Spectacular Host

Exceptional Event Designing & Planning

CSR Addendum

MBA 635

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Spectacular Host, exceptional event designing & planning is the solution to your next event! Party planning, party decor rentals or both provided to you all in one place. Offering decor to go along with trending themes and going the extra mile to create a vision of your dreams. Spectacular Host, exceptional event designing & planning will lead the industry by providing quality results every time. Spectacular Host, can create & setup the event of your dreams or be available to assist in as much or as little as needed. Let go of all that stress and let the Spectacular Host help you create an event full of memories that everyone will remember. ​

Spectacular Host is a new event planning business that has been introduced to North Carolina! It’s unique style will makes it’s mark in the growing industry of event planning. Spectacular Host has a goal to become a top choice in the event planning market giving clients spectacular results every time.

Spectacular Host strives to be the top choice of clients for all events large or intimate. It’s purpose is to provides exceptional event designing & planning at a reasonable cost. The idea is to provide individuals, parents and couples with a worry free event filled with their very own ideas and concepts making their event a vision of memories. Packages can be customized based on the amount of assistance needed to plan each event.  Clients can have as much or as little assistance as desired with fulfilled expectations every time. Spectacular Host can be used for hire for the following events:

1.Themed Birthdays

2. Weddings, Receptions, and Showers

3. Anniversaries, Graduations and Holidays

4.Company Picnics, Banquets Meetings, Retreats and Award Ceremonies

5.Conferences and Workshops

Mission

Spectacular Host strives to be the top choice of clients for all events large or intimate. Through consistent professionalism, Spectacular Host eases the stresses of any event by helping ease planning burdens. Each event is ensured to be worry and hassle free at a reasonable cost. Spectacular Host will provide the same professionalism within the working environment to all clients, employees and contracted vendors. Staying current in trends, utilizing the latest technology within the event planning industry and ensuring clients receive the complete vision for their event, is the daily mission of Spectacular Host; Exceptional Designs and Planning.

Implementing a client's vision for their event at a reasonable cost and having spectacular results each time is how the company aligns its service with the mission.

Products/Services

Spectacular Host is primarily within the service industry providing clients with as much or as little assistance as needed. Services can be offered for the following:

1. Consultations

2.Brainstorming Sessions

3.Full Service Planning

4.Partial Planning

5.Month of Planning

6.Day of Coordinator

7.Design Only

Spectacular Host also offers products to assist clients in planning and implementing an event themselves by purchasing or renting the following:

* Birthday sleepover rental ( complete indoor tent setup & themed decor included)
* Party Packs (all decor mailed)
* Themed decor for boys or girls
* Handmade decor options
* Candy table options
* Game packages
* Party favors
* Outdoor movie/game night Rental ( projector & tents included)

The party pack will be a kit complete for all event types. The kit will include all decorations to make the vision come to life. Items will include lighting, themed hanging decor, balloons, cutlery, plates, napkins, cups, snack/dessert bar, drink and snack recipes, tablecloths, invitations, thank-you cards, games and a step-by-step guide to planning, putting together and hosting the event. Spectacular Host will also provide clients resources of  preferred vendors to book if requested to make the event even more memorable.

The target market will generally be middle to upper-middle class families, couples, individuals, or private and public organizations. These groups are most able to afford event planners, and have the least amount of time to spare for event planning in general. “High-paying jobs are growing rapidly in this state, up by more than 25 percent in the period between 2001 and 2015 ( The Fayetteville Observer, 2017)”. Children are a great target as parents plan to celebrate their children multiple times over the course of their lives. Everyone loves a party and who has the most parties thrown throughout their life? Children that’s who, by their parent/s to celebrate their life.Trends of themed birthday parties have become a hit for children of all ages. “Far from the days when a party consisted of a cake, candles and some basic games, today's birthday parties have become more elaborate (Roberts, 2016)”. These target markets are a great choice because this particular market will allow the company to continue to grow with it’s repetitive events that will planned for years to come.

Spectacular Host wants to be successful in the event planning industry, therefore internal and external marketing must be in effect. “We’ve found that when people care about and believe in the brand, they’re motivated to work harder and their loyalty to the company increases (Mitchell, 2002)”. If employees are inspired and feel they have a sense of purpose they will believe in the brand and push the service more to potential clients. The internal audience would consist of those directly involved with the company which includes, all staff, contractors and vendors. All of these individuals will market the service internally with passion due to every staff person being assigned a particular agenda that is related to their specialty. If each team member is assigned a particular project that he/she is passionate about, the service will be spectacular granting the clients quality results each time. The internal marketing of Spectacular Host will be to attract employees/staff that has a creative background that will help clients create visions that  come to life. All staff /employees must understand the principles of what Spectacular Host is offering to clients by providing the same quality service every time. “Enabling employees to deliver on customer expectations is important (Mitchell, 2002)”. By applying the principle of creating an event for clients worry free with quality results each time  enables employees to “live” the vision in their day-to-day activities in the work environment. If staff/employees live that vision, clients will be  much more likely to experience the company in a way that is consistent with Spectacular Host’s mission.

Companies need to match internal and external marketing messages to get a clear understanding of it’s purpose. After getting internal marketing addressed for the company, the external factors must be considered as well. In order for Spectacular Host to be successful in the event planning industry, marketing from the outside must be done. Clients must know that the company is in existence. A major marketing tactic that must be done externally would include the use of promotion and  advertising. Networking, advertising, and vendor shows are all techniques that can be used  externally to draw in potential clients. Networking will engage a larger client base. By Spectacular Host engaging in networking, it will open the door to potential clients interested in using the services offered. Networks such as hotel's, event spaces, caterers, photographers and attending vendor shows  are all great sources that Spectacular Host could successfully benefit from. The use of this type of networking could beneficial to both parties  because it gives both parties the opportunity to use each others services as needed. This could also engage other potential clients to book spectacular Host by being recommended by networks. Social media is also a large factor of marketing for Spectacular Host because it can be used to reach multiple potential clients at once. Utilizing social media will allow clients to easily find the business and the services that are offered. Potential clients can support the business by engaging other friends to view the services/products offered therefore bringing  more traffic to the business.

Business Environment

In order to determine the business environment of Spectacular Host, the organization must identify it’s core competencies, strengths, weakness,opportunities and threats. A SWOT analysis is a tool that helps identify the internal strengths and weaknesses as well as external factors such as opportunities and threats within a business model. Below is a SWOT analysis that will go into detail describing factors related to Spectacular Host business environment. The external and internal factors influence the company as a whole due to the following

## **Strengths**

* Have background in decor set-up/creativity
* Network of vendors clients can choose from
* Lower price points
* Creative designer can create personalized decor
* Re-create images seen online
* Quality of services with same results each time

## **Weaknesses**

* Seasoned events planners with years of experience
* Other event planners may have a design studio to showcase what they offer
* New company within the market
* Smaller staff
* Inventory low
* Low brand recognition as a new company
* Low social media following as a new company

## **Opportunities**

* Outdoor weddings/ events have become a trend, and providing an outdoor event option would be ideal for many clients
* Outdoor props could be created for any event
* Get new clients by attending vendor shows
* Provide design options in a location for potential clients to view free of charge ( park, in home conference room, etc)
* Support from local businesses

## **Threats**

* High competition within industry
* Do it yourself magazines/website
* Websites that give clients decor ideas
* Seasoned companies with endless inventory

 The strengths, weaknesses, opportunities and threats discussed above will influence the business environment and branding within the company in a positive way. By identifying the weakness and threats, the company can work together to offset the issues at hand that may arise and may have caused a decrease in profitability. Having the ability to know it’s strengths and opportunities will carry the company far because the company is aware of what is able to be produced and what potential clients may want that is not yet offered.

Although there is competition within the event planning business, there are some aspects that Spectacular Host will be able to create that other event planners will not. Spectacular Host has core competencies that will help them stand out from the rest. Some of the core competences that the company offers is ensuring that each event has satisfied customers each time. This is an important competency for the company as it also helps with the reviewing process when managing performance. Building positive relationships with vendors and event spaces would also be a competency that the company should withstand in order to be successful. The main core competency that the company illustrates is strategic thinking. “Strategic thinking for the company means understanding it’s competitive position against others within the same industry (Cripe, 2002)”. The company can understand the strengths and weakness of the company and determine trends that may be affecting the competitiveness. All of these aspects are important in order for Spectacular Host to be successful.

Spectacular Host, exceptional event designing and planning thrives on trends for the business to succeed. The business must be sure to be aware of popular themes in order to stay ahead of the competition. In order for Spectacular Host to become successful in the event planning industry, internal and external factors must be an influence to the business environment. “We’ve found that when people care about and believe in the brand, they’re motivated to work harder and their loyalty to the company increases (Mitchell, 2002)”. If employees are inspired and feel they have a sense of purpose they will believe in the brand and push the service more to potential clients. The internal audience consists of those directly involved with the company which includes all staff, contractors and vendors. All of these individuals will market the service internally with passion due to every staff person being assigned a particular agenda that is related to their specialty. If each team member is assigned a particular project that he/she is passionate about, the service will be spectacular granting the clients quality results each time. The internal sector of Spectacular Host will be to attract employees/staff that has a creative background that will help clients create visions that  come to life. All  staff /employees must understand the principles of what Spectacular Host is offering to clients by providing the same quality service every time. “Enabling employees to deliver on customer expectations is important (Mitchell, 2002)”. By applying the principle of creating an event for clients worry free with quality results each time  enables employees to “live” the vision in their day-to-day activities in the work environment. If staff/employees live that vision, clients will be  much more likely to experience the company in a way that is consistent with Spectacular Host’s mission.

Companies need to match internal and external marketing factors to get a clear understanding of it’s purpose. After getting internal factors addressed for the company, the external factors must be considered as well. In order for Spectacular Host to be successful in the event planning industry, marketing from the outside must be done. Clients must know that the company is in existence. A major marketing tactic that must be done externally would include the use of promotion and advertising. Networking, advertising, social media outlets and vendor shows are all techniques that can be used externally to draw in potential clients. Networking will engage a larger client base. By Spectacular Host engaging in networking, it will open the door to potential clients interested in using the services offered. Networks such as hotel's, event spaces, caterers, photographers and attending vendor shows are all great sources that Spectacular Host could successfully benefit from. The use of this type of networking could be beneficial to both parties because it gives both parties the opportunity to use each others services as needed. This could also engage other potential clients to book spectacular Host by being recommended by networks. Social media is also a large factor of marketing for Spectacular Host because it can be used to reach multiple potential clients at once. Utilizing social media will allow clients to easily find the business and the services that are offered. Potential clients can support the business by engaging other friends to view the services/products offered therefore bringing more traffic to the business.

Description:

“Corporate social responsibility (CSR) involves an organization’s duty and obligation to respond to its stakeholders’ and the stockholders’ economic, legal, ethical, and philanthropic concerns and issues (Weiss, 2014) ”. When it comes to CSR the thought of philanthropy comes to mind allowing Spectacular Host a chance to leave a legacy in the host community. Spectacular Host primary aim of business is to make a profit however the company will push corporate social responsibility into events to make it possible to give back without the expectation to get anything in return. Having this type of mindset will allow the company to gain a balance of power and knowledge, in the buying and selling of services.

Impact:

Trends are an important indicator when planning an event for a customer. Event trends can be found in many different places to give planners inspiration for a themed party. Due to trends being popular, the business must be able to keep up with the demand. In order for the business to keep up with trending themes, the business must prepare to have optional decor and inventory on hand to make each event come together. Although the purpose of the business is to to make a profit, the business must make an impact on the community. In order to do so, the company will host two free parties for children in the community in order to give those less fortunate an opportunity to experience a celebration thrown by Spectacular Host.

Issues:

Business ethics examines ethical principles and moral or ethical problems that arise in a business environment. “Ethics involves understanding the differences between right and wrong thinking and actions, and using principled decision making to choose actions that do not hurt others (Weiss, 2014)”. Doing what is in the best interest of the company ideal for the services and in relationships with stakeholders. Ethics values the premise of right and wrong. The use of personal ethics in making business decisions is called business ethics. Ethics is also about assessing and cultivating a culture which consists of values, norms, and behaviors that an organization creates.

As with any industry, event planning has its own set of ethical issues to deal with. There are potential business ethics and issues that may impact the event planning industry such as honest representation and intellectual property. Honest representation deal with the capabilities of the planner. Planners must be aware of what they are capable of and not make promises they can’t keep. Service fees should match capabilities and not offer rates for services lower than the average going price. Event planner must also be aware that there is a major difference between overestimating capabilities and lying about them. Honesty is the best solution for all clients. Spectacular Host would be represented accurately through due diligence and planning.

Alignment

Brand consistency is the key for success for the growth of Spectacular Host and any business. In order for the company to succeed the alignment of pricing with the mission statement must also be consistent. In the mission statement it states that Spectacular Host strives to provide exceptional event designing & planning at a reasonable cost. The cost of services  will be low compared to those event planners charging more expensive prices for their services. Branding effectiveness is an important factor of growth for any company. If the brand is marketed internally as well as externally, the business will succeed due to it’s consistent measures to uphold the mission. Effective communication and involvement within the business with its staff as well as clients will allow the business to thrive within the industry.

The alignment of corporate strategy, brand development, and decision making optimize the sustainability of Spectacular Host by keeping in mind the target market, as well as internal and external marketing. “Product, price, place and promotion are all considered to be the mix of marketing strategies (Ashe-Edmunds, 2017)”. Spectacular Host must do what is necessary to be relevant and to get the company’s name out. Spectacular Host will target parents, newlyweds, businesses and other individuals looking to plan an event and not willing to do the actual planning or set up/breakdown. The company will also utilize the marketing aspect by advertising the company on social media and through advertising. By doing so the company will gain recognition and have the public supporting the brand. Both of the strategies mentioned are beneficial to the company to  make a name for themselves and to succeed. All of this leads to continuous innovation, which is the key to having a sustainable competitive advantage.

Decision Making

Every business or organization should consider the consumer when a product or service is being produced. “Consumers may be the most important stakeholders of a business. If consumers do not buy, commercial businesses cease to exist (Weiss, 2014 p.271)”. It is the primary goal of Spectacular Host to keep it’s potential customers best interest in mind. Products and services will be delivered to the consumer with confidence. In order for the products and services to be delivered with confidence to each customer, booking for an event must be finalized with a “Host” on staff. The finalization portion of the booking will consist of finalizing food choices, craft stations, decor, props, etc. By having a finalization meeting with a staff member, the company is keeping the safety of the consumer first. The company must make specific decision as it relates to providing an event while also considering the customer’s safety.

Having an event can cause many issues if not planned strategically. Spectacular Host will make every effort to identify possible issues that may arise during an event and find ways to prevent them from happening. Every aspect of the party as it relates to safety will need to be identified in order to find out who it will have the potential of harming. Some examples that Spectacular Host will need to consider when planning an event would be the food, decor and craft stations because they could potentially cause harm. Food choices would need to be discussed due to allergic reactions that some guests may have. Crafts stations should also be considered do to materials and tools that may have to be used to complete the craft such as scissors, or small items that could swallowed. Decor or props could pose an issue as they could be hazardous. Props have the potential of being knocked down or decor could be harmful if not used appropriately.

The company must make business decisions in order to make safety a priority. A major business decision that Spectacular Host will have to put in place is a contract agreement between the company and the potential client. The agreement will go over all details to finalize booking which will be booked with a “host” on staff. The agreement will explain the dangerous possibilities of certain props and decor if not supervised. It will also go over food choices chosen for the guests and outline that Spectacular Host is not liable for any allergic reactions that may occur. The process to book an event will start with an inquiry of services. After that is established, a host will be in contact with the potential client to go over details in the inquiry. An invoice will be sent to the potential client outlining all services requested. If all minds agree, a contract will be signed and a deposit of 50% will be required, which is deducted from total invoice. Exact food choices will be chosen two weeks before event and decor will be chosen immediately after deciding on a color scheme or theme.

As many organizations, Spectacular Host must spend time and efforts on corporate citizenship initiatives which is also identified as corporate social responsibility. Corporate citizenship refers to an organizations responsibility to create business value by caring for the well-being of all stakeholders including the environment (Glavas & Piderit, 2009). Some of the initiatives consists of donations, volunteering and providing responsible products or services.

All organizations should consider environmental resources to create products or services that help solve social issues. The following decisions and processes will impact business sustainability for the company. Some elements of corporate culture consists of corporate citizenship, philanthropy and community involvement. **Philanthropy is considered a m**onetary gift or other donation given voluntarily by an organization to support the local community and offset any negative impact of their business (Wang, Choi & Li, 2008). Event sponsorship and cash donations are all activities that may also be included. Community involvement is very important for any business. It gives employees an opportunity to offer time and skills to serve the community in a effort to help solve social issues.

In some cases, businesses are faced with retaining motivated and talented employees. Corporate citizenship is one aspect that could help with this dilemma. There are always going to be competition within the event planning industry, therefore employees will be a factor to consider as well. “Given the fierce competition for talented employees and the growing commitment to corporate citizenship, there is increasing evidence that a company’s corporate citizenship activities are a legitimate, compelling and increasingly important way to engage and retrain top talent (Bhattacharya, Sen & Korschun, 2008)”. In order for Spectacular Host to become successful in the event planning industry, internal and external factors must be an influence to the business environment. “We’ve found that when people care about and believe in the brand, they’re motivated to work harder and their loyalty to the company increases (Mitchell, 2002)”. If employees are inspired and feel they have a sense of purpose they will believe in the brand and push the service more to potential clients. The internal audience consists of those directly involved with the company which includes all staff, contractors and vendors. All of these individuals will market the service internally with passion due to every staff person being assigned a particular agenda that is related to their specialty. If each team member is assigned a particular project that he/she is passionate about, the service will be spectacular granting the clients quality results each time. The internal sector of Spectacular Host will be to attract employees/staff that has a creative background that will help clients create visions that  come to life. All staff /employees must understand the principles of what Spectacular Host is offering to clients by providing the same quality service every time. “Enabling employees to deliver on customer expectations is important (Mitchell, 2002)”. By applying the principle of creating an event for clients worry free with quality results each time enables employees to “live” the vision in their day-to-day activities in the work environment. If staff/employees live that vision, clients will be much more likely to experience the company in a way that is consistent with Spectacular Host’s mission. Stakeholder groups will have to be considered as they will be the ones affected when making decisions for the company. For Spectacular Host, stakeholders such as clients, venues and rental companies all must be considered. The decisions discussed above will affect stakeholders at Spectacular Host in a positive way because it keeps the company and the clients safety a priority. No group will be alienated due to the company’s effort to keep everyone’s safety in mind.

Impact

Spectacular Host would impact the community in a positive way by keeping the community and the global environment in mind. Corporate social responsibility (CSR) involves an organization’s duty and obligation to respond to its stakeholders’ and the stockholders’ economic, legal, ethical, and philanthropic concerns and issues (Weiss, 2014) ”. When it comes to CSR the thought of philanthropy comes to mind allowing Spectacular Host a chance to leave a legacy within the community. Spectacular Host primary aim of business is to make a profit however the company will push corporate social responsibility into events to make it possible to give back without the expectation to get anything in return. Having this type of mindset will allow the company to gain a balance of power and knowledge, in the buying and selling of services.Within the community of where the business will be located in North Carolina, there may be families who would like to hire but are unable to do so due to costs. Although the purpose of the business is to to make a profit, the business

must make an impact on the community. In order to do so, the company will host two

free parties for children in the community in order to give those less fortunate an

opportunity to experience a celebration thrown by Spectacular Host. Not only will the community be affected by the decisions made by Spectacular Host the global environment must be considered as well. “Global marketing seeks to develop a uniform marketing strategy, rather than a separate marketing strategy tailored for each country or region (Berry, 2017)”.Globalization affects my idea in a positive way. It does so simply because internet usage has become such a norm for faster communication between individuals/companies, thus making it easier to access consumers in a different country or region. Within a field that interacts with other people one must understand different languages and cultures to be successful within the event industry while interacting with different countries. Globalization has been considered a [trend that will seriously influence the event industry](https://ungerboeck.com/blog/globalization-how-it-influences-and-challenges-the-event-industry), there will be challenges as the number of organizations increases. The competition will continue to grow through through globalization. Globalization has allowed for information to be at our fingertips at all times therefore making individuals in different countries to have the same access as well. If an individual has to miss an event due to distance/area the individual will be able to attend the event through technology. This is beneficial to my business idea because the use of social media will allow individuals to engage in events who were not physically able to be there or be able to share an event across the world.

If Spectacular Host exceptional events & designs implement the ideas within the CSR, intrinsic and extrinsic rewards will be considered. Rewards are aligned with organizational goals. When an employee achieves a goal set out from the organization, a reward is received in return. The most common reward systems that motivate staff are intrinsic and extrinsic rewards. A reward that would be beneficial for interns hired at Speculator Host would be to promote them. This type of reward would be considered a extrinsic reward which are rewards that a intern/employee will receive. Promotions provide employees with a sense of accomplishment and satisfaction. Business leaders must be aware of who they select to promote within the company and make sure their decisions are fair and reasonable when doing so. This type of reward can be offered based on the efforts from the intern/employee to bring in more clients. Behavior of the intern and the time spent with the company are also major factors that are considered. By making positive efforts in the best interest of the company, the intern will gain the trust of business leaders and be given more responsibility. The other reward system that must be considered is the intrinsic reward which is normal to give personal satisfaction to individual. Spectacular Host would make it a priority to include recognition and feedback to it’s interns and employees. The company will be sure to guide interns and employees in the right direction to satisfy each client. By doing so, business leaders will gain a relationship with the interns while also adding value. Recognizing interns and employees through appreciation is also valuable. By recognizing employees performance, it will contribute to higher self esteem and happiness throughout the company.

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