GRand Weddings

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Executive Summary

One of our goals at GRand Weddings is to make a profit, but also to strive to be the best. However, we are different when it comes to the way that we strive to accomplish these goals. We are focused on the community, local vendors, selection process, and culture. GRand Wedding loves the Grand Rapids area, which is why we chose to open up our wedding planning business in downtown Grand Rapids. We want to not only make a profit for ourselves, but also help local vendors by bringing in clients for them and further their business. By keeping business in the area it will help to stimulate and energize the local economy.

Another important factor is the selection process. To reduce turnover and grow a successful business we must chose the right employees. To do this there are two types of selection processes that are used: the structured interview and other methods such as assessment centers, application blanks, and biographical blanks. By using a combination of these methods it will be easier to hire the right people. From this information, we can see if the applicant is a good fit for our culture.

Making sure that an applicant fits into our culture is as important as ensuring the person is qualified. It is extremely important that we are able to keep turnover rate low. Also, it will be good for the company's morale if everyone that works here understands and respects the culture that is set up at GRand Weddings.

GRand Wedding's main focus is on community, using local vendors, our selection process, and our culture. We strive to provide an environment for employees to want to come to work. We believe with our focus on these four components all the clients of Grand

Weddings will have the event of their dreams.

The moment is here, the moment a woman looks forward to her entire life. Prince Charming is kneeling in front of her, saying what she is sure to be a heartfelt and well planned speech; but all she is thinking about is colors, flowers, location, and most importantly, her dress. How will she pull off the perfect wedding by herself? That's where GRand Weddings comes in. Focusing on our community and happy couples, we strive to provide the best wedding planning in the Grand Rapids area.

Industry Overview

Kent County has roughly 667 wedding businesses. There also happens to be about 3,842 wedding a year with a market value of $89 million in Grand Rapids (Wedding Report, 2012). Statistics of this are shown in Appendix A. In the United States of America, 52% of the population is married (Pew 2009). The average couple in the United States spends $25,631 for their wedding. In Kent County that number is more like $23,260 and realistically that number (nationwide) is somewhere between $19,223 and $32,039. These figures do not include the honeymoon (Wedding Report, 2012). In a recent study completed by the Association of Bridal Consultants, 270,000 couples hire wedding planners each year. That equates to roughly 20 to 30% of all weddings being professionally planned yearly (Sandlin, 2012). Wedding consultants' main responsibilities include; creating and establishing vendor contracts, organizing a wedding day timeline, coordinating the vendor arrival and set up, and reminding the client of all obligations, appointments and budget constraints. The average payment for a wedding consultant is 15% of the budget and the consultants plan about twenty-four weddings a year (Princeton Review, 2013).

Our Company Overview

Basic Overview

GRand Weddings is going to be a wedding planning and coordination business that is located in downtown Grand Rapids, Michigan. We will have a general partnership because of the advantages a partnership offer, such as equally split liability and less taxation compared to a (C) Corporation. These benefits outweigh the disadvantages of a partnership. Plus, with more people able to put money, time, and effort into the business, it will be able to open up sooner than if it was owned by one person.

Business Objectives

The main business objective of GRand Weddings is to make a profit, but we also want to satisfy and exceed our client's needs and expectations. Our plan is to ensure that every customer is satisfied with our performance and that they have a pleasant experience while they are working with us. Also, we plan on creating a fun work environment for our employees. If our staff does not enjoy their jobs at GRand Weddings, then that will affects how the business is run and its potential for success.

GRand Weddings Opening

GRand Weddings is planning to start construction in January with hopes to be open beginning of the summer. It will be most beneficial to start building the company in the winter months and have it ready by summer because the summer months are often heavily saturated with weddings. If we are open to the public by summer, then couples planning their wedding for the following summer will be able to utilize our services and allow themselves a standard one year engagement.

GRand Weddings Differentiation

The entire theme of GRand Weddings is what will set our business apart from similar businesses in the area. Many wedding planning agencies simply meet with the bride, go

wherever fits the bride's dream, plan the wedding like every other wedding that year, and wrap it up. Our company's goal is to not only provide one of a kind wedding to every bride and groom, but to do so in a way that joins the whole community of Grand Rapids in on the celebration. We will accomplish this goal by striving to plan and execute the vast majority of the wedding details through Grand Rapid's based companies. This tactic will help to stimulate the local economy and will provide our couples with a sense of pride that they helped out their neighbors and their community.

The other great thing about our approach to a Grand Rapids wedding is that the majority of our business will be done with the same vendors repeatedly throughout the year. This provides the opportunity for strong relationships to be formed between our business and theirs, as well as some stability and assurance for the Grand Rapid's vendors. They will be confident that they will have our business more often than not. This is not something other wedding planners can offer to their vendors because they use such a wide variety, unlike us.

Core Services and Products

GRand Weddings will have complete involvement when it comes to the wedding planning details. From flowers, to photographers and even the venue, we are here to help during the whole process. Full service wedding planning is great for a busy bride who wants hands on professional help from the beginning to the end (Quain). Some of the tasks we are responsible for include the initial consultation (9-12 months prior to wedding), creating a theme and style for the couple, the ceremony and reputation site selection, food and beverage menu, table settings and centerpieces, floral arrangements, choosing music or entertainment, photography, invitations and RSVP's, contracts with all vendors, rehearsal and day of coordination (Beau Marriage).

Theme

GRand Weddings is a Grand Rapids based company dedicated to providing our

clients with the wedding of their dreams in our growing city. We take pride in using only the finest goods and services available in our area. Our company will strive to develop a wide range of relationships with our local vendors to better the community and provide our clients with the wedding of a lifetime.

Competitive Advantage

The relationships we have with local vendors will allow GRand Weddings to assure high quality in all aspects throughout the wedding planning process. Furthermore, GRand Weddings will be capable and equipped to work with a wide range of budgets. Lastly, our dedicated team of employees are all college graduates with a passion for our industry and background knowledge on how to plan the best wedding possible.

Business Philosophy and Strategy

At GRand Weddings, we want the whole community to be invited to your celebration. We have four key points in our philosophy, and they are as follows:

1. **Live with Passion: Love your job. We want our team to want to come to work. We want to have fun planning the best weddings in West Michigan, and we want our clients see us have fun.**
2. **Love Michigan: Be big-hearted and give back. Be proud of your community; celebrate with its triumphs and mourn its defeats; participate in community events. GRand Weddings pulls from deep within the community, knowing what is going on around you will help you be a better asset to our team.**
3. **Embrace Change: Styles and trends are forever changing, so having an open mind will help with our customer service.**
4. **Great isn't Good Enough: Strive for excellence, and anticipate client needs. Set your goals as high as you can make them.**

We believe that these four key points will help us create an environment that not only keeps our

staff happy, but shows our clients that we are serious about our jobs, and that we can have fun too.

Organizational Culture

The culture that we want to establish at GRand Weddings is freedom and creativity. We want to have an environment that our employees will want to come and be a part of everyday. We allow them to take control of projects and put a twist of their own personality in every wedding. Although this is not traditional culture for a wedding planner, we feel that this type of culture would start a new trend that will make our company stand out and bring in more customers.

We are going to establish this culture by having casual Friday every week. This will allow our employees to show off their personal style and be creative while doing it. We will have a small reward for the person with the best outfit each week. It encourages friendly competition and it will bring out everyone's creativity, which is what we look for at GRand Weddings. This will aid in achieving our business objectives. There are several ways to achieve these objectives. One way is to make sure that we are looking for this type of person during the hiring process. If we want our employees to embody this culture, we must bring in people who do just that. They can also be accomplished through our socialization tactics, which are addressed later.

Company Positions

Company Managers: We will have two top managers that all of our employees are required to report to and receive assignments from everyday. The managers are the ones who hold the company together, and make sure all the other employees are staying on schedule with each of their tasks. They meet all the clients and assign them one of our planning consultants that will be the right fit for the kind of wedding or style they are looking for. The managers must have excellent communication skills because they are responsible for communicating with a large amount of people from clients to employees and vendors and venues.

Accountant: In charge of all monetary aspects of our company. If couples are required to

put a deposit down on a venue or vendor, the accountant will keep track of that money. The accountant will keep track of all the money we collect for our services and in turn they will use the money to make sure all bills are paid on time.

Planning Consultants: We will begin with three planning consultants and expand to more if our amount of business requires it. The consultants are the ones who sit down with couples and find out how to put on their dream wedding. They learn what the couples are envisioning for their wedding day and what kind of budget they will be working with. Consultants also help the couple decide what vendors they would like to use, and where they want to hold their wedding. Planning consultants must be extremely creative and be able to picture weddings at their end result months in advance. Their responsibilities will include understanding the requirements the client has for their wedding, presenting themes and designs that fit the client's needs, and planning within the budget of the client. They will also be accountable for making sure everything is set up properly on location for the actual wedding day of the clients.

Sales Representative: The main role of the sales representative is to maintain a good and strong relationship with our vendors. The sales representative must be a very outgoing person. Negotiating with people can be overwhelming and it takes the right kind of person to do it. Their responsibilities include negotiating with vendors and venues to get the best prices for our clients, coordinate with vendors and venues on different activities for smooth production of the event, set up appointments with vendors and venues to talk about pricing. Beyond these, they will be responsible for putting together packages to offer to our clients, pricing all of our services, and help the administrative assistants with advertising.

Administrative Assistants: Responsible for setting up appointments with new clients and current clients and returning phone calls on behalf of staff, when appropriate. Also required to confirm appointments with clients and potential vendors. They also keep track

of all client information including: phone numbers, emails, wedding dates etc. They will be required to assist in booking and billing records and keeping the company calendar up to date. There will be one administrative assistant for all the planning consultants and one for our sales representative as well as assisting our managers with anything they need, for a total of two administrative assistants. The two administrative assistants will help with marketing and advertising and will be required to have some sort of experience with the marketing field. For easier understanding reference our organizational chart in Appendix B and examples of job descriptions for each of these positions are located in the Appendix C.

Staffing Factors

External Factors

The popularity of this type of company is growing quickly within the business arena and thus, the majority of our talent is young and inexperienced. This will require us to hire a mix of experienced and inexperienced employees. This gives us the opportunity to teach the inexperienced professionals how their co-workers go about this profession, while still bringing in fresh ideas. We will be searching for event coordinators that have a background in weddings, events, or planning of any kind including past jobs, volunteer work, and internships they have held. Another external factor we must be aware of is our competition.

When doing a simple search in mlive business, for "Event Planners" one comes across fifty-five results, all direct competition to our business ("Find a local,"). To combat this competition we will keep up with other factors. We will pay close attention to the economy, adjusting our prices

accordingly. We are already playing to the latest political fad of keeping things local, and lastly, staying up to date with our knowledge of technology and playing to that in our advertising and services.

Internal Factors

Due to the specificity of our company, our internal factors will affect our hiring decisions greatly. We want to hire people who are passionate about Grand Rapids, who love helping our economy and love our city. On top of that, we need people who are fun loving, and fit in with our company's culture. They also must be creative, detail-oriented, passionate, and must posses a great work ethic. We are orchestrating the biggest day of our client's lives; we need passion in our business. We also need fierce competitors, who will be able to make the deal and bring the business to us.

Recruitment Approach

GRand Weddings is a new company looking to fill all necessary positions addressed earlier. We are looking for professionals who are detail-oriented, fun-loving, passionate, creative, reliable and knowledgeable in the wedding field; with knowledge of the Grand Rapids area and who have connections in the surrounding area.

We will begin our recruitment approach by posting our recruitment advertisements online on sites such as LakerJobs, LinkedIn, hcareers and hopitalityonline. "70% of the recruiters and about half of the human resources executives use the Internet." (Hutchins, 2000) The internet is a tool that we can not overlook; there are hundreds of job search sites we must utilize. Our advertisements on these sites will include a link to our website where you can print off our application. While we advertise online, we prefer to accept applications in person.

Not only will we be posting on those websites, we will also be posting in trade journals like the Journal of Venue and Event Management and Accounting Today. With the DeVos Place being so near, we will be advertising at their many bridal shows. Grand Rapids is the home of many colleges; we will attend job fairs and talk to student organizations like the Hospitality and Tourism Management club at Grand Valley State University.

Selection

At GRand Weddings we are going to use a few types of selection processes to make sure that we are getting the best employees for each position. For our accountant, company managers and administrative assistant we will use a structured interview and traditional patterned interview. For our planning consultants and sales representative we will use application blanks, biographical information blank, and the use of assessment centers.

The reason that we chose a structured interview for an accountant is because we want all the interviews to be the same. This way we can ensure that we will be able to pick the best candidate for the job fairly. All of the questions will be the same and they will happen at the same time during each interview. We feel that this is the best approach for this position because even though our culture is based on creativity and using your own personality; this position requires the right experience, education, and knowledge so GRand Weddings stays on track financially.

We believe that the best selection approach for our administrative assistant positions would be structured interviews. Just like the accounting position this is a position

that requires a selection approach where we hire a person with the right experience. We want to make sure that we not only have people that are qualified for this position, but people that we feel confident that can handle the position. They need to help get us through are first year which will be the determining factor if GRand Weddings will make it as a business.

With our planning consultants and sales representative; we have chosen to take a different selection approach and use application blanks, biographical information blanks and the use of assessment centers. The reasons we went with that decision is because with application blanks, if written the right way, can give us useful information about our potential future employees. We also want to use the biographical information blank because we can see more of the applicant's background and see if they would fit in with the culture that we want to establish. Last, we want to use assessment centers to put the applicants in a work situation and see what decisions they make and the actions they take on the job.

With our top managers we would want to use a mixed selection approach. First, we would want to use a structured interview system. We will have a set list of questions we ask all the candidates. This will allow us to pick out the best candidates from the structured interview to move on to the next step of the selection process, which would be an assessment center. Here we will be able to see how each candidate handles the pressure of real life situations and if they are able to think on their feet and handle pressure. By having a two-part selection process for our top managers we will be able to ensure that we get the best candidates possible.

Orientation and Training

Our orientation process is very important to the success of not only our company, but our employee's careers as well. At GRand Weddings we seek to provide and equip our employees with the knowledge, skills, and abilities that are necessary for them to perform to the absolute height of their potential. The new employee orientation will take place within a month of being hired and completed before their start date. Our orientation will differ from our training sessions in that, orientations are to teach employees about our company's goals and values, as well as showing them how to fit in with their new surroundings. We strive to focus on the "why" of our business, while our trainings will focus on the "how" and the "what" of the specific positions (Acevedo & Yancey, 2011).

For orientation all employees that have been hired within that specific month will be brought in to have a casual breakfast at the office to become more acquainted with their new surroundings and to get to know the other new employees. Then, at least two of the four Human Resource managers will prepare a presentation explaining the purpose of GRand Weddings. It is important for the Human Resource managers to be a part of the orientation process so that the employees are aware of their importance to the company. In our eyes, our employees are important enough to bring the Human Resource managers of the business in to welcome them personally. The presentation will outline GRand Wedding's focus on community and our passion for Grand Rapids as well as our couples, and how we are bringing those two passions together.

After the presentation is complete and all questions have been addressed, it is imperative that the new employees become socialized and familiar with the other employees they will be working with in their time at GRand Weddings. We feel this is an important aspect because our company works together as a team, in an analysis of trust in organizations it was found: Organizations that depend on work groups must ensure that their members have been properly

socialized, not only to the organization as a whole, but to their respective work groups as well. Gaining the group's acceptance is a very important step for a new employee. (Acevedo & Yancey, 2011, p. 351)

This time of socialization will consist of team building activities and time to get to know everyone on the team. An example of a general orientation itinerary is located in the Appendix C.

The training aspect of our company will differ greatly from the orientation. Our training's will be focused on all of our employees alike, instead of based around our new employees. Training will take place bi-annually and everyone will take part. We will follow the belief that training should be a continuous cycle instead of a single event. Our process will mirror what is known as the training cycle. The training cycle follows the following stages: develop and conduct a needs assessment, identify the training objectives, establish training criteria, select trainees, pretest trainees, choose training methods, implement training, and evaluate the training program (Woods, Johanson & Sciarini, 2012). This cycle will be continuously moving throughout the six months leading up to each training session. By constantly evaluating our employee's performance and thinking of new ways to improve it we push our company to new limits every year. This will portray to our clients and our employees that we do not settle for average. We strive to be the best, always.

Training sessions will include things such as teaching the employees the computer system, either for the first time or a refresher on features they may have forgotten about. We will also review our booking, contract, and billing procedures for each client. By ensuring all of our employees are aware of how these things are done we limit the number of mistakes and the probability that they will occur. Other aspects that need to be covered would be determined by the needs assessments that would be distributed before the session. This will use the companies dollars and time the most efficiently and effectively.

Motivation Strategy

At GRand Weddings we want our employees to be motivated by things other than money. We have implemented five different motivation strategies according to 6 cost-effective strategies (2012). We believe that having a strong bond with our employees will create loyalty and produce great work.

Show Gratitude

A simple 'thank you' can make all the difference in an employee's attitude towards their work. We want to make it known that we appreciate all the hard work our employees do for the company. It is also important to get to know the employees and ask about their personal lives, in an appropriate manner. There needs to be a connection that goes beyond their office work.

Teach New Skills

The event planning business is ever changing. It is important that our employees continue their learning even though they are out of school. GRand Weddings pays for our employees to go to seminars and workshops that will help educate them on new trends in our industry.

Spend Our Own Money

To show our employees that we appreciate all the hard work they do for our company we do not mind spending an allotted amount of money on them. We will hold Christmas parties, small birthday parties, and celebrate our employees' accomplishments. This is a great way to make our employees feel special and do something out of the ordinary for them.

Award Paid Days Off

We will hold competitions such as who has won the most themed Fridays, and who has come up with the most creative ideas, just to name a few and award the winners with an extra paid day off. This is a great incentive; it helps out the company but also makes the employee work extra hard to achieve a goal.

Host a Free Employee Outing

This promotes team bonding and can help increase productivity. It gives our employees a chance to get to know each other outside of the office and relax for a little bit. Although this is a simple gesture, employees appreciate having a break from their everyday work now and then. This is a great way to create loyalty with employees as well.

Compensation and Benefits

Salaries and Wages

Usually wedding consultants are paid 10-20% of the total wedding budget. Our planning consultants receive a base pay of $30,000 plus commission salary based on the weddings they planned and will make a percentage off what the company earns from the client. Our accountant will have a base pay of $50,000. If we are able to financially, a bonus will be given out at the end of the year. These wages were decided based on industry benchmarks. "Starting salaries for CPAs these days are typically in the $50,000 to $55,000 range" (Matsen, 2012). Our administrative assistant will have an hourly wage of $12.85, with an annual salary of $26,730 which according to the Bureau of Labor Statistics is average in the United States. Our sales representative will be paid $45,000 and will make commission of off additional business they bring to the company.

An average salary for top company managers is $49,840, and can climb up to about $78,530 (Wagner, 2013). Our company managers will start at $50,000, and receive yearly bonuses. Every two years we will reevaluate their salaries and see if a raise has been earned.

Benefits

Our employees are important to us, and we want them to know that. All of our

employees will have access to health insurance: medical, dental, and vision. Since the wedding industry is a 365 day business, we will offer one week paid vacation and two weeks of unpaid sick leave. Also, we will be offering retirement plans in hopes of retaining our employees the best we can. We will also offer benefits that will motivate our employees to bring in business and work harder than their co-workers. For example, whoever brings in the most revenue in three months will receive a fifty dollar gift card to one of our vendors. This encourages not only our employees but strengthens our relationship with our vendors because we are bringing business back to them.

Performance Evaluations

The quality of our service is something that GRand Weddings plans on holding in very high regard. When we see an employee lacking in their performance we will correct it, when we see an employee doing exceptionally well, we will reward it. But to make sure that all of our staff is aware of the ongoing expectations GRand Weddings plans on conducting performance evaluations annually for all employees.

These evaluations will be in the form of a survey that each team will take about each other, in a peer evaluation format. An example of this form is located in the Appendix E. Additionally, managers will do the evaluations about each of their subordinates as well as conduct each meeting. The reason we will have the co-workers evaluate each other is because there are a rather small number of employees and they work so closely together that it may be easier for them to see the true quality of an individual's work rather than their manager.

The criteria will be the same for everyone. They will include client satisfaction, professionalism, punctuality, and company advancement. Client satisfaction will be based on personal experience that has been observed and also based on surveys given to the clients after their

wedding is over. Professionalism is determined by their attire, how they conduct themselves in communication such as e-mails and telephone calls, and how they interact with our clients. Punctuality is evaluating how they are about showing up to work on time, being at meetings at the time and place it is scheduled to be, with both co-workers and clients, and how well they meet their deadlines.

Company advancement is criteria we chose because we are a new company. This aspect will focus on the new business that each employee is bringing in to the company and what ties they are forming with the community that will help further our connections. These are important for a beginning business to stress to their employees. The rating system will be a scale of one to five, one being poor performance and five representing exceptional performance.

The structure of each performance evaluation will be similar. As stated earlier, it will be between the employee and their supervisor. The ratings will be averaged and compiled into one final rating per category and an overall score. The manager will read off these ratings and comments made by individuals, keeping them anonymous. Next the manager will ask for the employee's feedback on why they believe they received these scores and from there they will work together to form goals for next year's evaluation. Last, there will be a time of open dialogue about any suggestions, comments, or concerns the employee has regarding anything. This will hopefully provide an opportunity for both sides to discuss anything that needs to be discussed.

Contingency Factors

As wedding planners we have to expect something can always go wrong. In our letter of agreement, shown in the Appendix F, we make sure all our clients know we will not be held accountable for any Acts of God. If there is a weather condition that causes a client to cancel their wedding, they are still responsible for any expenses that were incurred and the time spent planning the wedding. We are more than willing to help our clients

reschedule their wedding if such an event occurs. We understand that no one can control such incidents; we want our clients to still have the chance for their dream wedding.

Another factor to consider is the state of our current economy. In our industry clients may not being willing to spend as much as they would have before the recession. Every client deserves to have their wedding day exactly how they envision it to be. This will require our staff to have alternate options for vendors and venues. We need to be able to provide enough options that will fit any budget and have a wide variety in our price range. This is why we pride ourselves on having strong relationships with venues and vendors around the Grand Rapids area. They are willing to work with us so our consultants and sales representative can negotiate lower prices when necessary.

Our industry is constantly expanding. There are new wedding planning companies arriving all over the place. Although we have a great concept at our company, there is a good chance another business could come in going after the same marketing mix. In order to keep clients coming to GRand Weddings, and not our competition, we have to stay current in all the industry trends. We offer all our employees the chance to receive certifications relevant to our industry, keeping us highly qualified.

Timeline

We plan on opening GRand Weddings in the summer of 2014. We will start our recruitment in the fall of 2013 that way we have enough time to hire the right people for the position and to fit our culture. Orientation and special extended training will take place in the Spring of 2014, that way we can make sure that all of our employees are fully trained by the time we open in summer. Orientation and training will include sessions on harassment, emergencies and computer information. We will have training days bi-annually and have retreats bi-annually also, to promote

socialization within our company. Once we are open, we will continue to have training sessions to make sure that everyone is up to par with our standards. An illustration of our timeline is in the Appendix G.

Budget

When planning the budget for GRand Weddings there are many things that we have to take into consideration. We need to make sure that we budget enough money to train our new employees, and that can cost the company up to $3,500 in direct and indirect cost (Cost of Hiring). Not only that, but then we have to make sure that we budget enough to pay all the employees the salary promised to them. For an Accountant it is $50,000 a year, two Company Manager at $50,000 a year, three Planning Consultant at $30,000 a year, one Sales Representative $45,000 a year and two Administrative Assistant at $26,730 a year. It is hard to determine how much should be budgeted for any of the projects because each wedding is its own unique challenge. A sample budget is located in the Appendix H.

Measuring Success

In order to monitor our success as a new business we must have measurable and specific parameters to determine if we are successful based on the goals we set. The three things we will use to measure our success as a wedding planning business will be our clients satisfaction, the number of events we are planning annually, and our overall improvement to and involvement in the community. GRand Weddings will set specific goals based on the benchmarks of our industry.

First and foremost, our focus is on pleasing our stakeholders, our couples and their families, as we assist in orchestrating their big day. To ensure this is being done to the best of our ability we will conduct surveys and questionnaires during our first meeting with the couple, half way through the planning, and after the event is completed. Our hope in this tactic is to have a full

understanding of what the client expects from us, if we are meeting those needs and if we are not, to change our approach to their event, and finally, if we satisfied the expectations they had of us. Obtaining this feedback from our couples will help to measure our success with our clients in providing the best event planning service in Grand Rapids.

Next, will be based on our numbers. How many weddings are each our planners planning a year, and how much profit are we earning as a new company? The average amount of weddings that a planner will plan in one year is between eight and twenty, depending on their location (Hard). Being a new business we expect each of our planners to plan at least nine weddings in the first two years, and escalate their business after. However, we will require each planner to keep their business at a maximum of twenty weddings per year, so that quality is never sacrificed. We will then look at our financial statements, in order to be successful in our first year of business we would like to earn a 15% profit in our first year, raising it by 5% every year following.

Our final measure of success is not one that can be measured as easily as the other two and is definitely more subjective; however, we find it very important to remain at the forefront of our thoughts when we are evaluating our business. When we began GRand Weddings the organization's culture was to be centered on bettering the Grand Rapids community. When we look at our first year of business, and all of the other years, we must see this core value clearly. We hope to take part in at least five community events a year, be consistently raising money for charities based out of Grand Rapids and for the Grand Rapids community. This can be accomplished, for example, by doing a special such as 1% of our earnings for a month will go to a specific charity. This will keep our company honest and true to the integrity it was started on by the founders, which would definitely be considered a success.

Conclusion

It is not only our goal to open one of the best wedding planning companies in the Grand

Rapids area, but we want to strive to be the very best that we can be. It is important to us at GRand Wedding that we make every couples special day one that they will remember. We plan on accomplishing that goal by working extremely close with our clients to make sure that we can give them everything they are looking for and more. This however, would not be possible if we did not have the help of the local vendors and the support of the Grand Rapids community. This would also not be possible if we did not have a great employee, which is why it is so important to us that we get the best candidates possible for each position so we can reach the goal of being the best wedding planning company in the Grand Rapids area.