understand that they can do their own thing. I think we are seeing that, and if you go to Instagram, people are doing elopement and I love that. I am hoping that it really changes the way clients and

customers perceive what a wedding is. I really hoping that, that is what the trend is and they are looking at all of their options as alternative things for the traditional wedding box” (1.223 – 1.228). Additionally, the role of wedding planners had changed. Interviewee 2 mentioned “I feel like with the micro wedding, the clients are even more to the point where they don’t necessary feel the need to hire a planner unfortunately” (2.92 – 2.103).

### **Target group**

The next concept “target group” was divided into two categories, which were the main characteristics of the target group and their wishes and needs regarding the wedding day.

- Main characteristics

When asked about the characteristics of a micro wedding, the interviewed experts mentioned some characteristics of the couples who would like the style of a micro wedding. Interviewee 3 mentioned they were informal, contemporary and adventurous; “People who want to do informal, more contemporary, smaller weddings. Adventurous people I guess” (3.73 – 3.74). Additionally, a micro wedding was an appealing concept to couples who wanted to renew their vow or had a second marriage, according to interviewee 1 (1.259 – 1.260). Interviewee 1 also mentioned that the target group was working professionals; “The majority comes from Minnesota area, so we are not doing thing in the suburb or in the middle of nowhere. So, they are working professionals. We had a few couples who are front-line workers in health care, but the background is really ranged from what I can tell” (1.262 – 1.265). When it came to the background of the target group, in general, it was very diverse; “All ethnicity, all combination of couples, it is really awesome. It is so accessible to people” (1.265 – 1.267). Additionally, interviewee 2 mentioned that her target group was based on the style of available wedding venues; “my target for a wedding is based on the venues that were willing to allow me to do the micro wedding there” (2.105 – 2.108). Regarding the age group, two out of three interviewees mentioned millennial couples. According to interviewee 1, “I would say we are mostly speaking to millennials, couples between early 20s to early 30s” (1.260 – 1.261).

- Wishes and needs with regards to their wedding day

When it came to the wishes and needs of couples on their wedding day, couples who liked to have a micro wedding looked for a more casual way of getting married; “I think just people looking for things that are contemporary, less focus on high-end decoration, things like that and more focus on the experience aspect of it” (3.80 – 3.81). In addition, interviewee 1 mentioned that they were value-driven couples who focused on the experience and wanted to connect with their family and friends on their big day; “Well, I think for everybody, they have some key motivations for a micro wedding. They want a connection with family and friends. These are people who really value their dear and loved ones so I am always trying to tell them that this actually allows you to spend more time with people that you want to spend time with” (1.270– 1.273). Moreover, a micro wedding was a good option for a shy, introvert couple; “We have a lot of couples who are shy or introverted, and they don’t want to be in a big crowd so sometimes we touch on that” (1.282 – 1.283). The micro wedding concept also attracted people who cared about the environment and wanted to include a sustainable aspect in their wedding. “By sharing those resources, you don’t create a lot of waste for your wedding. We plant a tree for a person who attends a mini wedding. So, I think that is important with a lot of our clients too” (1.284- 1.287). Lastly, couples who liked to have a micro wedding valued the ceremony itself and the ceremony was considered the most essential part of the wedding. According to interviewee 2, “For the people who do a micro wedding, what is important for them is to sign, seal and deliver, basically is to do their ceremony” (2.120 – 2.125).

### **The micro wedding package**

Regarding the micro wedding package concept, there were four main categories, namely were the services included in the package, the timeline, the venues and the vendors.

- Services

In general, a micro wedding offered all the essential elements of a wedding, such as the florist, the venue, the officiant, the photographer, cake and champagne toast and music. According to interviewee

1, *"We include the venue, the décor and the rental. When we designed it, we wanted to make sure that there will be a really cool ceremony backdrop because that is where a lot of pictures going to be taken, and that is "instagrammable" thing. Personal flowers for the couples, so we have two bouquets, one bouquet and one boutonniere or two boutonnieres. They get cake and champagne; they get to pick their cake flavor. They get one photographer and a videographer. And with the videographer, they get a ceremony edit, and with the photographer, they get a minimum of 75 professional edited that they can download. The officiant is included. Some people have their own officiant, which is fine, we still don't reduce the package's price because our officiant is still there and usually needs to help their officiant to make sure things run smoothly. When people bring their own officiants, usually are their friends and they don't know what they are doing. We say that planning and design is included. And then we usually have a pretty cool lounge set up for pictures. The design is really important to me. I think that there will be competitors that pop up in my market, and I think design is where we set ourselves apart. And then, music and digital invitation"* (1.290 – 1.303). Additionally, there were extra services such as livestream. Depending on the needs and wishes of the couples, it was possible to upgrade their packages; *"We allow people to add on something to so they can add on more flowers for their family or they can add on some appetizers. They can upgrade to a printed invitation"* (1.303 - 1.305).

- Timeline

The duration of a micro wedding was approximately 90 minutes. The wedding often started with the ceremony, following by a short reception when the couple cut the cake, and the guests had their champagne toasts. In a micro wedding, there was also photo time for the couples, together with the guests. According to interviewee 2, *"So, basically, it can look like whatever they chose but typical with a micro wedding, they don't have a bridal party so what has happened with my bride is that they do have their hair and makeup done, we just come down to the ceremony. The groom arrives. We have some photos and video with him. Putting on his jacket, putting on his boutonniere and then we start the ceremony because we only have 90 minutes. Usually, the couple will send out their electronic invitation. And we say if the wedding starts at 3 o'clock, at 3 o'clock, the groom and the officiant will walk down the aisle. And then we do the ceremony, they come back down the aisle, and then they go either to the left or the right. The couple has their first dance and might take some pictures depending on what time of the day it is. And then they cut the cake and do the champagne toast"* (2.139 – 2.147).

- The whole day wedding experience

According to interviewee 1, the micro wedding concept allowed couples to do some extra activities during the wedding day itself. For example, the couple could spend time at the spa; *"people really make it as a whole day experience, which is so amazing and so fun. We had one couple who had a morning time slot. After the wedding was over, they went to the spa, and they were at the spa all day"* (1.309 - 1.314).

- Time slots

When asked about the time slots system, interviewee 1 mentioned that it was effective as there was enough time in between to clean and reset the venue for the new couple after each wedding. *"So, we play with the amount of time between weddings because of Covid-19 requirements regarding cleaning and sanitary. But we have 2 hours in between. So, 5 times per day, it might be 10, 12, 2, 4 and 6. And because we have that time, so the guests are gone, and the couples are still on side but they are taking pictures somewhere else, so we have plenty of time to reset. But everything stays the same, the backdrop stays the same, the tables stay the same. What we change is just having extra linen or doing tables that are required linen and sanitized. Right now, because of Covid-19, we are doing the assigned seating for the ceremony, so we create a sitting plan. For every ceremony now, we need to change the ceremony setup but, in the future, when there is no Covid-19, the ceremony setup will just stay the same. So, literally just a little bit of cleaning and resetting like putting up a new cake, putting up a new sign. There is not a ton of stuff to do in-between"* (1.349 – 1.359).

- Venues

Based on the data gathered from the interviews, some suggestions regarding suitable venues for a micro wedding were park or public places, rental home, unique spaces such as a museum, art gallery, brewery, winery. Interviewee 1 also suggested choosing a venue without a catering service. *"I do prefer*

to go to venues that don't have a caterer on site so then I can bring in my own cake and champagne and that sort of things" (1.384 – 1.386). Moreover, she mentioned that it was important to find a venue with a rain plan set up in case of bad weather conditions (1.369 – 1.380). Lastly, a glass building was also an option for a micro wedding. According to interviewee 2, it was ideal to have an indoor venue where the couples and the guests could still see the outside view through the glass. *"In my experience, the best one is a building that has indoor-outdoor features or something that is large enough with glass and being able to see the outside. And the reason I said that is because a lot of people want to be outside because of Covid-19; the weather might not necessarily be right for you to be outside; it might have been too black in August. In October and September, when we did have micro weddings, it was too hot outside so we had it in a space which has high glass window behind it so you could still see the outdoor. We did it at the all-glass building. That seems to be a hot spot as well"* (2.154 – 2.159).

- Vendors

Regarding finding vendors for a micro wedding business, it was important to find vendors that fit with the wedding's budget and the style; *"Finding the vendors that fit. I think a lot of people end up choosing their vendors largely based on budget, which is obviously a big part of it, but it is just really about finding a vendor that is a good fit as far as your personality and stuff. Especially the officiant and photographer. They lead the day, so plan this with people who have similar thoughts with what you have in mind. It is really important"* (3.110 – 3.114). Moreover, one of the interviewed experts mentioned that it was essential to collaborate with an established team of vendors. According to interviewee 2, *"For a micro wedding, I am responsible for paying the vendors that are going to provide like the flowers, the music and photography. Whoever on my team is the person that I worked with. The DJ that I have been working with, we made a deal with pricing. Same thing for the photographer, same thing for the florist"* (2.163 – 2.166). Additionally, interviewee 1 also gave advice to pay vendors' fee based on the number of weddings. She mentioned, *"Some of the vendors are flat fee for the day and some of them are variable, so I worked with my photographer and my videographer and my officiant that they get paid per wedding that happened that day versus the flat fee for the day. So that is better for me because if I don't sell all my slots, then I don't pay for the time that I am not using"* (1.396 – 1.399).

- Differences between working with vendors for a traditional wedding and for a micro wedding

When being asked about the differences between working with vendors for a traditional wedding and a micro wedding, interviewee 1 mentioned that one of the differences was the shorter commitment of time. The duration of a micro wedding was much shorter, and all weddings took place at the same venue, saving travelling time (1.409 – 1.419). Moreover, she also mentioned the possibility for vendors to work on Sunday (1.425 – 1.426), more room for creativity (1.419 – 1.425) and the requirement to deliver limited product (1.426 – 1.429). Additionally, interviewee 2 mentioned one of the biggest differences was the pay. *"In term of working with the florist and working with the venue. Working with the venue, we established up front what they would provide, like the space, the chairs, the cake and the champagne for the toast and we had to agree on a price point, what would be cost-effective for me and also be enough to cover their expenses and their overhead. The same thing with the florists. We design the altar pieces that fit within the budget that I had explained to them. And obviously, the budget for the florist is bigger if we are able to book more than one wedding per day"* (2.202 – 2.207).

### **The price**

Looking at the price, the two main categories were the average price of a micro wedding package and the impact of price on the customer's decision making.

- Average price

The average price of a micro wedding package was a couple of thousand dollars; *"We do a lot of weddings for about thousands of dollars. A small wedding is about thousands of dollars including the officiant, photographer my planning, go to the park and dinner afterwards would be an additional cost. So, couple of thousand dollars, the price is pretty average"* (3.117 – 3.121). According to interviewee 1, *"the package's price is between \$5000 and \$7400, depending on the day"* (1.305 – 1.306). This was also somewhat similar to the price range that interviewee 2 offered as she mentioned, *"The average price for a wedding through Park Avenue is about \$4500 to \$5500. But then when you start to add on*

*live streaming, that is a separate price point*" (2.170 – 2.171). However, with extra service, the price of a micro wedding was a lot higher and up to \$10,000 to \$12,000; *"and then in most cases, they added on appetizers, things like that so I would say the total price would be closer to the \$10,000 to \$12,000 when you add all those additional services"* (2.171 – 2.175).

- The impact of price on customer's decision making

Depending on the customers' priorities, they were willing to spend more or less on their wedding and added extra services. According to interviewee 3, *"a lot of people choose 1 hour of photography instead of 6 hours because they want to save \$1500 so it is definitely a big aspect to set priority for the day. A lot of people really care about photography but maybe don't care about flowers or they rather go to a restaurant that is maybe a bit less expensive so they can spend more money on the photographer. It is just really up to them and what their priorities are and then allocate the money appropriately"* (3.124 – 3.128). For interviewee 1, she started her business with a set price and then tested the price by raising the price until it stopped selling. People were willing to spend the money on the wedding day for a good value (1.441 – 1.451). She also offered a wide range of packages to attract couples with lower budgets, including an elopement package (1.456 – 1.461). When asked about the impact of price, interviewee 2 referred to price as an important factor in customer's decision making; *"I think that is where the price comes to place. I did have several people reacted out, and when I told them the venue, it was like "oh yes" and then when I told them the price point, it was like "what?". But I can only have 15 people or 25 people, and they think that was too much. So, I think the price is definitely something that is important to the consumer in a micro wedding"* (2.178 – 2.181).

### **The Challenges and Success Factors**

This last concept was broken down into challenges and success factors for a micro wedding planning business.

- Challenges

One of the challenges that a micro wedding planner had to face was creating a budget-friendly option but still high quality. According to interviewee 3, *"My planning fee is \$300, so my service is a lot more limited, but the challenges to offer a limited service is still give people a good happy day that they enjoy. Obviously, I get paid as a professional coordinator and obviously, my time goes in is less; the challenge is still being able to have a system where you can give people a really good wedding day at a lower cost because there are a lot of people who just can't pay 20 grands for a wedding so try to put together a beautiful, memorable, stress-free wedding experience for a thousand dollar is very difficult. The wedding industry is just not going for it. So, creating a budget- friendly option but still high quality is very difficult"* (3.139 – 3.145). Moreover, for micro wedding planners who operated based on time slots, the challenge was not selling all spots, leading to a decrease in expected revenue. According to interviewee 1, *"as a business owner, the biggest challenge is not selling all spots. It is a risk. I am holding the contract; I am financially responsible. We have a date in April that we have not sold out, and it is really close to April, and I don't think we are going to sell out, so I don't think I am going to make much money on that day. I am not losing money, but I am also not making as much money as I want. It is not sustainable"* (1.64 – 1.475). Additionally, as a micro wedding planner, the responsibility was bigger as the planner was the only person who directly contacted the customers. One of the interviewed experts mentioned, *"It is risky and it is all on you. The mini wedding package is me. So, if the photographer doesn't deliver the Figures on time, that would be me taking responsibility and giving a refund"* (1.475 – 1.477). Another challenge was marketing to make sure that people reach out and book the package. According to interviewee 1, *"marketing also, I have been spending most of my time doing, just try to figure out how to get in front of the right people and I think it is something that you can pay somebody for if you don't have that skills or expertise yourself. I like it, and I found a pretty good rhythm, what to do and what is not to do. I think that if you are not able to be consistent with your marketing, you are not going to be successful. That is a big challenge and a new challenge to me from my other company. Planning the event is easy but selling the day is the hard part"* (1.477 – 1.483). Furthermore, one of the challenges mentioned by experts was the possibility to book the date from the venues. According to interviewee 2, *"the biggest challenge is having the venues agree on the date. Some people came, and*

*they already had the date picked out, but then the venue was like, “no, we are not really ready” (2.184 – 2.191).*

- **Success Factors**

One of the key elements to having a successful micro wedding planning business was a reliable and quality team of vendors. According to interviewee 3, *“you need to have good vendors who are willing to work with small weddings, which is very difficult. I think I have at least spoke to 12 florist shops in my town, and one of them is flexible and willing to work with small weddings on a regular basis, so that is the biggest part. Trying to find reliable, high-quality vendors that are willing to offer small wedding packages. That is the most difficult part. As a planner, you need to put together a reliable group of vendors, and it is very difficult to do a small wedding with a small wedding budget” (3.153 – 3.158).* Moreover, the planner needed to give clients a great value and made it easy for them to book the service. According to interviewee 1, *“I would say, on the client side, give them a great value and make it really easy” (1.486).* Additionally, setting clear goals for the business and investing time and energy to set up the business (1.486 – 1.497) were some other key success factors that one of the interviewees mentioned. Lastly, according to interviewee 2, to have a successful micro wedding planning business, *“just making sure that everybody is on the same page and the key success is finding the sweet spot what you are offering versus what you have to pay the vendors” (2.209 – 2.211).*

The second part of the qualitative research was conducted. The researcher interviewed five couples living in the Netherlands and would like to get married in the future to get an insight into underlying reasons why couples have certain preferences and expectations regarding the micro wedding concept. To present the results, the suggestions of the field experts were listed per each dimension. All interviews were transcribed and processed by using the open and axial coding method.

- Interview 4: Irena and Jader
- Interview 5: Maira and Randy
- Interview 6: Fabiënne and Minh
- Interview 7: Night and Sy
- Interview 8: Joy and Floris

### **Background information**

The background information was the first concept. Based on the answers from the interviewees, this concept was divided into three different demographic aspects, which namely were nationality, occupation and age. In general, there was a diversity in nationality and occupation. Regarding nationality, there were four different nationalities represented in the sample. The interviewees came from the Netherlands, Thailand, Brazil and Croatia. Regarding occupation, interviewees represented eight different career fields. They were in the age group of 24-31, which was the millennial generation. In general, the interviewees represented the diversity of the population.

### **Marriage**

Marriage was the second core concept in the interviews. When asked about the plan to get married, most couples wanted to get married but did not have any specific plan yet in the near future. For example, interviewee 8 explained, *“Yes, so me and Floris, we are getting along so well. We do think about getting married in the near future”* (8.19 – 8.20). On the other hand, two out of six couples did have some plans to get married in the near future. According to interviewee 4, she would like to get married in 2022 as she mentioned, *“This year will not happen but we think next year, so in 2022, far away from corona we hope”* (4.21). Corona was also one of the reasons that interviewee 7 postponed her wedding. She mentioned, *“Yeah, actually we planned to marry this year but because I got a new job and we will move to Eindhoven soon so we are not sure yet that is going to be this year or next year. And also because of Corona, my grandmother and my mom cannot come here. It is a problem right now so we consider it to be this year or maybe next year”* (7.11 – 7.14).

### **Knowledge regarding the micro wedding concept**

The third concept was knowledge regarding the micro wedding concept. This concept was divided into four aspects, which were topic familiarity, definition, willingness to have a micro wedding and reasons to have a micro wedding. For most interviewees, a micro wedding was seen as a new concept and it was the first time they heard of it. Micro weddings had become more popular since the outbreak of Covid-19. For interviewee 8, she mentioned that she had some knowledge about the concept through media channels (8.26 – 8.29). The level of topic familiarity was as expected according to desk research as there were not many companies in the wedding industry in the Netherlands that offered micro wedding packages.

Regarding the definition of a micro wedding, most interviewees shared the opinion on the size and style of the wedding. They referred to a micro wedding as a small, intimate wedding. According to interviewee 4, *“micro wedding sounds really small. I don’t know if I like the name micro wedding but intimacy wedding more”* (4.35 – 4.36). Additionally, most interviewees also mentioned the small guest count for a micro wedding, which was up to 50 people or less (7.30; 7.34). In addition, for interviewee 5, a micro wedding was referred as a new concept wedding due to Corona. She mentioned, *“maybe it is something came up because of corona”* (5.18). Another definition that was mentioned in one of the interviews was a short wedding; *“I think when I hear the concept of micro wedding, one thing that comes to mind is the*

*white chapel, cathedral you know. You do it in 10 minutes and then you get out*" (6.21 - 6.22). For interviewees 7, small budget and home party were two terms relating to the micro wedding concept as he mentioned, *"The budget is not that big"* (7.30) and *"I think it is organized by internal people so without really any big party or any big camera. It is more like a home party"* (7.30 - 7.32). Interviewees 7 also mentioned the variety of venue options as a characteristic of the micro wedding concept (7.29 - 7.30; 7.34 - 7.35). In general, the definitions of a micro wedding, according to the interviewees, were similar to the opinions from the experts in the US and insights from the desk research.

When being asked whether they would like to have a micro wedding in the future, all interviewees showed positive reactions and would be interested in organizing one. For example, interviewee 8 explained, *"the intimate part for me is the most attractive thing to do. It is really about us and our love, not about the party or something else"* (8.35 – 8.36). This was also the reaction of the majority of participants in the online questionnaire conducted in this research.

When it came to reasons to have a micro wedding, one of the most common reasons mentioned in the interviews was intimacy. According to interviewee 4, she would like a micro wedding to have more quality and intimate time with the wedding attendees. She mentioned, *"Really connect with your guests. Also, when I have a party at my house, too much people is hectic. Talking with everybody. That is why I like micro wedding more because it is really like you are celebrating it with yourself not like with too much people. You are sharing your luck, you can't share your luck with everybody"* (4.48 – 4.51). In addition, interviewee 7 mentioned the possibility to do some extra activities with the guests when having an intimate wedding (7.59 – 7.61). This idea was surprisingly similar to the opinion of one of the experts in the US as she mentioned lots of couples did additional activities after the micro weddings according to her experience. Moreover, for interviewees 5, making family members happy was one of the reasons why they would like to have a wedding, even just a small size (5.32 - 5.34). Another common reason to have a micro wedding mentioned in four out of five interviews was affordable budget. This insight was similar to the opinions from the experts in the US as many couples, who preferred a micro wedding, were budget-conscious. For example, interviewee 7 mentioned, *"Financial reason. I think like people should only spend as much as they should spend. People should not spend more than they need. It is not easy to make money you know, and I think we should not spend more than what we are already spending. And what you consider that maybe if you have baby later, it is really important that you keep money for the baby"* (7.55 - 7.58). Furthermore, interviewee 7 referred to the minimal lifestyle as a factor which influences the decision to have a micro wedding (7.230 – 7.231). According to the desk research results, this was as expected as the changes in the millennial lifestyle were seen as a reason to promote the micro wedding concept. Interviewee 7 also added a new opinion to this topic. As parents had less influence on their children nowadays, weddings had become less important, and people looked for something more practical (7.222 – 7.229). In addition, reducing stress and focusing more on the couples were some reasons to choose to have a micro wedding as mentioned in interview 6. *"I think what I have in mind when I think about big wedding is that you have to please some guests and you need to arrange so many things to make sure that everything runs smoothly and when I think of micro wedding, you don't have that kind of a hassle and you have far less guests that you have to worry about. Of course, you still need to make sure that they are absolutely in the right care but it is less pressure I would say. It is less managing and I think it will put the focus more on the couple itself instead of the guests and make sure that the whole event will run smoothly"* (6.37 - 6.42). Interviewee 6 also mentioned that a micro wedding could be an effective way for couples who wanted to do more activities during the day (6.203 – 6.205). It was evident that the conducted interviews confirmed the desk research results regarding the reasons to have a micro wedding.

### **Wedding Theme**

The wedding theme was the fourth concept, divided into four aspects. From the interviews, three out of five couples would prefer to have a natural theme. It was expected as 31% of participants in the online questionnaire also preferred the natural theme. Although all three interviewees preferred to have a

natural theme, they all shared different underlying reasons. According to interviewee 8, she would like the natural theme as she shared a strong connection with nature (8.72 – 8.76). For interviewees 5, they would like the natural theme as it reminded them of childhood memories (5.211 – 5.214). Interviewees 7 mentioned the natural theme as it reflected their personality and brought a fresh feeling to the wedding (7.262 - 7.263; 7.265 - 7.268). Additionally, elegant and romantic was also seen as a popular wedding theme among interviewed couples because of the influence from media (8.76 – 8.77) and the suitability for the wedding occasion (6.245 – 6.247). This was expected as more than 60% of participants in the online survey preferred a romantic wedding theme. Another wedding theme mentioned in one of the interviews was modern. In the online survey, 19% of participants preferred a modern wedding. According to interviewees 7, they would like a modern theme as it was convenient to hire various wedding services in the city (7.272 - 7.274). Interviewee 8 also mentioned cultural, historical theme as there was value within the place; *“Yeah, I think it has a value within the place where we grew up, where our family grew up, when we first met, when we experienced our lives. It has value for me to express that and to embrace the fact that we both come from different cities have different backgrounds, we can celebrate our backgrounds and celebrate, you know, we come together as maybe a new family”* (8.78 – 8.81). It was evident that the conducted interviews confirmed the quantitative research results regarding the preferred wedding themes for a micro wedding.

### **Wedding Venue**

When it came to important criteria to consider when choosing a venue, interviewees 8 mentioned the budget (8.98 – 8.99) and the feeling at the venue (8.99 – 8.101). This was similar to the comments of experts in the US as they also mentioned the importance of the feeling at the venue and how couples took into consideration the budget factor in decision making. Interviewees 5 also shared the same opinion; *“yeah, you feel related to the place and that is it”* (5.258). For interviewees 7, two important criteria were the convenience and the price (7.306 - 7.307). Some other important criteria that were mentioned were the possibility to have both outdoor and indoor spaces (6.234 – 6.235; 4.345), privacy (6.239 – 6.242) and small size venue (4.350). Interviewee 4 also mentioned flowers as important elements in the wedding (4.350 -4.352).

Surprisingly, nearly all interviewed couples would consider overnight stay possibility it as it was relaxing for the couple after a stressful and tiring day (5.248 -5.251; 6.230 - 6.231). Another reason to have overnight stay service was to spend more quality time with friends after the wedding (4.369 -4.373). Interviewee 7 also mentioned that it was a good option for guests drinking alcohols at the party (7.285 – 7.286). On the contrary, interviewees 8 would not consider overnight stay service because it was simply not their priority (8.89 - 8.90).

Regarding the wedding venue, most of the interviewees would like to have a wedding in an outdoor venue. This was expected as most participants in the online questionnaire also preferred outdoor venues. Among the interviewees, the two most common venues mentioned were somewhere in nature such as a garden or a park and a historical site such as a castle or a land house. For interviewee 8, he would like to have a wedding at a historical site as it had a cultural background (8.64 -8.66). In addition, interviewee 6 referred to the intimate atmosphere as the reason to have a wedding at a historical site (6.60 -6.64). Moreover, a garden was seen as a popular wedding venue option among couples as a great alternative for a natural venue; *“the garden could be connected a little bit to nature but it will not make people, guests that don't like nature uncomfortable so it would be liking”* (5.217 – 5.218). The garden also brought a green vibe (7.291) and required less effort to decorate (4.329 – 4.333). It was evident that the conducted interviews confirmed the quantitative research results as more than 47% of participants preferred a garden as a wedding venue. In addition, interviewee 8 mentioned a park as a nice outdoor wedding venue to be surrounded by nature (8.60 -8.61). Some other venues that were mentioned in the interviews were a restaurant and a hotel. A hotel was seen as a good venue as it offered a catering service, the privacy for the couple and the convenience in the planning process (7.277 - 7.281). When it came to the beach, surprisingly, two couples mentioned that they would prefer to have

a beach wedding abroad due to the windy weather in the Netherlands. In the online questionnaire, more than 35% of respondents chose to have a beach wedding; however, the results from the interviews gave a better understanding of the underlying reason. For example, interviewee 7 mentioned, *“at first, if I imagine about the wedding at the beach, I think about in Thailand, not here. The wind is very strong here and it is not as beautiful as I expected”* (7.95 – 7.96). For interviewees 5, their favorite wedding venue would be somewhere in the countryside or rural area as it brought an acoustic, laid-back ambiance. *“I like the countryside because of the laid-back ambience of being in the countryside”* (5.244 – 5.245).

### **Wedding Florist**

When it came to the colors of the flowers, two interviewees mentioned that they would like pastel colors in a bright tone (4.87 – 4.90; 5.86). Regarding flower arrangements, the bridal bouquet was the most popular floral arrangements that the interviewees would like to have on their wedding day. This was expected as the majority of participants in the online questionnaire also preferred to have bridal bouquets. Four out of five interviewed couples would like to have this service. The bridal bouquet was one of the traditions on the wedding day. According to interviewee 8, *“well, again I think if I think about it myself, I just like the traditional bouquet at the beginning, like traditional throwing in the air for our friends to catch. It is a symbolic moment of course that I really like”* (8.120 – 8.122). For interviewee 6, the bouquet was also an accessory for her to walk down the aisle (6.258 – 6.259). For interviewee 5, she would like to have a modern and personal bouquet as she mentioned, *“I think I like it, like because I don’t like it traditional way or in the rules like when it is the traditional way, recall the history of wedding or...because I am not interested in this historical site and traditional I don’t like very much but I like the idea so I would like to make it more about me and less about the others that are not me and less about tradition”* (5.268 – 5.271). Besides the bridal bouquet, interviewee 5 also mentioned the backdrop as a cool spot to take memorable pictures (5.278 – 5.279). Sharing the same opinion, interviewee 6 mentioned the altar arrangement as one of the important arrangements in the wedding (6.251 – 6.252). Moreover, decoration flowers, in general, were seen as an important element in the wedding. For interviewee 6, decoration flowers completed the overall picture of a wedding; *“it is just the overall complete picture. I would say that if we have only the flowers than it would be...or how do you say that, it is the overall picture. I think flowers do make it more beautiful, more elegant, so go for the decoration”* (6.263 – 6.265). The interviewees’ answers regarding flower arrangements were as predicted based on the online survey’s results. The survey results indicated that more than 60% of participants would like to have ceremony flowers and more than 50% would like to have reception flowers. On the contrary, two out of five interviewed couples considered flowers as a not too important element in a wedding as it was “quickly overdone at the wedding” (8.123 – 8.129) or lack of interaction (7.107 – 7.111). The corsage was also mentioned by interviewee 4 as an unnecessary arrangement for a micro wedding (4.390 – 4.391). This contradicted with the questionnaire results as more than 55% of participants indicated that they would like to have a corsage for the groom on the wedding day.

### **Wedding Décor**

Wedding décor was a small topic that was discussed in the interviews. For interviewee 4 and 6, they would consider having some candles and lights as they created a nice cozy ambiance for the wedding (6. 276; 4.336 – 4.337). One of the participants in the online questionnaire also shared the same thought. Interviewee 6 also mentioned white linens as *“it fits nicely with flowers and the overall atmosphere, elegant”* (6.281).

### **Wedding Photography**

Regarding the wedding photography service, four out of five interviewed couples would like to have photography coverage during the wedding day. This was expected as most participants in the online questionnaire also preferred to have photography coverage during the wedding day. According to interviewee 8, she would like someone to capture the special moment at the ceremony. She mentioned, *“Oh, for me, personally, I would like to have someone taking pictures during the ceremony, you know,*

*with the rings when we say nice words to each other, when friends and family leave a tear, one or two, you know, happy together and when Floris enters, oh I enter, I am entering. Yeah, just like those moments I would like to have on photos because that is the special event that is getting married*" (8.137 -8.140). When asked about the photoshoot service, two out of the five interviewed couples had positive reactions; *"The photoshoot for sure because I really like to take pictures"* (5.98) and *"women always want more pictures"* (6.106). For interviewee 6, the photoshoot was special for her as it captured the review moment before the ceremony; *"nice pictures when you just do your makeup, so you look very nicely"* (6.284 – 6.285).

Regarding the videography service, although more than 55% of participants in the online questionnaire preferred to have a videography service, three interviewed couples would not want to have this service. According to interviewee 4, *"I think photography is the most important thing for me, more than videography because the pictures are so important of that day. For the pictures, I would pay more than usual. Video is just video but with pictures you can do a lot like hang it on the wall"* (4. 113 – 4. 117). Interviewee 5 shared the same opinion as she mentioned, *"The videography is something quite professional and I think we can just make some small videos with the guests and all together but it is not necessary"* (5.98 – 5.100). For interviewee 8, a video was just one thing compared to pictures (8.156 – 8.158). On the contrary, some couples would want to include videography service in their micro wedding. For example, *"Because I think it is one day only and I think it would be one of the happiest day of my life and I would want it to be on camera so you can look back on it and show something for my children later"* (6.89 -6.91).

For interviewee 7, when being asked about photography service at the wedding, they mentioned outsourcing photographers to save the budget; *"I think this will be done by a friend. I think we would ask a friend who has a nice camera. Because I know that professional photographers, they can cost a lot because they have really good camera and yeah, they need to make profit for their purchase so I think we would ask a friend"* (7.114 – 7.116). According to interviewee 7, photography was no longer a crucial job. He mentioned, *"I think in the past, you need a professional photographer because it was not easy to develop a picture from a film to real picture but it is not like that anymore therefore, this job is not as critical as it was so anyone can do it now"* (7.123 – 7.125).

### **Wedding Music**

When being asked about the wedding music, most interviewees would prefer to have pre-recorded music played via speaker and microphone. This was expected as 62.1% of participants in the online questionnaire also preferred pre-recorded music. One of the reasons mentioned was the possibility to personalize the playlist. According to interviewee 5, *"I think I can make a playlist because if we have a band sometimes it would be difficult to have really specific music that you want to. I know me and my boyfriend are very specific persons with the music that we like and making a playlist that would have been cozier and could have all the variations and styles"* (5.288 – 5.291). Interviewee 7 also shared the thought as she mentioned, *"I think maybe live music wedding is not our style but we can use the microphone and speaker to play music on Spotify, something like that. And use the international songs so that would be better"* (7.132 – 7.134). For interviewee 4, she preferred pre-recorded music as it was easy to set up, and it created the restaurant feeling (4.403 - 4.406). From the interviews, it was evident that live music was unnecessary for a micro wedding as it was difficult to set a theme and less intimate for a small group of people. For interviewees 8, one of the reasons that they would not consider to hire live music service was the possibility to invite musician friends (8.181 – 8.182). On the contrary, interviewees 6 mentioned that live music was a nice option in a micro wedding as it created a nice ambience. *"For me, I have been to quite some weddings and I really like live music so I think it would be nice to have someone with the piano and someone with the violin. It just gives me a very nice vibe"* (6.113 – 6.114). Moreover, an orchestra was seen as an option to have classical music at the wedding if the service was affordable (6.116 – 6.120). Additionally, interviewee 4 also mentioned a DJ at the

wedding party to customize the music easily (4.411 – 4.415). It was evident that the interviewees' live music preferences were somewhat similar to the preferences of most participants in the survey.

### **Additional Services**

When it came to extra services, there were various topics mentioned by the interviewees. Firstly, regarding the wedding cake, most of the interviewees would like to have a wedding cake as it was seen as part of the wedding tradition (5.314 – 5.318). This was expected as more than 70% of participants in the online survey indicated that they would like to have a wedding cake. For interviewee 7, it was convenient to have a wedding cake as he mentioned *"I think it takes a lot of time and effort to make and also to clean it up, I think it is better that we just buy it"* (7.153 – 7.154). For interviewee 4, the wedding cake would be special due to allergy requirements (4.203 – 4.204). On the contrary, interviewee 8 would prefer to have cupcakes as an alternative for a traditional wedding. *"I have had multiple of those big wedding cakes and I think they are not that nice often and you got to like it you know and not everyone likes those cakes and I think cupcake is much more like reachable for everyone to like, more open and yeah, I think it is just my thought about wedding cake"* (8.214 – 8.217).

Regarding makeup and hair service, three out of five interviewed couples would consider this service essential to have a unique look for the wedding day. This was as expected because more than 76% of participants in the online survey indicated that they would like makeup and hair service. For interviewee 6, it would be convenient to have makeup and hair service in the all-inclusive package as it was not easy to find it separately (6.298). For interviewee 8, she would only consider hair service (8.189). On the contrary, two interviewees would not consider this service as the bride could do it herself or asked a friend or family member to do it. According to interviewee 4, *"makeup and hair, I am not so worried about. I have a smaller sister and she is really good at high fashion makeup"* (4.220 – 4.221).

Regarding the wedding invitation, two out of five interviewed couples would like to hire a digital wedding invitation service as it was convenient and simple. It was as expected because more than 60% of participants in the online survey indicated that they would like to have a wedding invitation service. According to interviewee 5, *"especially because maybe like invite people living in different countries then it would be easier because like the time that you are sure that they say yes to the invitation, that it doesn't get lost"* (5.301 – 5.302). Additionally, interviewee 5 also mentioned that it was memorable to have a few paper cards for her parents (5.305). On the other hand, interviewees 7 would not consider this service and would prefer to do it themselves. According to interviewees 7, *"because our wedding should be minimal and not pay a lot so for us, we try to do it by ourselves like create an invitation card"* (7.147 – 7.148).

When being asked about the catering service, two out of five couples mentioned that they would like snack stations at the wedding. According to interviewee 8, *"I think for me, definitely because I love food, I would not want like a full food menu but I just want like some amuses, like just a few bites. You have been sitting for a long time, you have been sitting still, you have been listening, you get hungry quickly so you just feel like, you know, having a snack or something, some nice snacks would be nice to the wedding"* (8.185 – 8.188). For interviewees 7, they mentioned a buffet as it was easy to arrange and had more options for the guests to choose from (7.333 – 7.335). For interviewees 6, they were doubting between a buffet and a sit-down dinner as it was "easier to have a buffet" (6.311) but "classier, fancy to have a 3-course menu" (6.316 – 6.317). In addition, interviewee 4 mentioned she would like to have sit-down dinner as it was more relaxing (4.362 – 4.366). Moreover, interviewee 6 and 7 mentioned that having a catering service at the wedding venue was convenient and easier for the guests (7.340 – 7.343; 6.320 -6.321). It was evident that interviewees had different opinions when it came to catering service, hence, it was essential for the company to offer potential customers the flexibility to choose their catering service.

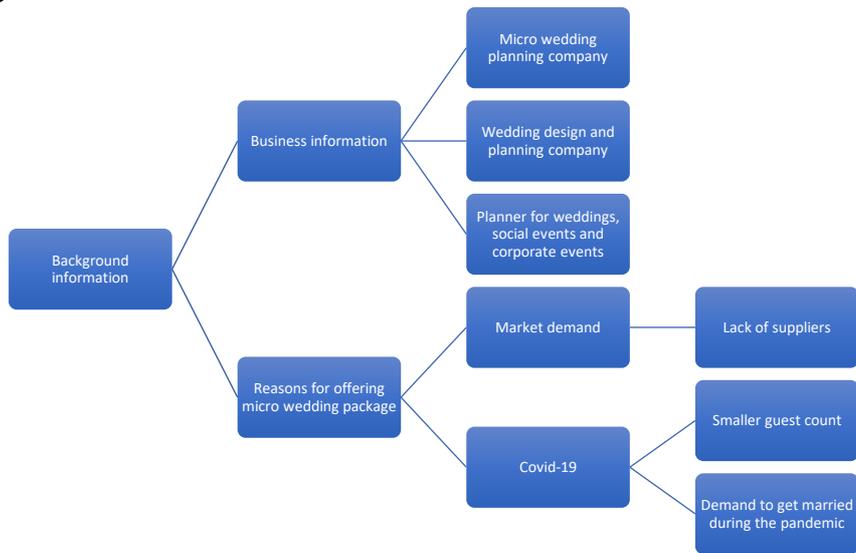
Some other services that were mentioned in the interviews were welcoming service to receive the guests at the wedding (6.135 – 6.136), cleaning service after the wedding (7.138) and wedding attire (8.193). These insights were also considered carefully when designing the micro wedding packages for Santé Weddings and Events.

### **The price**

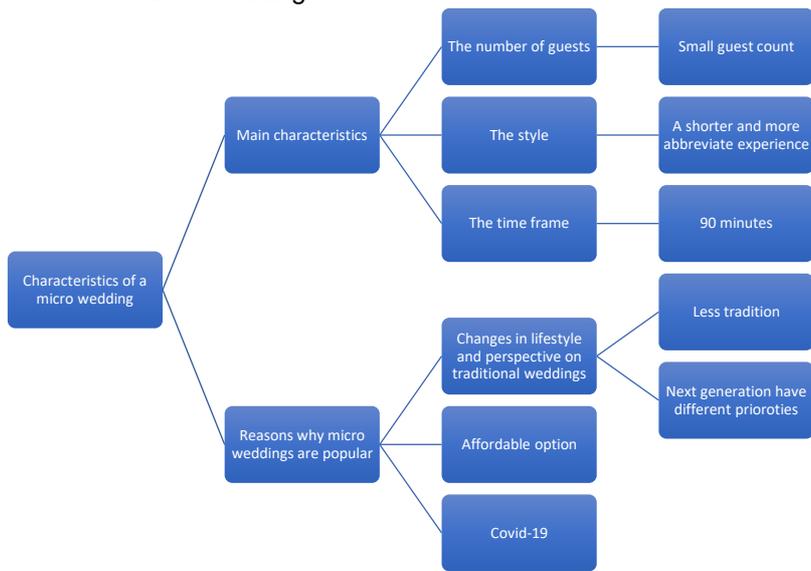
When being asked about the importance of the price in the decision-making process, most interviewees mentioned that price was reasonably important and could be flexible. This was similar to the results of the online questionnaire as more than 40% of respondents also considered the price as somewhat important. According to interviewee 6, the price of a micro wedding should be reasonable (6.163 – 6.164). Sharing the same opinion, interviewee 7 mentioned that the wedding *“should be enough to impress but it should not be too much to show off that you have so much money. You need to make it good as it happens just once in your life but people have interesting in mind, they start putting money in it and it becomes showing off how rich you are so then it is a problem, it is a life that I don’t like. It needs to be good to make sure that you show to the world that you are good together”* (7.167 – 7.171). For two interviewees, the price was very important. For interviewee 6, she mentioned, *“I don’t want to spend too much on a micro wedding”* (6.161). On the contrary, interviewee 8 would not consider the price slightly important as he did not want to think too much about it; *“it is important but for me there is no like limit or something. Once again, I have already told, I don’t want to think about money part of the preparation. So, if it is going to be €3.000 or maybe €5.000, I don’t want to think about it”* (8.221 – 8.223).

When it came to the preference regarding the package’s price, most of the couples mentioned that the price would be somewhere around €5.000. It was seen as a reasonable price for a small wedding. According to interviewee 5, *“I think it is a catchy value. You don’t have to expect like thousands for a wedding but you can use it for traveling or garden, something like that or our hobbies or children or whatever but still it has to be a nice day”* (5.328 -5.330). On the other hand, two interviewees mentioned that they were willing to spend a bit more on a micro wedding, which was around €10.000 to €15.000. According to interviewee 6, it should be a good price-quality ratio. He mentioned, *“It is difficult for me to say because I am kind of a guy who doesn’t know a lot about the research to know what is included in the package to put the price tag on top of that. I mean if it is really needed and it covers all the things that I want to have, some designs, some flowers that are not easy to find, I don’t mind to pay up to €10.000 for a wedding”* (6.186 – 6.189). It was evident that the interviewees shared the same opinions regarding the price range of a micro wedding package compared to most participants in the conducted online survey.

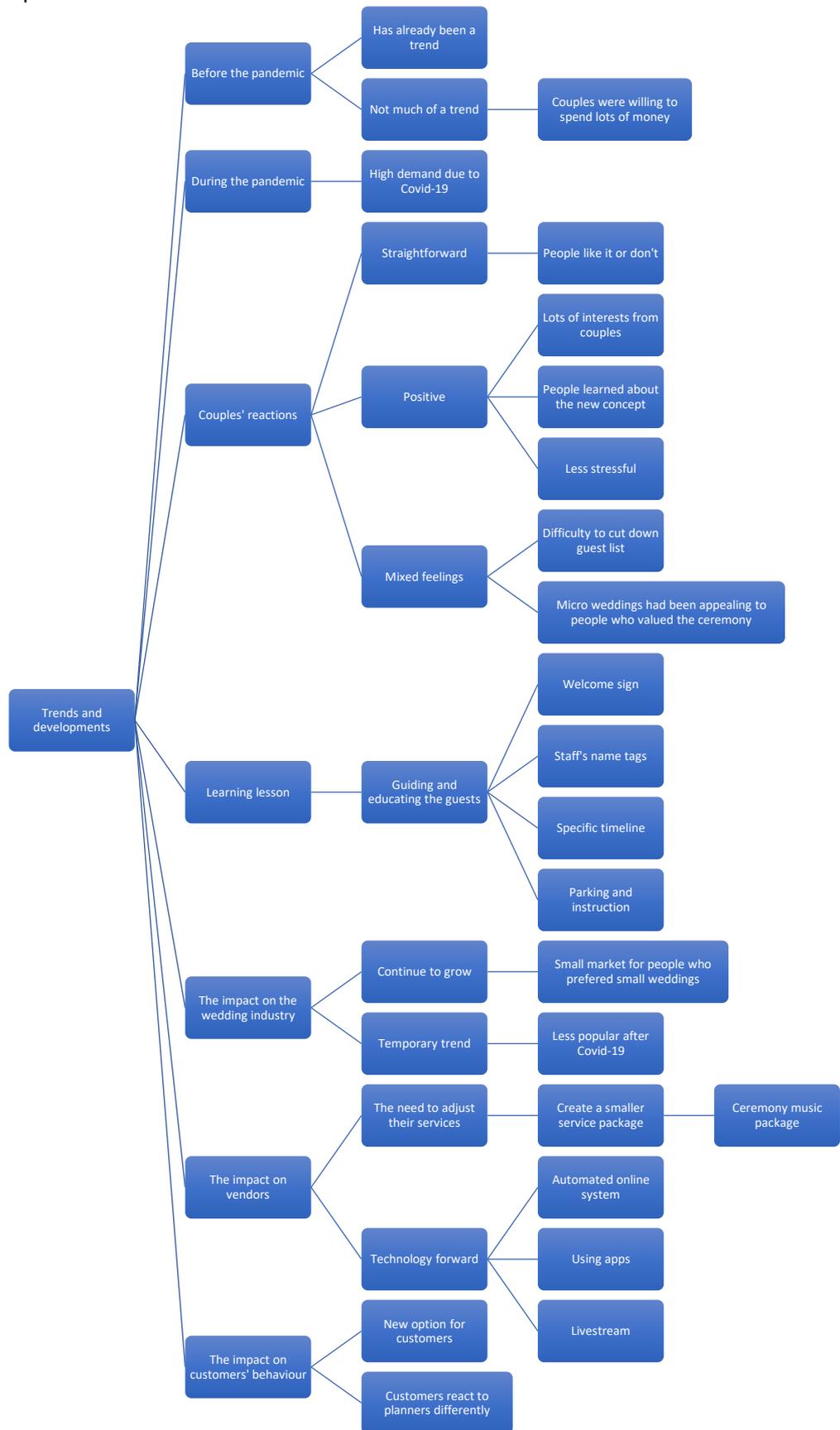
Background information



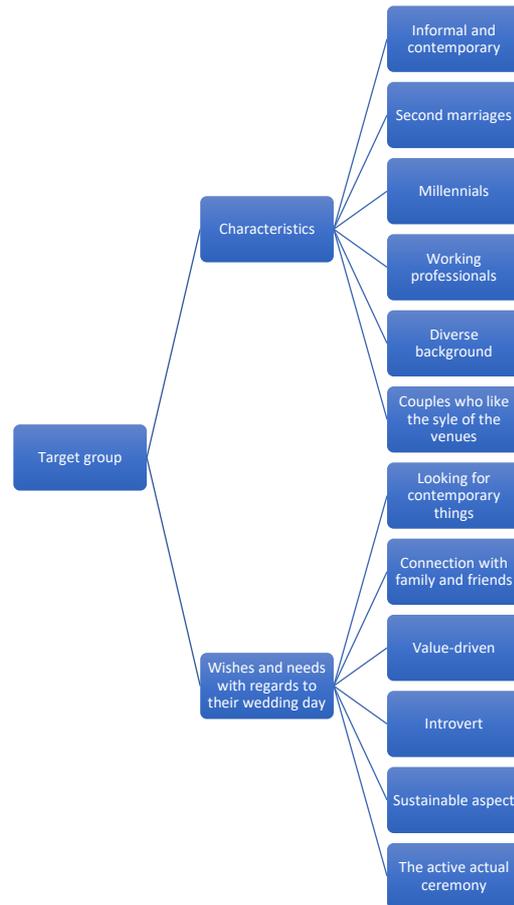
Characteristics of a micro wedding



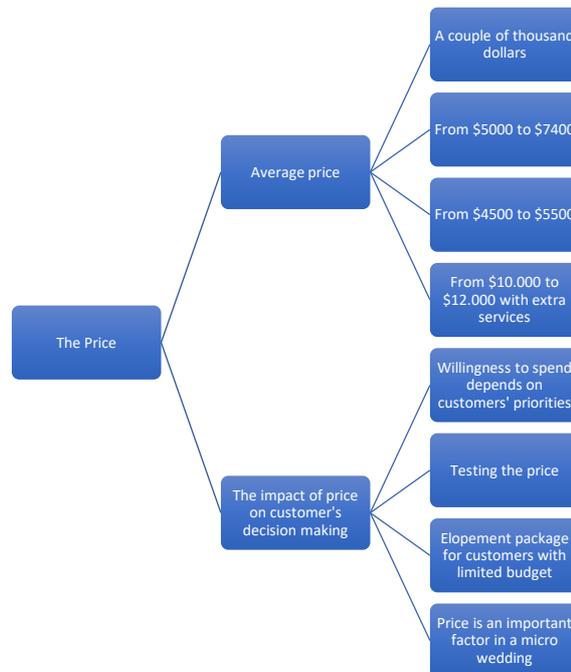
# Trends and developments



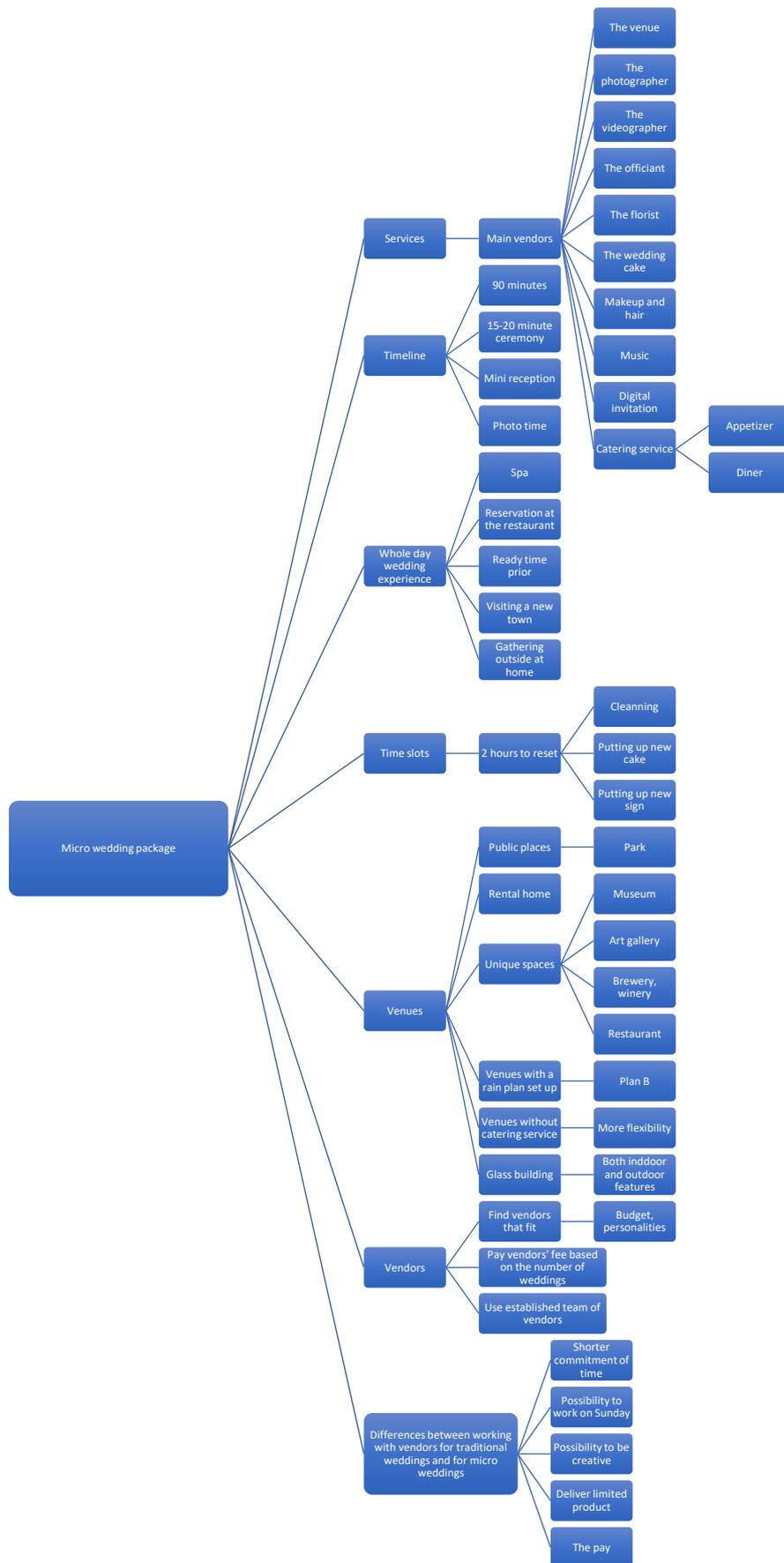
## Target group



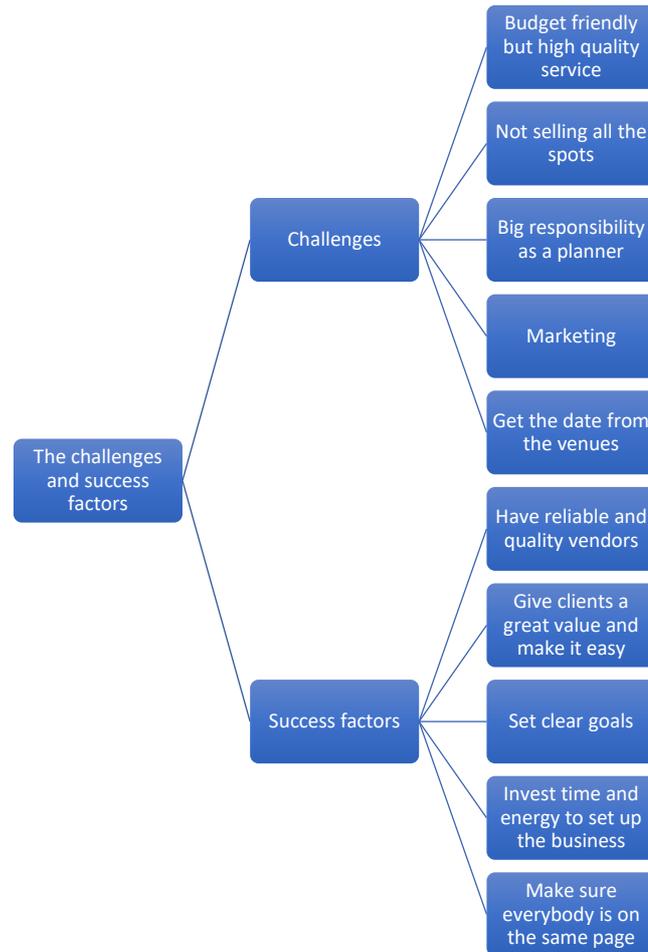
## The price



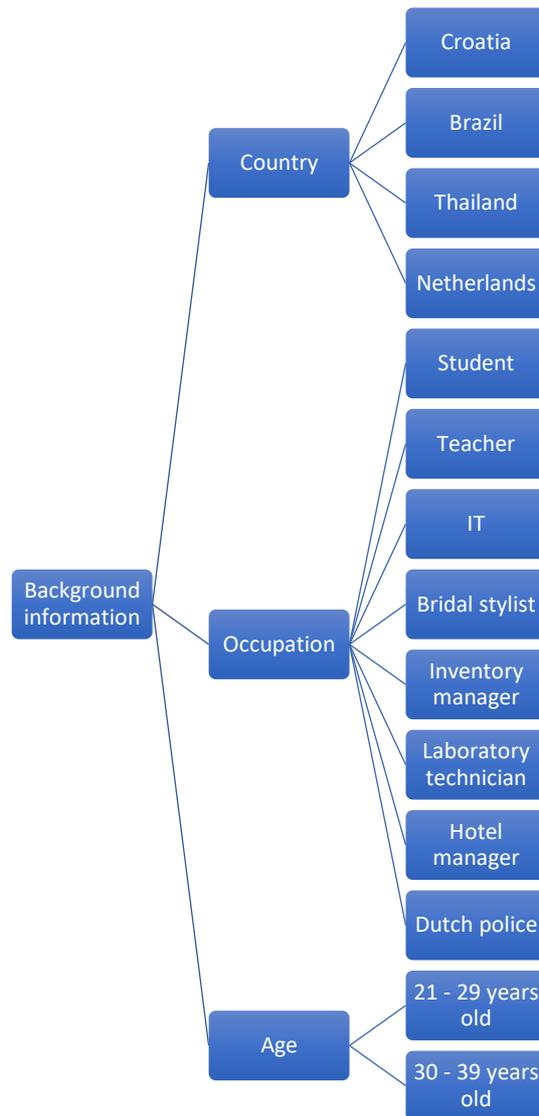
# The micro wedding package



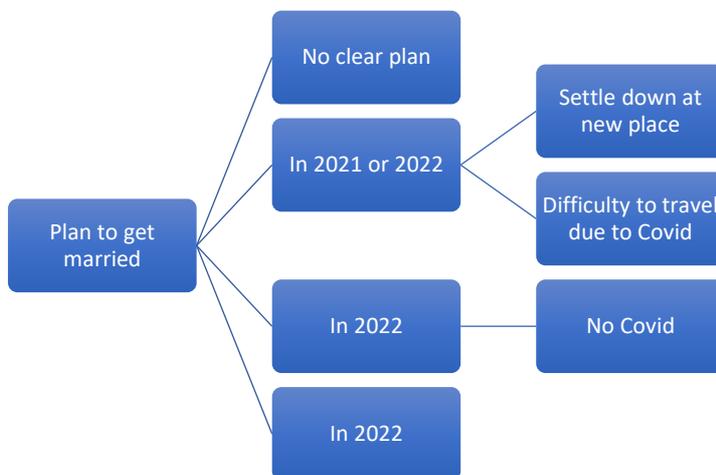
## The challenges and success factors



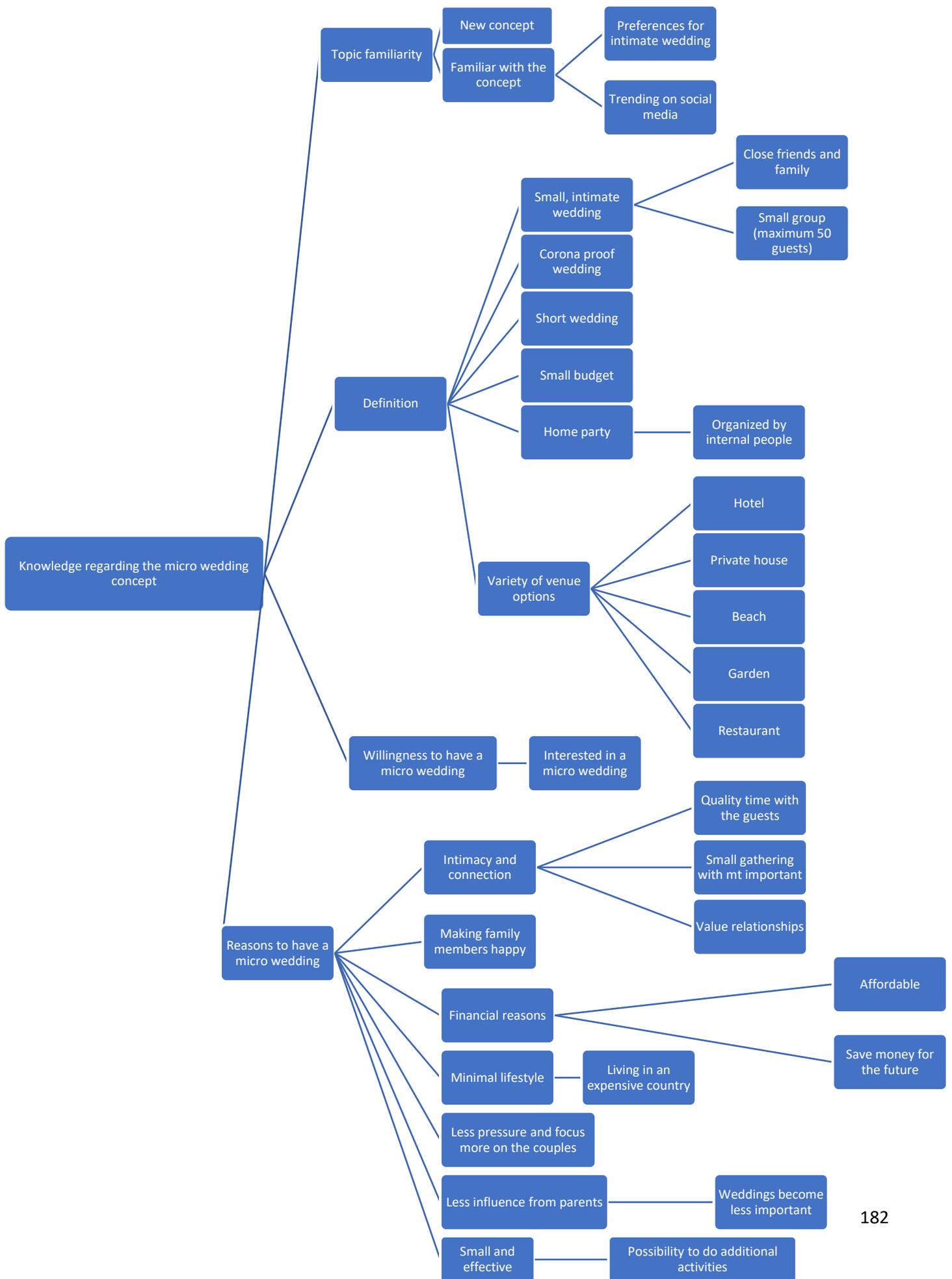
Background Information



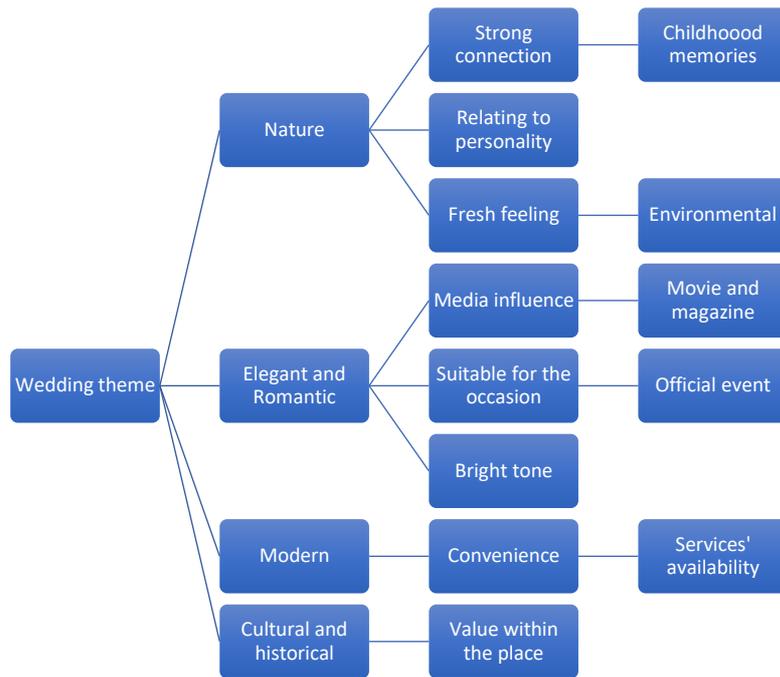
Marriage



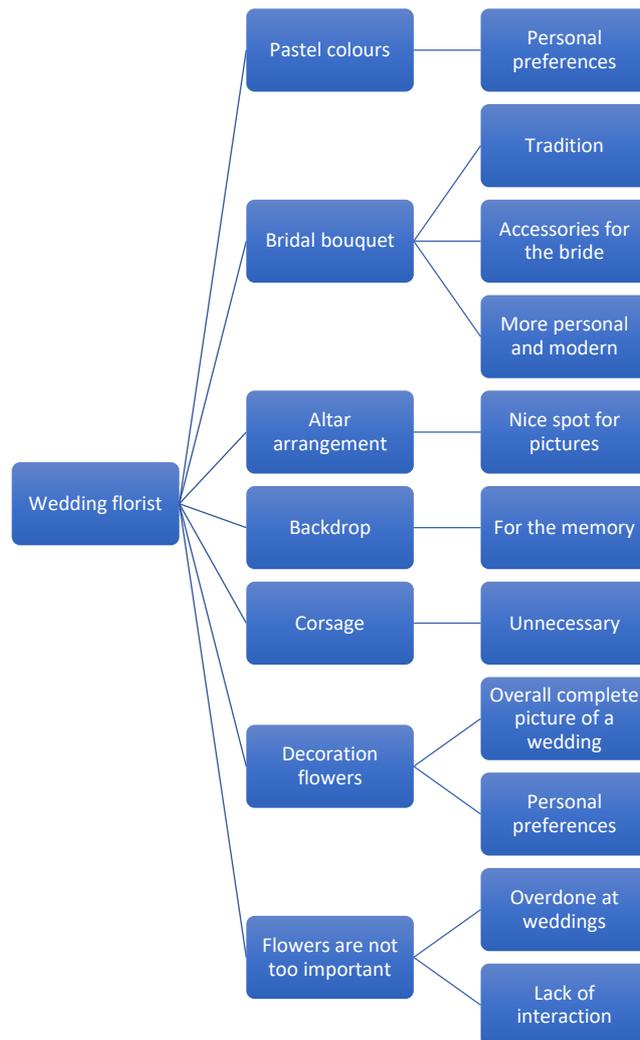
# Knowledge regarding the micro wedding concept



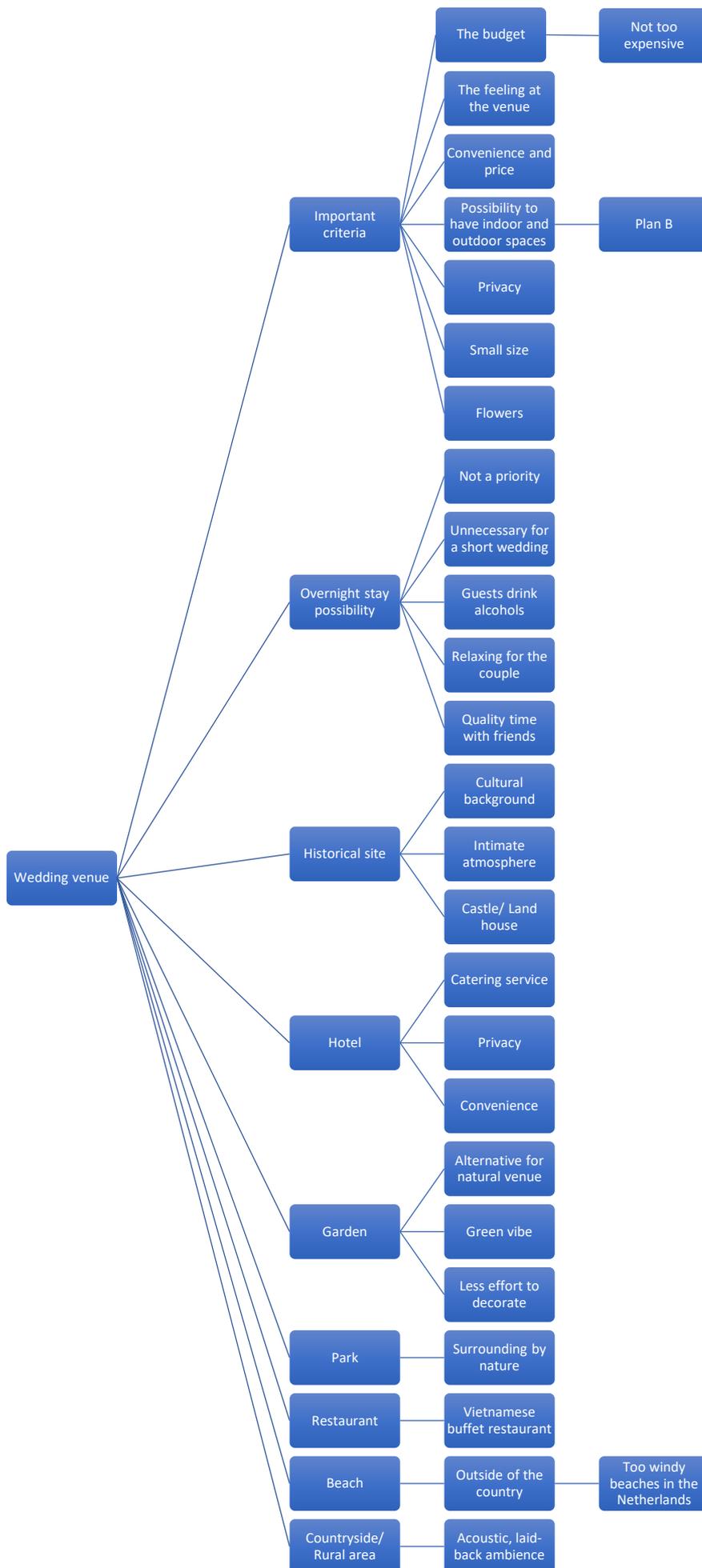
## Wedding Theme



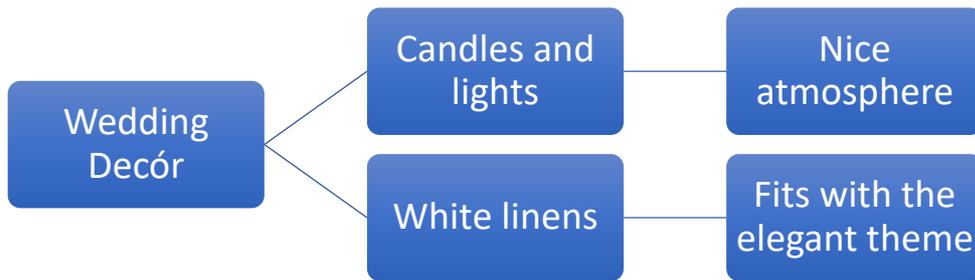
## Wedding Florist



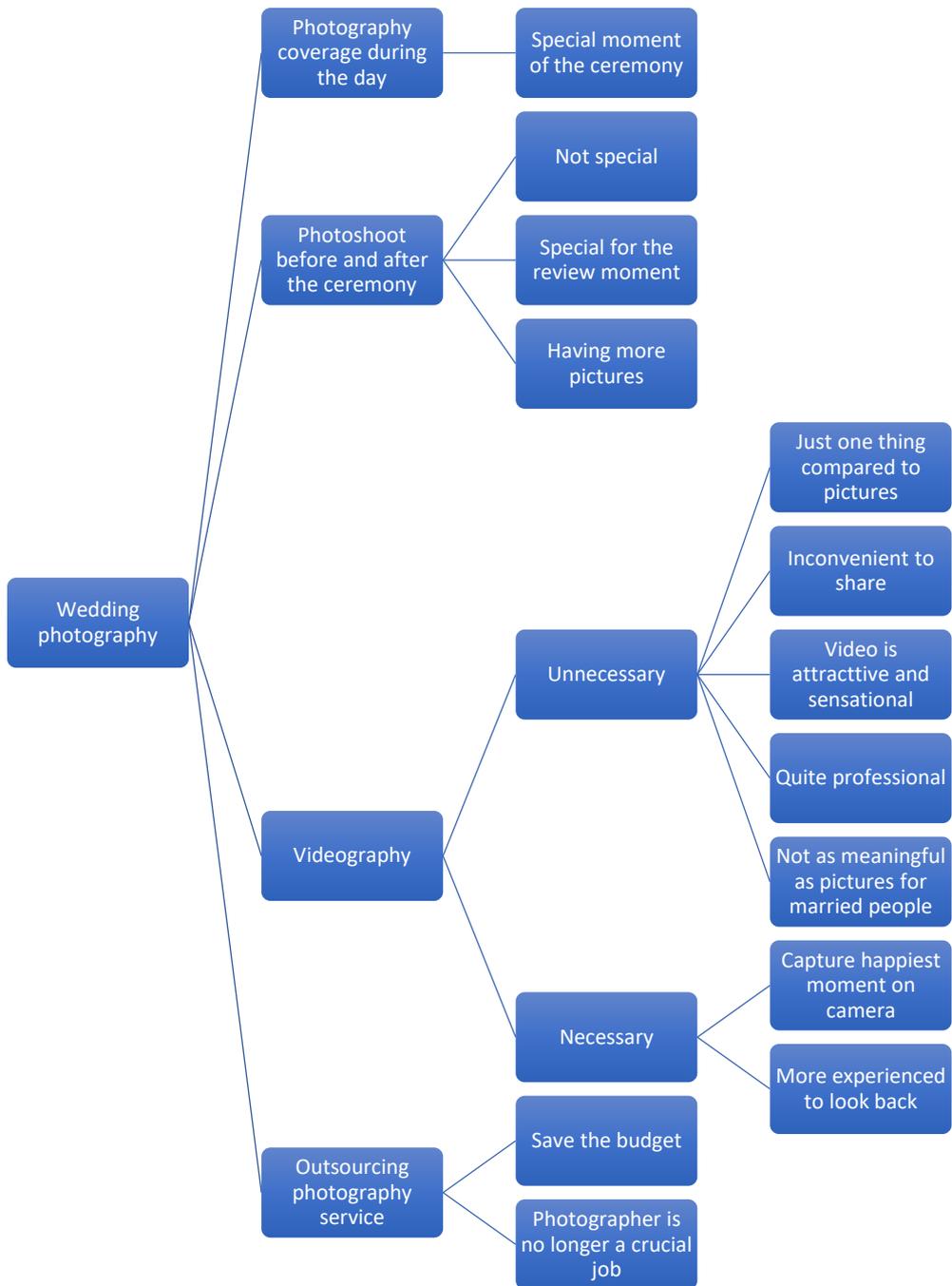
# Wedding Venue



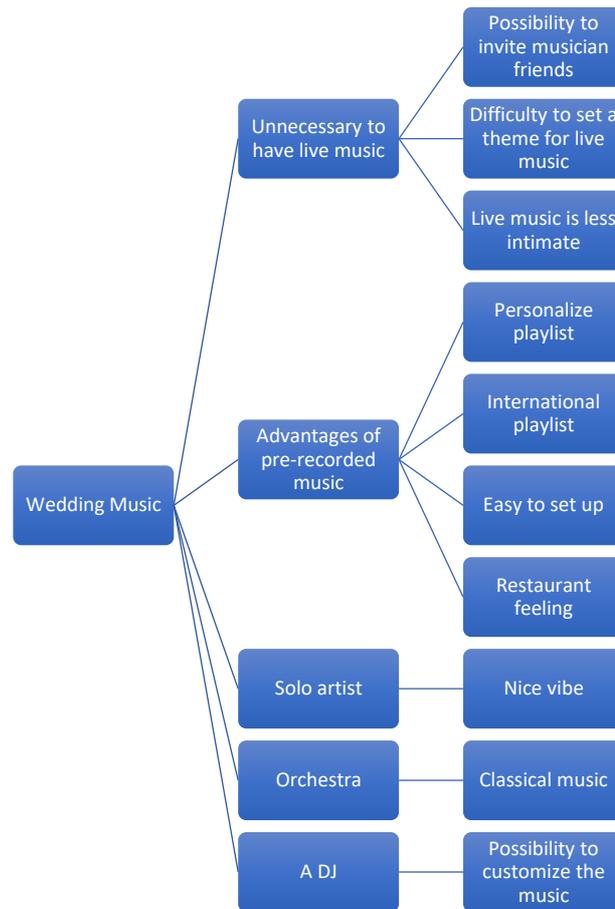
## Wedding Décor



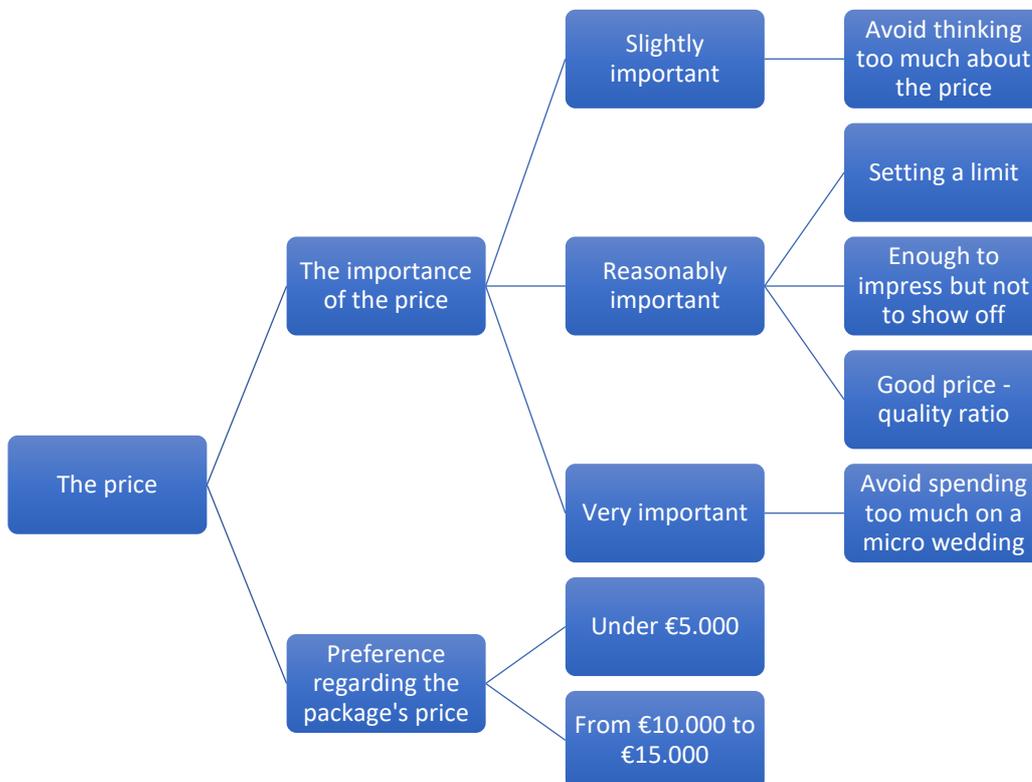
## Wedding Photography



## Wedding Music



## The price



## Additional services



**Introduction text**

*“Beste respondent,*

*Mijn naam is Quynh Pham. Ik ben een 4e jaars student Hotelmanagement aan de Saxion Hogeschool.*

*Ik ben momenteel bezig met een onderzoek naar de verwachtingen van klanten ten aanzien van een 'microbruiloft'. Door de Covid-19 pandemie zijn veel bruiloften uitgesteld of afgelast. Het concept microbruiloft is hierdoor een populaire nieuwe stijl geworden om je trouwdag op een veilige en gedenkwaardige manier te vieren.*

*Ik nodig je graag uit om deel te nemen aan deze korte vragenlijst. Vijf gelukkige winnaars winnen een bedank cadeautje! De vragenlijst heeft 21 vragen en het invullen duurt minder dan 5 minuten. Alle reacties worden alleen gebruikt voor mijn onderzoek en worden vertrouwelijk behandeld.*

*Mocht je nog vragen hebben, neem dan gerust contact met mij op via e-mail [q.pham.nl@gmail.com](mailto:q.pham.nl@gmail.com). De input wordt zeer gewaardeerd. Alvast heel erg bedankt voor je tijd!*

*Vriendelijke groeten,  
Quynh Pham”*

Core topic	Indicators	Question	Category of data	Measurement	
Demography	Gender	Wat is je geslacht?	Nominal	Multiple choice	
	Age	Binnen welke leeftijdscategorie val je?	Nominal		
	Country	Uit welk land kom je?	Nominal		
	Religion	Ben je gelovig?	Nominal		
	Income	Wat is uw persoonlijk maandelijks netto inkomen (het bedrag dat u per maand ontvangt)?	Nominal		
	Education background	Wat is je hoogst behaalde diploma?	Nominal		
	Relationship status		Heb je een relatie?		Nominal
			Hoe lang ben je al getrouwd?		Nominal
Zou je overwegen om te trouwen?			Nominal		
Knowledge regarding micro wedding concept	Topic familiarity	Ken je het concept "microbruiloft"?	Ordinal		
	Willingness to organize a micro wedding	Hoe groot is de kans dat u geïnteresseerd zou zijn in "microbruiloft" als alternatief voor een standard bruiloft?	Ordinal		
	Reasons to organize a micro wedding	Als u geïnteresseerd bent in een "microbruiloft", wat	Nominal		

		zijn dan de overweeg redenen om hiervoor te kiezen?		
Preferences towards a micro wedding package		Wat heeft je voorkeur met betrekking tot het huwelijksthema?	Nominal	Check-box
		Wat heeft je voorkeur met betrekking tot de locatie mocht je voor een microbruiloft gaan?	Nominal	
		In welke diensten met betrekking tot je microbruiloft bloemist zou je geïnteresseerd zijn?	Nominal	
		In welke diensten met betrekking tot je microbruiloft huwelijksfotografie zou je geïnteresseerd zijn?	Nominal	
		In welke diensten met betrekking tot muziek op je microbruiloft zou je geïnteresseerd zijn?	Nominal	
		Welke andere huwelijksdiensten zou u in de microbruiloft willen opnemen?	Nominal	
Preferences towards the price of a micro wedding package		Hoe belangrijk is de prijs in de overweging om voor een microbruiloft te gaan?	Ordinal	Multiple choice
		Hoeveel zou u bereid zijn te betalen voor een microbruiloftspakket?	Ordinal	
Additional comments regarding micro wedding concept		Bedankt voor het invullen van deze enquête! Tot slot is er nog een vraag. Zou je een microbruiloft eerder overwegen na het invullen van deze enquête?	Nominal	Open question

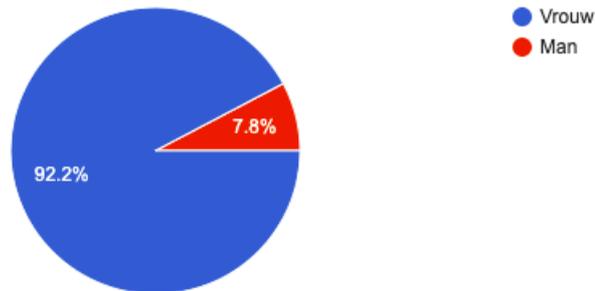
The online link to participate in the survey is: <https://forms.gle/e5gBxgmRWwdgYfGG6>

**Univariate analysis**

**Q1 – What is your gender?**

1. Wat is je geslacht?

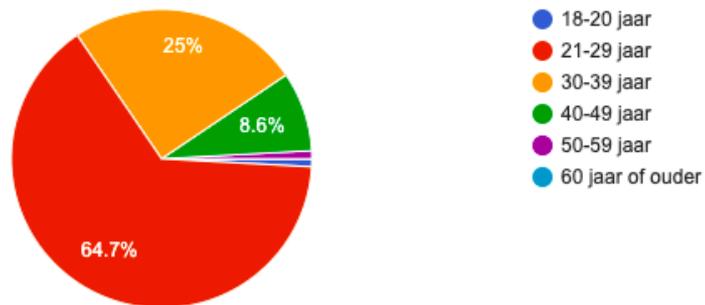
116 responses



**Q2 –What is your age range?**

2. Binnen welke leeftijdscategorie val je?

116 responses

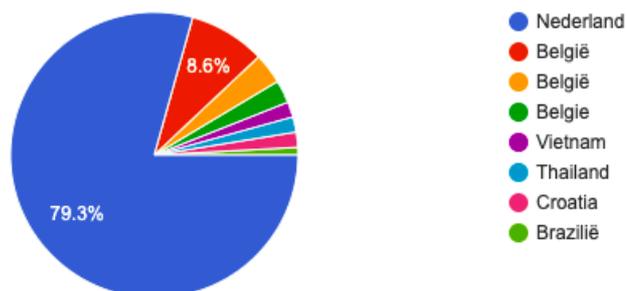


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**Q3 – Which country are you from?**

3. Uit welk land kom je?

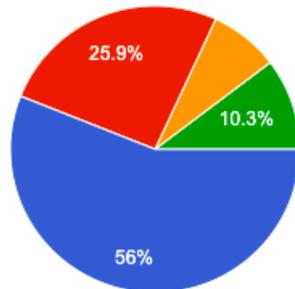
116 responses



#### Q4 – Are you religious?

4. Ben je gelovig?

116 responses

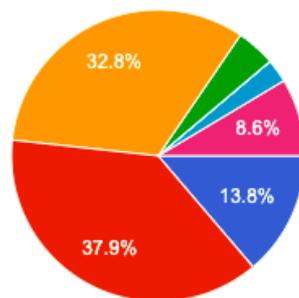


- Ik ben niet religieus
- Ik ben religieus maar ik ga zelden of niet naar religieuze diensten
- Ik ben religieus en ik bezoek minder dan 10 keer per jaar religieuze diensten
- Ik ben religieus en ik bezoek meer dan 10 keer per jaar religieuze diensten

#### Q5 – What is your personal monthly net income (the amount you receive per month)?

5. Wat is uw persoonlijk maandelijks netto inkomen (het bedrag dat u per maand ontvangt)?

116 responses

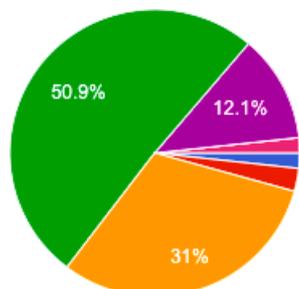


- Minder dan € 1.000,-
- € 1.000 tot € 2.000
- € 2.000 tot € 3.000
- € 3.000 tot € 4.000
- € 4.000 tot € 5.000
- € 5.000 of meer
- Zeg ik liever niet

#### Q6 - What is the highest degree you have obtained?

6. Wat is je hoogst behaalde diploma?

116 responses

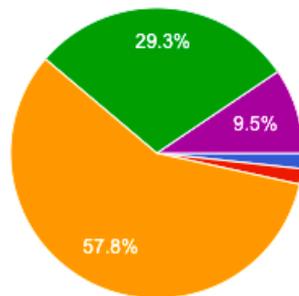


- Geen middelbare schooldiploma
- Vmbo, havo-onderbouw, vwo-onderbouw, mbo1
- Havo diploma, vwo diploma, mbo2,3 or 4
- Hbo- of wo-bachelor (bachelordiploma)
- Hbo mast, vwo master of doctor (diploma van een master opleiding)
- PHD
- Havo diploma, vwo diploma, mbo2,3 o...

### Q7 –What is your relationship status?

7. Heb je een relatie?

116 responses

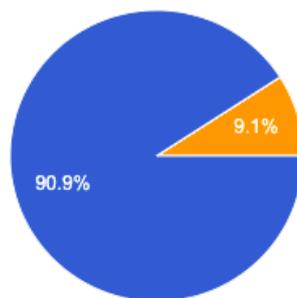


- ik ben vrijgezel
- Ik heb een relatie van korter dan een jaar
- Ik heb een relatie van langer dan een jaar, maar geen samenlevingscontract of geregistreerd partnerschap
- Ik heb een samenlevingscontract of een geregistreerd partnerschap
- ik ben getrouwd

### Q8(A) – How long have you been married?

8. Hoe lang ben je al getrouwd?

11 responses

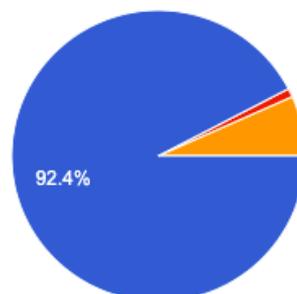


- Minder dan 2 jaar
- Tussen de 2 en 5 jaar
- Langer dan 5 jaar

### Q8(B) - Would you consider getting married?

8. Zou je overwegen om te trouwen?

105 responses

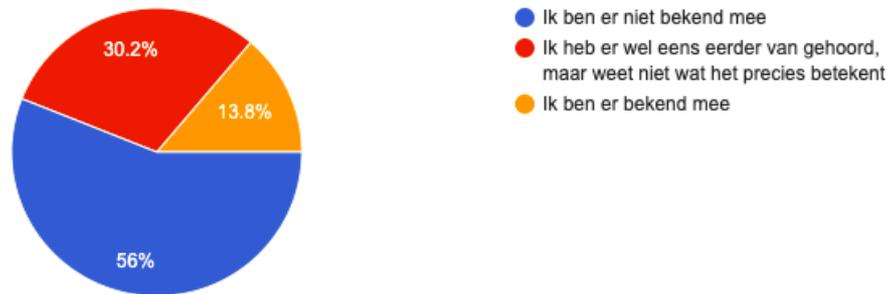


- Ja
- Nee
- Misschien

## Q9 – Are you familiar with the concept of micro wedding?

9. Ken je het concept "microbruiloft"?

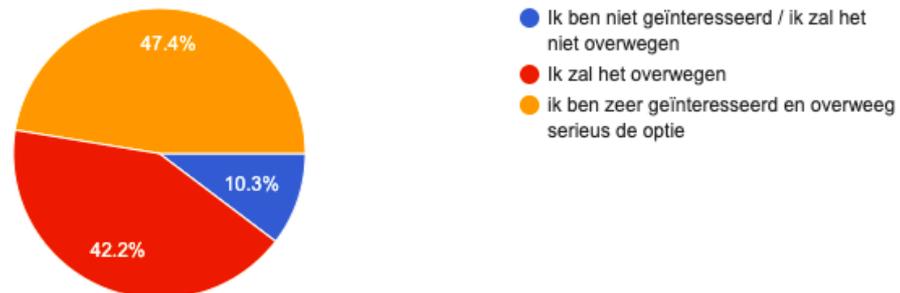
116 responses



## Q10 - How much likely you would be interested in “micro wedding” as an option from traditional wedding?

10. Hoe groot is de kans dat u geïnteresseerd zou zijn in "microbruiloft" als alternatief voor een standard bruiloft?

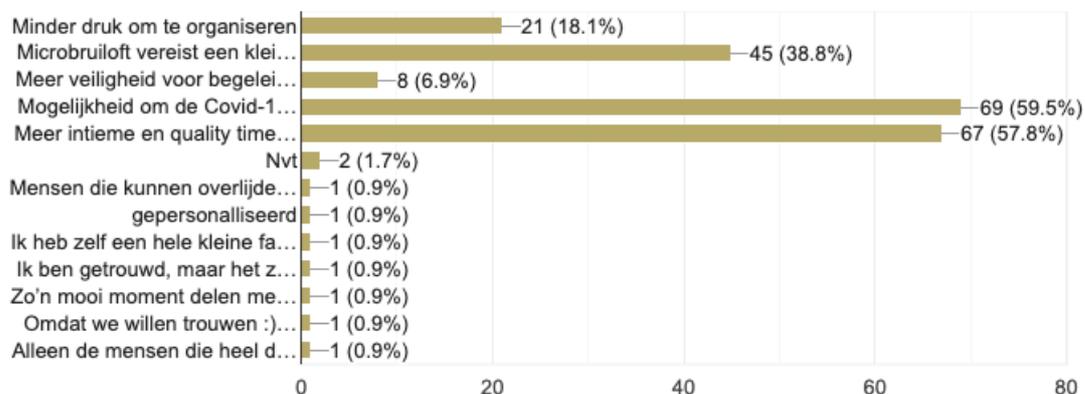
116 responses



## Q11 - If you are interested in “micro wedding”, what are the reasons for choosing micro wedding?

11. Als u geïnteresseerd bent in een "microbruiloft", wat zijn dan de overweg redenen om hiervoor te kiezen?

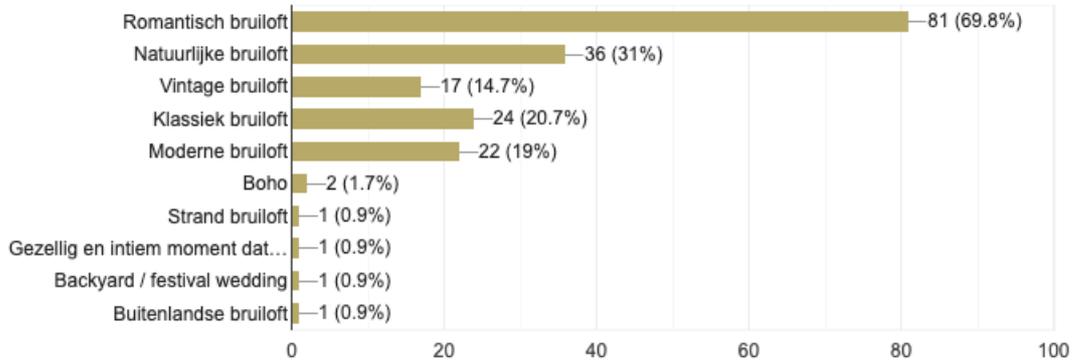
116 responses



## Q12 - What is your preference regarding wedding theme?

12. Wat heeft je voorkeur met betrekking tot het huwelijksthema?

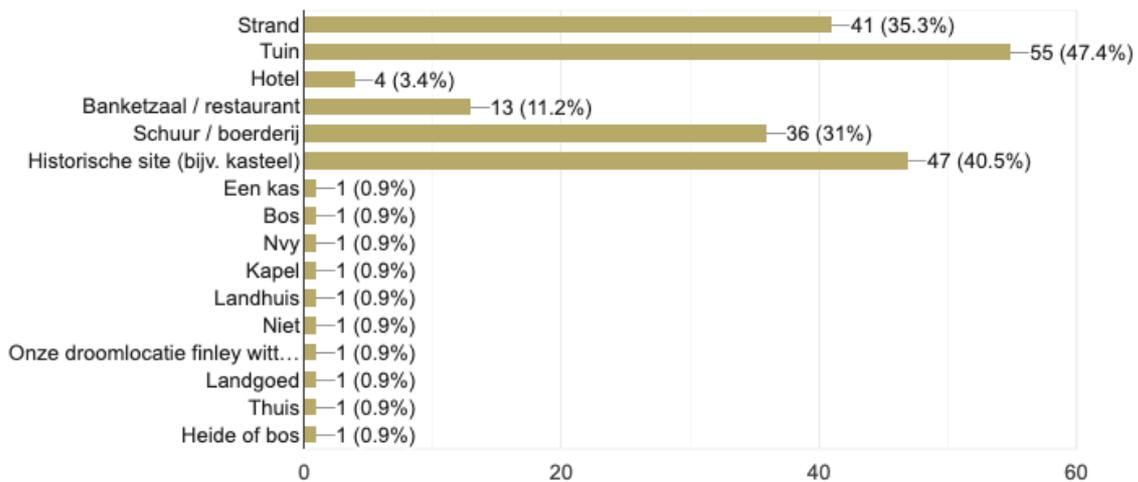
116 responses



## Q13 - What is your preference with regard to micro wedding's venue?

13. Wat heeft je voorkeur met betrekking tot de locatie mocht je voor een microbruiloft gaan?

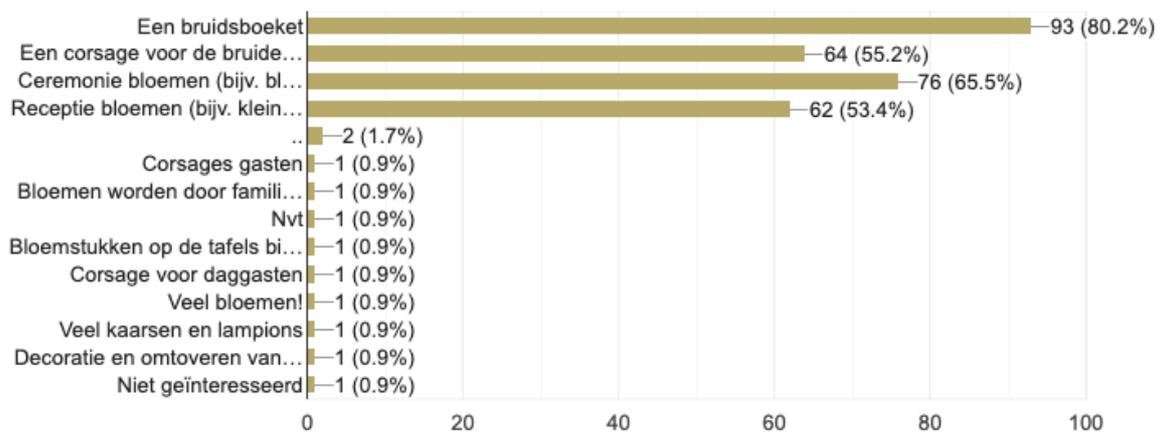
116 responses



#### Q14 - Which services with regard to micro wedding's florist that you would be interested in?

14. In welke diensten met betrekking tot je microbruiloft bloemist zou je geïnteresseerd zijn?

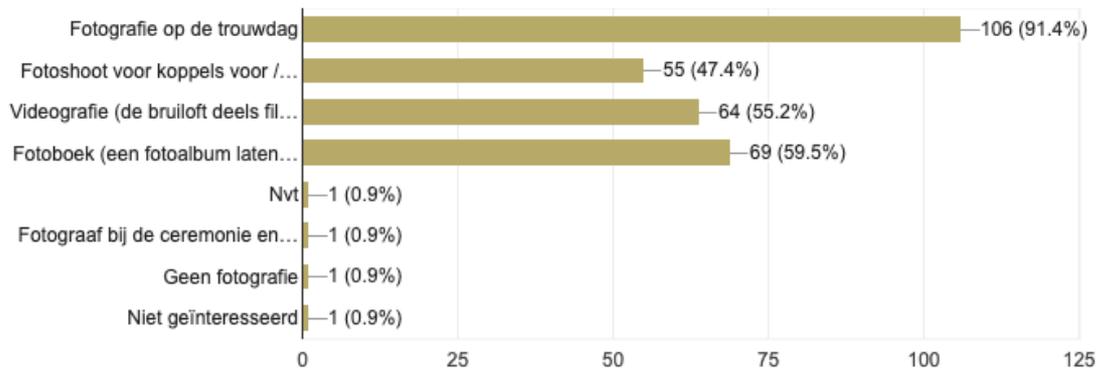
116 responses



#### Q15- Which services with regard to micro wedding's photography that you would be interested in?

15. In welke diensten met betrekking tot je microbruiloft huwelijksfotografie zou je geïnteresseerd zijn?

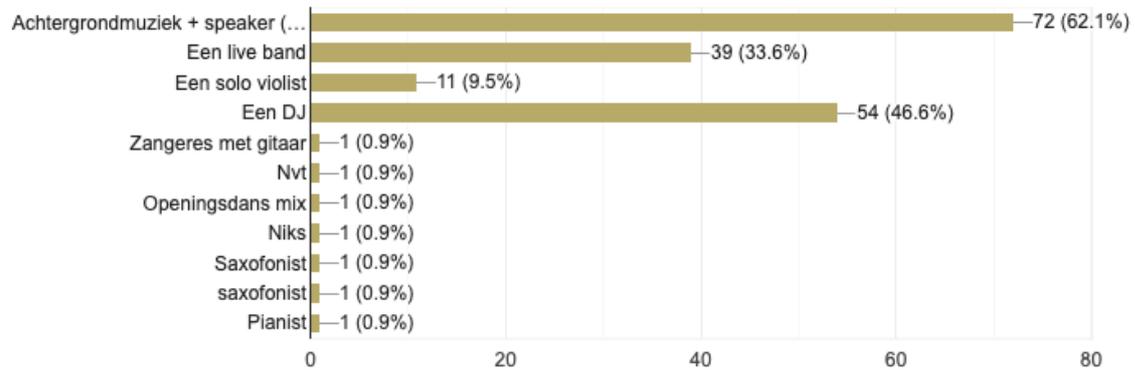
116 responses



**Q16 - Which services with regard to micro wedding's music that you would be interested in?**

16. In welke diensten met betrekking tot muziek op je microbruiloft zou je geïnteresseerd zijn?

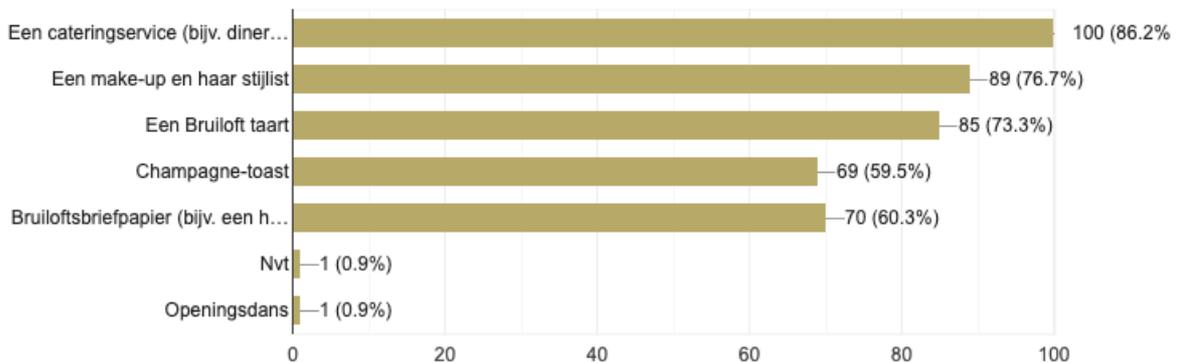
116 responses



**Q17 - What other wedding services that you would want to include in the micro wedding?**

17. Welke andere huwelijksdiensten zou u in de microbruiloft willen opnemen?

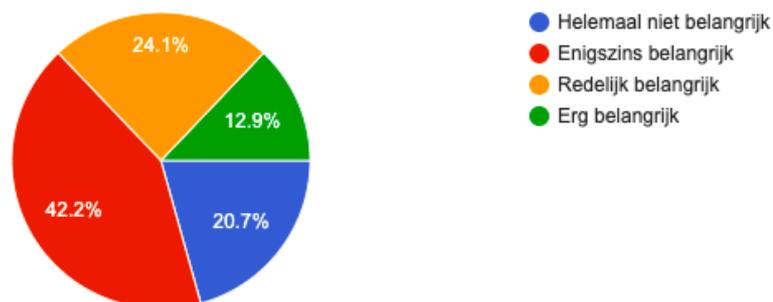
116 responses



**Q18 - How important is the price of the micro wedding package to you when having a micro wedding?**

18. Hoe belangrijk is de prijs in de overweging om voor een microbruiloft te gaan?

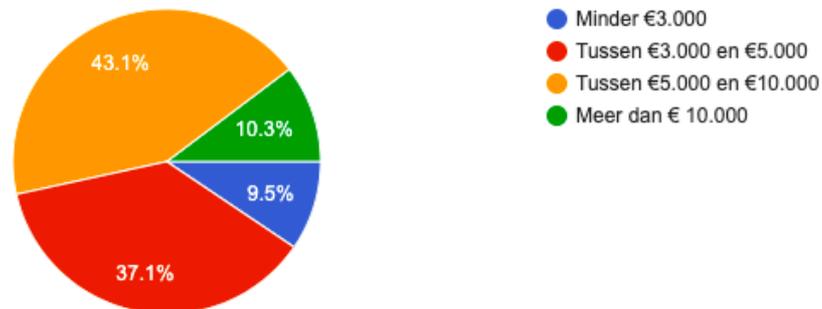
116 responses



**Q19 - How much would you be willing to pay for a micro wedding package which offers similar services in the Netherlands?**

19. Hoeveel zou u bereid zijn te betalen voor een microbruiloftspakket?

116 responses



**Q21 - Would you rather consider a micro wedding after completing this survey?**

21. Bedankt voor het invullen van deze enquête! Tot slot is er nog een vraag. Zou je een microbruiloft eerder overwegen na het invullen van deze enquête?

116 responses

Ja
Nee
Ja
Misschien
Zeker
Ja , I was already more interested after the interview with the stagiair of Sante Weddings
Het is een heel interessant concept!
Zolang covid-19 invloed heeft op mijn trouwdag wel
Nee, alleen als covid roet in het eten gooit. Ik wil meer gasten kunnen uitnodigen. De kosten klinken wel goed!

Ja! Ik wist eerder niet van het bestaan af en om op deze manier een veilige en betaalbare bruiloft te organiseren zou ik zeker overwegen terwijl ik dat eerder niet zou doen.

Ja alleen wij hebben een hoger gastenaantal wat het lastiger maakt

Nee, alleen als de corona golf blijft aanhouden (wij trouwen 3 september, hopelijk zonder coronabeperkingen)

Nvt

Nee, mijn voorkeur gaat uit naar een grote wedding

Ja dat zou ik zeker, meer kennis gekregen door de informatie die tussendoor gegeven werd.

Nee, aan je droombruiloft doe je geen concessies. micro is iets wat haaks staat op groot feest en m.i. Niet van toepassing op bruiloften.

Mijn bruiloft werd sowieso al een microbruiloft

Ja, al hadden wij onbewust al een microbruiloft in de planning met 25 gasten totaal!

Helaas zijn we genoodzaakt. Kostenplaatje blijft hoger dan 15000

Ja!

Ja, vanwege de informatie over kosten. Die schelen meer dan ik had verwacht.

Nee, onze keus is daar al naar uit gegaan

Nee, ik dacht er al over na om met max 50 te vieren.

Hangt van COVID-19 maatregelen af

Ja doen het al

Ja, eigenlijk beschrijft het al een beetje onze trouwplannen ;-)

Ik denk het wel

Was niet bekend met het concept, zeer interessant maar we hebben onze bruiloft al voor een groot deel geregeld (voor in april 2022). Als ik dit eerder geweten had was dit zeker de overweging waard geweest!

Nee, €3000 of meer zou ik niet uitgeven aan een bruiloft. Zonde van het geld.

Nog steeds even veel

Ja, want daarvoor kende ik het fenomeen niet.

Ja ik denk het wel.

Wij hebben al een microbruiloft gepland staan

Wij trouwen 21 mei dit jaar en zijn door de overheid verplicht een micro bruiloft te houden.

Nee geen keus ivm COVID

Ja zeker al naar gekeken vanwege maatregelen

Ja, omdat ik er nu meer over weet :)

Ja, ik zou er wel nog een keer extra over nadenken

Ja, ik voel niet veel bij een hele traditionele bruiloft met veel mensen. Ik houd het liever klein en kort met de mensen die dichtbij mij staan. Persoonlijk en vooral met een feestje!

Misschien meer uitweiden dat het niet een knalfeest kan worden met dansen enz.

Goede enquête, complimenten:) Wij hopen op 8 mei (of als reservedatum 26 juni) een microbruiloft te hebben, afhankelijk wanneer de horeca/terrassen weer open mogen. Hadden origineel 35 daggasten en 70 avondgasten. Door de avondgasten en het feest hebben we noodgedwongen een streep gezet.

Ja want nu pas ken ik het concept microbruiloft

Ja zeker

Ja, het zal moeten we trouwen binnenkort maar corona steekt een stokje ervoor. Een microwedding kan er toch nog een mooie dag van maken lijkt me

Nee, ik overweeg het sowieso al.

Ja, zeker.

ja

Misschien wel

Ik ben dankzij deze enquête helemaal overtuigd voor een micro bruiloft!

Natuurlijk! Niets heerlijker dan een gezellige kleine trouw. Was sowieso al het plan voor de covid epidemie.

Misschien korting aanbieden voor het boeken van extra service!

Had er al een gepland omdat door covid niet mogelijk was om in die periode een groot feest te geven.

Sure!

Wij hebben onze microbruiloft al gepland voor over twee maanden, kende alleen de term niet :)

Neen

Misschien

Door alle regels van het RIVM, dan twijfelen wij wel om het te gaan doen

We zijn verplicht omwille van de maatregelen

Onze microbruiloft staat gepland op 10 juli 2021! 🍷☀️❤️

maybe

Hangt er vanaf of ik ga trouwen

maybe

Hangt er vanaf of ik ga trouwen

Waarschijnlijk

## Bivariate Analysis

**Age \* Levelofinterest Crosstabulation**

		Levelofinterest			Total
		I am not interested	I will consider it	I am very interested and considering it seriously	
Age	18-20 years old	Count	0	0	1
		% within Age	0,0%	0,0%	100,0%
	21-29 years old	Count	7	38	30
		% within Age	9,3%	50,7%	40,0%
	30-39 years old	Count	3	7	19
		% within Age	10,3%	24,1%	65,5%
	40-49 years old	Count	2	3	5
		% within Age	20,0%	30,0%	50,0%
	50-59 years old	Count	0	0	1
		% within Age	0,0%	0,0%	100,0%
Total	Count	12	48	56	
	% within Age	10,3%	41,4%	48,3%	

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9,934 <sup>a</sup>	8	,270
Likelihood Ratio	10,695	8	,220
N of Valid Cases	116		

a. 10 cells (66,7%) have expected count less than 5. The minimum expected count is ,10.

### Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	,293	,270
	Cramer's V	,207	,270
N of Valid Cases		116	

Figure 1. Relationship between age and level of interest in the micro wedding concept

**Age \* Willingnesstopay Crosstabulation**

		Willingnesstopay				Total
		Less than €3.000	€3.000 to €5.000	€5.000 to €10.000	More than €10.000	
Age	18-20 years old	Count	0	0	1	0
		% within Age	0,0%	0,0%	100,0%	0,0%
	21-29 years old	Count	5	30	33	7
		% within Age	6,7%	40,0%	44,0%	9,3%
	30-39 years old	Count	4	10	12	3
		% within Age	13,8%	34,5%	41,4%	10,3%
	40-49 years old	Count	2	2	4	2
		% within Age	20,0%	20,0%	40,0%	20,0%
	50-59 years old	Count	0	1	0	0
		% within Age	0,0%	100,0%	0,0%	0,0%
Total	Count	11	43	50	12	
	% within Age	9,5%	37,1%	43,1%	10,3%	

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7,423 <sup>a</sup>	12	,828
Likelihood Ratio	7,756	12	,804
N of Valid Cases	116		

a. 14 cells (70,0%) have expected count less than 5. The minimum expected count is ,09.

### Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	,253	,828
	Cramer's V	,146	,828
N of Valid Cases		116	

Figure 2. Relationship between age and the willingness to pay for a micro wedding package

Monthlyincome \* Levelofinterest Crosstabulation

Monthlyincome			Levelofinterest			Total
			I am not interested	I will consider it	I am very interested and considering it seriously	
Less than €1.000	Count		2	10	6	18
	% within Monthlyincome		11,1%	55,6%	33,3%	100,0%
€1.000 to €2.000	Count		3	17	22	42
	% within Monthlyincome		7,1%	40,5%	52,4%	100,0%
€2.000 to €3.000	Count		4	16	18	38
	% within Monthlyincome		10,5%	42,1%	47,4%	100,0%
€3.000 to €4.000	Count		1	1	3	5
	% within Monthlyincome		20,0%	20,0%	60,0%	100,0%
€5.000 or more	Count		1	0	2	3
	% within Monthlyincome		33,3%	0,0%	66,7%	100,0%
I would rather not say	Count		1	4	5	10
	% within Monthlyincome		10,0%	40,0%	50,0%	100,0%
Total	Count		12	48	56	116
	% within Monthlyincome		10,3%	41,4%	48,3%	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6,442 <sup>a</sup>	10	,777
Likelihood Ratio	7,176	10	,709
N of Valid Cases	116		

a. 12 cells (66,7%) have expected count less than 5. The minimum expected count is ,31.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	,236	,777
	Cramer's V	,167	,777
N of Valid Cases		116	

Figure 3. Relationship between monthly income and level of interest in the micro wedding concept

Monthlyincome \* Willingnesstopay Crosstabulation

Monthlyincome			Willingnesstopay				Total
			Less than €3.000	€3.000 to €5.000	€5.000 to €10.000	More than €10.000	
Less than €1.000	Count		1	8	8	1	18
	% within Monthlyincome		5,6%	44,4%	44,4%	5,6%	100,0%
€1.000 to €2.000	Count		4	20	17	1	42
	% within Monthlyincome		9,5%	47,6%	40,5%	2,4%	100,0%
€2.000 to €3.000	Count		4	11	18	5	38
	% within Monthlyincome		10,5%	28,9%	47,4%	13,2%	100,0%
€3.000 to €4.000	Count		0	0	3	2	5
	% within Monthlyincome		0,0%	0,0%	60,0%	40,0%	100,0%
€5.000 or more	Count		1	0	1	1	3
	% within Monthlyincome		33,3%	0,0%	33,3%	33,3%	100,0%
I would rather not say	Count		1	4	3	2	10
	% within Monthlyincome		10,0%	40,0%	30,0%	20,0%	100,0%
Total	Count		11	43	50	12	116
	% within Monthlyincome		9,5%	37,1%	43,1%	10,3%	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	18,783 <sup>a</sup>	15	,224
Likelihood Ratio	20,166	15	,166
N of Valid Cases	116		

a. 18 cells (75,0%) have expected count less than 5. The minimum expected count is ,28.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	,402	,224
	Cramer's V	,232	,224
N of Valid Cases		116	

Figure 4. Relationship between monthly income and willingness to pay for a micro wedding package

**Educationbackground \* Levelofinterest Crosstabulation**

Educationbackground			Levelofinterest			Total
			I am not interested	I will consider it	I am very interested and considering it seriously	
Geen middelbare schooldiploma	Count		0	1	1	2
	% within Educationbackground		0,0%	50,0%	50,0%	100,0%
Vmbo, havo-onderbouw, vwo-onderbouw, mbo1	Count		0	1	2	3
	% within Educationbackground		0,0%	33,3%	66,7%	100,0%
Havo diploma, vwo diploma, mbo2,3 or 4	Count		3	23	11	37
	% within Educationbackground		8,1%	62,2%	29,7%	100,0%
Hbo- of wo-bachelor (bachelordiploma)	Count		6	17	37	60
	% within Educationbackground		10,0%	28,3%	61,7%	100,0%
Hbo mast, vwo master of doctor (diploma van een master opleiding)	Count		3	6	5	14
	% within Educationbackground		21,4%	42,9%	35,7%	100,0%
Total	Count		12	48	56	116
	% within Educationbackground		10,3%	41,4%	48,3%	100,0%

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	14,320 <sup>a</sup>	8	,074
Likelihood Ratio	14,509	8	,069
N of Valid Cases	116		

a. 8 cells (53,3%) have expected count less than 5. The minimum expected count is ,21.

### Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	,351	,074
	Cramer's V	,248	,074
N of Valid Cases		116	

Figure 5. Relationship between education background and level of interest in the micro wedding concept

**Educationbackground \* Willingnesstopay Crosstabulation**

Educationbackground			Willingnesstopay				Total
			Less than €3.000	€3.000 to €5.000	€5.000 to €10.000	More than €10.000	
Geen middelbare schooldiploma	Count		1	0	1	0	2
	% within Educationbackground		50,0%	0,0%	50,0%	0,0%	100,0%
Vmbo, havo-onderbouw, vwo-onderbouw, mbo1	Count		1	1	1	0	3
	% within Educationbackground		33,3%	33,3%	33,3%	0,0%	100,0%
Havo diploma, vwo diploma, mbo2,3 or 4	Count		3	10	21	3	37
	% within Educationbackground		8,1%	27,0%	56,8%	8,1%	100,0%
Hbo- of wo-bachelor (bachelordiploma)	Count		5	27	21	7	60
	% within Educationbackground		8,3%	45,0%	35,0%	11,7%	100,0%
Hbo mast, vwo master of doctor (diploma van een master opleiding)	Count		1	5	6	2	14
	% within Educationbackground		7,1%	35,7%	42,9%	14,3%	100,0%
Total	Count		11	43	50	12	116
	% within Educationbackground		9,5%	37,1%	43,1%	10,3%	100,0%

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11,895 <sup>a</sup>	12	,454
Likelihood Ratio	10,644	12	,560
N of Valid Cases	116		

a. 12 cells (60,0%) have expected count less than 5. The minimum expected count is ,19.

### Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	,320	,454
	Cramer's V	,185	,454
N of Valid Cases		116	

Figure 6. Relationship between education background and willingness to pay for a micro wedding package

❖ **Univariate analysis**

General information

- Gender

The majority of respondents were female (92.2%), whereas the percentage of male respondents were much lower (7.8%). However, this was expected as the bride was often in charge of planning the wedding instead of the groom. Hence, the answers from each female respondent in the online survey also represented the couple's preferences.

- Age

The age aspect of the total sample size provided an accurate representation of Santé Weddings and Events' target group, which was millennial couples. This was also as expected based on the results of the interviews with experts and the desk research. Millennial couples were the main target group for micro weddings. The majority of respondents were between 21 – 29 years old (64.7%) and between 30-39 years old (25%). Additionally, there were ten respondents in the age group of 40-49 years old (8.6%), one respondent in the age group of 50-59 years old (0.9%) and one respondent in the age group of 18-20 years old (0.9%).

- Nationality

Regarding nationality, most respondents came from the Netherlands (79.3%), which represented the geographic target market of this project. Additionally, there were 17 respondents from Belgium (14.6%), two respondents from Vietnam (1.7%), two respondents from Thailand (1.7%), two respondents from Croatia (1.7%) and one respondent from Brazil (0.9%), representing the ex-pat couples living in the Netherlands.

- Religious status

Regarding religious status, the majority of respondents were not religious (56%). Among religious respondents, 25.9% were religious but rarely or did not go to religious service, 7.8% went to religious service less than ten times per year, and 10.3% went to religious service more than ten times per year.

- Income status

Regarding personal monthly income, the majority of respondents had a monthly income from €1.000 to €2.000 (37.9%) and €2.000 to €3.000 (32.8%), which represented the approximate average monthly income in the Netherlands. On the contrary, 13.8% of respondents had an income lower than €1.000. There were also small percentages of respondents who had a higher income, from €3.000 to €4.000 (4.3%) and more than €5.000 (2.6%).

- Education level

Regarding the education level, more than half of the respondents had an “HBO-of WO Bachelor” (50.9%), whereas 31% of respondents had “HAVO diploma, VWO diploma, MBO 2,3 or 4”. Only 12.1% of respondents had a higher degree than bachelor level. On the contrary, two respondents did not have a “middelbare school diploma” (1.7%) and three respondents had “Vmbo, havo-onderbouw, vwo-onderbouw, mbo1” (2.6%).

- Relationship status

Regarding the relationship status, 1.7% of respondents had a relationship shorter than a year. More than 57.8% of respondents had a relationship longer than a year and not in a partnership or a living together contract. Moreover, 29.3% of respondents were in a partnership or had a living together contract. These number represented the percentage of potential couples that would be more likely to consider getting married in the future. Additionally, 9.5% of respondents were married. Among married couples, 90.9% were married less than two years, whereas only 9.1% married longer than five years. Two respondents stated that that they were single.

Willingness to get married

Regarding the willingness to get married in the future, 92.4% of respondents would like to get married. Furthermore, 6.7% of respondents might want to get married, and only 1% did not want to get married. This proved that there was a significant potential for the micro wedding package as there was high customer demand.

### Awareness of the concept

The majority of respondents did not know about the concept before participating in the questionnaire (56%). Additionally, 30.2% of respondents had heard of it before but did not know what it meant exactly. Only 13.8% of respondents knew the concept and were familiar with it. This indicated that a micro wedding was seen as a new concept in the Netherlands, which was as expected according to desk research.

### Interest in the micro wedding concept

When being asked about their interest in the micro wedding concept, the majority of participants responded positively. 47.4% of respondents were very interested in the concept and considered it seriously. 42.2% of respondents would consider it. Only 10.3% of respondents were not interested in the concept or would not consider it. This showed a big opportunity for the micro wedding concept in the Netherlands, increasing the probability of the business success.

### Reasons to have a micro wedding

Regarding the reasons for having a micro wedding, two important reasons were the possibility of following the government's Covid-19 regulations regarding organizing wedding (59.5%) and having more intimate and quality time with the guests (57.8%). Additionally, 38.8% of respondents stated that they would like to have a micro wedding as it required a smaller budget compared to a traditional wedding. Furthermore, 18.1% of respondents stated that one of the reasons was less pressure to organize, 6.9% of respondents stated that having a micro wedding was more safety for attendants due to a small guest list. Moreover, some other reasons represented in the questionnaire were only the very close people (0.9%), personalized (0.9%), sharing a beautiful moment with the people who were involved in your life (0.9%), having a small family and group of friends (0.9%).

### Wedding theme

When it came to preference regarding the wedding theme, most respondents would like to have a romantic theme (69.8%). The second most popular theme was nature (31%). Additionally, 20.7% of respondents would like to have a classic theme, 19% would like to have a modern theme, and only 14.7% would like to have a vintage theme. Moreover, some of the respondents also had different preferences regarding the wedding theme, such as boho (1.7%), beach wedding (0.9%), backyard/festival wedding (0.9%), destination wedding (0.9%), cozy and intimate (0.9%). This showed that the preference of the majority regarding wedding theme was in line with the style and theme of Santé Weddings and Events' planning service.

### Wedding venue

When being asked about the wedding venue, most respondents chose a garden (47.4%), a historical site such as a castle (40.5%), a beach (35.3%) and a barn/ farm (31%). Some other less popular venues were a restaurant/ banquet hall (11.2%) and a hotel (3.4%). Additionally, some respondents also mentioned different venues such as a forest (0.9%), a land house (1.8%), a chapel (0.9%) or a glasshouse (0.9%).

### Wedding florist

Regarding the wedding florist service, the majority of respondents would like to have a bridal bouquet (80.2%). This showed that the bridal bouquet was the most important flower arrangements to include in the micro wedding package. Moreover, 65.5% of respondents would like to have flower arrangements for the wedding ceremony, such as the backdrop or altar centerpiece. The percentages of respondents who would consider having the corsage for the groom and flower arrangements for the reception were somewhat similar. 55.2% of respondents would like to have the corsage for the groom, and 53.4% of respondents would like to have the flower arrangements for the wedding reception. Some respondents also mentioned different extra services such as the corsage for the guests (1.8%), flower arrangements on the table during dinner (0.9%), flowers arranged by family members (0.9%), garden decoration for a

garden wedding (0.9%). On the contrary, 3.5% of the respondents were not interested in having flower arrangements at the micro wedding.

#### Wedding photography

From the survey results, it was seen that 91.4% of respondents would like to have photography coverage during the wedding day. Additionally, 59.5% of respondents would like to have a photo book after the wedding, and 55.2% would like to include a videography service in the wedding. The least popular photographer service was a photoshoot for couples before/ after the ceremony (47.4%). There was also one respondent who mentioned that she would like photography service during the ceremony and a few hours at the party (0.9%). Only three respondents in the online questionnaire indicated that they would not want a photography service (2.7%).

#### Wedding music

Regarding the preference regarding wedding music, the majority of respondents would like to have background music and speaker via Spotify (62.1%). It was reasonable as it was the most affordable and essential music service at weddings. When it came to live music, the most popular option was a DJ (46.6%), followed up by a live band (33.6%). There were also some preferences regarding solo artist with an instrument, such as violist (9.5%), saxophonist (1.8%) and pianist (0.9%). There was one respondent mentioned singers with guitar (0.9%), and one respondent mentioned opening dance mix (0.9%). Two respondents stated that they would not want to have any music service at the wedding (1.8%).

#### Extra services

When asked about the extra services at the wedding, most respondents would like to have a catering service (86.2%). This showed that it was important to offer the possibility to have a catering service in the micro wedding package. Additionally, makeup and hair service and wedding cake were also popular among respondents participating in the survey. 76.7% of respondents would like to have makeup and hairstylist, and 73.3% of respondents would like to have a wedding cake. Two less popular services were champagne toasts (59.5%) and wedding invitations (60.3%). One respondent mentioned that she would like an opening dance at the wedding (0.9%). One respondent would not want any extra services (0.9%).

#### The importance of micro wedding's price

Regarding the importance of the micro wedding package's price, most respondents stated that the price was somewhat important (42.2%) and fairly important (24.1%). Only 12.9% of respondents considered the price as a very important factor. On the contrary, more than one-fifth of respondents stated that price was not important at all (20.7%). Looking at the results, it was evident that price was not the most important factor for the majority, and customers were willing to spend for a high-quality service offering great value.

#### Price of a micro wedding package

When being asked about the price range of the micro wedding package, the majority of respondents stated that they were willing to pay from €5.000 to €10.000 (43.1%), followed by 37.1% of respondents who were willing to pay from €3.000 to €5.000. This proved that the ideal price for a successful micro wedding package would be around these price ranges to attract potential couples. Additionally, only 10.3% of respondents were willing to pay more than €10.000 for the package. On the contrary, 9.5% of respondents stated that they would spend less than €3.000 on the micro wedding package.

#### Consideration towards a micro wedding package

From the survey results, there were many positive comments from respondents that they would like to have a micro wedding in the future. Some respondents were convinced to have a micro wedding as they had a better understanding after filling in the questionnaire. From the survey results, it was also

seen that some respondents might consider having a micro wedding and were forced to have a micro wedding due to the strict measurements. On the other hand, some of the respondents commented that they would not want to have a micro wedding as they were still concerned about the strict measurements from the government or the size of a micro wedding is simply too small.

#### ❖ **Bivariate Analysis**

In the Knowledge Collection chapter, the researcher mentioned that the crosstabs function on SPSS was used to show the relation between ordinal variables. The chosen variables to be tested were age, monthly income, education background, level of interest and the willingness to pay. For this research, the limit for the chi-square test used was 0.05. The result of the chi-square test was read from the p-value. When the p-value was smaller than 0.05, a significant relationship between the two variables existed. Regarding Cramér's V, when Cramér's V between 0 and 0.25, there was a very weak relationship. By running the symmetric measures and the chi-square test, the researcher found no relationship between the demographic background of respondents and their interests as well as their willingness to pay for a micro wedding package.

- "Age" -> "Level of interest":

Based on Cramér's V (0.207) and chi-square test (0.270), it was seen that there was a very weak relationship between age and level of interest regarding the micro wedding concept. In other words, the respondent's age did not influence on his/her interest in the concept.

- "Age" -> "Willingness to pay":

Based on Cramér's V (0.146) and chi-square test (0.828), it was seen that there was a very weak relationship between age and willingness to pay. The result proved no connection between the respondent's age and his/her expectation towards the price of the micro wedding package.

- "Monthly income" -> "Level of interest":

Based on Cramér's V (0.167) and chi-square test (0.777), it was seen that there was a very weak relationship between monthly income and level of interest regarding the micro wedding concept. In other words, the respondent's income did not influence on his/her interest in the concept.

- "Monthly income" -> "Willingness to pay":

Based on Cramér's V (0.232) and chi-square test (0.224), it was seen that there was a very weak relationship between monthly income and willingness to pay. Therefore, it was evident that the respondent's income did not affect his/her expectation towards the price of the micro wedding package.

- "Education background" -> "Level of interest":

Based on Cramér's V (0.248) and chi-square test (0.074), it was seen that there was a very weak relationship between educational background and level of interest regarding the micro wedding concept. In other words, the educational background of the respondent had no influence on his/her interest in the concept.

- "Education background" -> "Willingness to pay":

Based on Cramér's V (0.185) and chi-square test (0.454), it was seen that there was a very weak relationship between education background and willingness to pay. It was seen that the education level of the respondent had no influence on his/her expectation towards the price of the micro wedding package.

Stakeholder	Role/ Responsibility	Interest	Impact
The customers	The wishes and demands of clients will be taken into account in the introduction meeting to add customized details in the selected micro wedding package.	Have a memorable, affordable, intimate and cozy micro wedding	***** They have a significant impact on the content and details of the micro wedding. Based on their wishes towards the wedding day, some personal touches to the micro wedding package, such as extra services or styling, will be added accordingly.
The wedding officiant	The officiant will be in charge of the wedding ceremony in the packages. She makes the wedding official.	Receives more inquiries	*** She has a medium influence on the operation of the micro wedding packages at Santé. Her service is a fixed service in the packages, and she offers the service based on her availability.
The venues	The venues will set up the wedding ceremony and wedding reception, prepare and serve some drinks and bites and manage the staff team on location.	Collaborate with a well-known wedding planner, be part of the new wedding trend in the Netherlands and gain extra sales. The venues also increase customer awareness and attract more customers.	***** The venues have huge impacts on the packages. The venue suppliers determined which dates are available for the micro wedding when Santé receives a wedding inquiry. The venues also decide the quantity of preparation when it comes to drinks and bites.
The makeup and hair artist	The makeup and hair artist offers makeup service and hairstyling service in the micro wedding if the customers want to book.	Collaborates with a well-known wedding planner, be part of the new wedding trend in the Netherlands and gains extra sales.	** The makeup artist has a small impact on the micro wedding packages as a makeup and hairstyling service is

			an additional service besides the packages.
The florist	The florist offers fresh flower arrangements in the micro wedding.	Collaborates with a well-known wedding planner, be part of the new wedding trend in the Netherlands and gains extra sales.	*** The florist has a medium impact on the packages. Her service is a fixed service in the packages, and she offers the service based on her availability.
The wedding cake supplier	The wedding cake supplier offers wedding cake or sweet table in the micro wedding.	Collaborates with a well-known wedding planner, be part of the new wedding trend in the Netherlands and gains extra sales.	** The wedding cake supplier has a small impact on the micro wedding packages as a wedding cake is an additional service besides the packages.
The wedding attire suppliers	The wedding attire suppliers offer wedding suit/ bridal dress to the couple in the micro wedding.	Collaborate with a well-known wedding planner, be part of the new wedding trend in the Netherlands and gain extra sales. The wedding attire suppliers also increase customer awareness and attract more customers to the stores.	** The wedding attire suppliers have small impacts on the micro wedding packages as wedding attire is an additional service besides the packages.
The wedding invitation supplier	The wedding invitation supplier will offer digital invitations for the micro weddings.	Gains extra sales	* The wedding invitation supplier has a very small impact on the micro wedding packages as all the transactions can be done online, and all the digital invitations are always available.
The welcome sign supplier	The welcome sign supplier will offer the customized welcome signs for micro weddings.	Gains extra sales	** The welcome sign supplier has a small impact on the micro wedding packages. The sign can be ordered online based on the availability of

			the item on the supplier's website.
The photographers	The photographers offer photography service during the wedding day and other additional services such as photo book or videography if the customers want to book.	Collaborate with a well-known wedding planner, be part of the new wedding trend in the Netherlands and gain extra sales	*** The photographers have a medium impact on the packages. The photography service is a fixed service in the packages, and the photographers offer the service based on their availabilities.
The government	Taxation and regulations (during Covid-19)	Gains benefit from tax payment.	** They have less influence on the micro wedding packages, but the tax is taken into account in pricing. However, during Covid-19, they have more impacts as the company needs to follow measurements against the spread of Covid-19.

Appendix XXVI - Power Interest Grid

HIGH	<b>Keep satisfied</b>	<b>Manage closely</b>
	- The government	- The customers - The venues - The florist - The photographers - The wedding officiant
Power	<b>Monitor</b>	<b>Keep informed</b>
		- The wedding cake supplier - The wedding attire suppliers - The makeup and hair artist - The wedding invitation supplier - The welcome sign supplier
LOW	<b>Interest</b>	
	LOW	HIGH

## Appendix XXVII – Income Statement Explanation

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### ❖ Revenue

The company expects to organize at least ten micro weddings in six months from August 2021 to December 2021 after launching the service. For each wedding, the company gains a revenue of €500.00 as a wedding planning and coordinating fee. The company also gains revenue from selling the welcome sign at the price of €10.00 per wedding. The company also earns an 11% profit on top of the package price for each micro wedding package.

### ❖ Expenses

The expenses were adjusted for the micro wedding packages based on the company's financial data. For the micro wedding concept, the company does not need many extra expenses. To attract couples after the launch, the company offers a special gift for each couple who books a package. The couple will get a Polaberry Platinum Collection as an additional service without paying an extra fee.

### ❖ ROI = (Total net income % Investment) x 100

$$\text{ROI} = (\text{€}3.623,69 \text{ \% } \text{€}5.650,40) \times 100\% = 0.64 > 0$$

If ROI=0, Santé Weddings and Events reaches the break event point. With the financial plan, Santé Weddings and Events can make an extra profit if the company promotes the micro wedding packages. By implementing the micro wedding packages, it is expected that Santé Weddings and Events will generate revenue and earn profit in the last six months of 2021.