

Bridal Airlines

Weddings from Above



Overview

- Transportation service to and from weddings or special events
- Event Consultant
 - Will coordinate with destination plans/package
- Customizable services to the customers liking
- Convenient, stress-free and enjoyable experience

Mission Statement

- Bridal Airlines mission is to provide a unique and private travel service for a couple on a special day. We offer the opportunity to customize your travel experience to suit your wants and needs for your dream day.

Logo



Location



Location



Services/Amenities

- Transportation to Airport
- Transportation to Destination
- Personal Wedding Consultant
- Catering
- Full Service Bar
- Floral and Décor
- Photography/Videography
- Spa Treatments
- Entertainment
- On board Marriages

Occasions

- The Ultimate Wedding Experience
- Rehearsal Dinner
- Bachelorette/Bachelor Parties
- Bridal Shower
- Private Family Gatherings



Situation Analysis

Market Needs

- Selection
 - Specialized planning services
 - Customizable amenities
- Customer Service
 - Professionalism
 - Attention to detail
- Budget Management
 - Saving time and effort
- Location
 - Convenient to desirable destinations

The Market

- Target market
 - Couples 35-45 years old
 - Has the finances to use our services
- Location
 - Sizeable market for the age group that is unmarried
- Destination wedding
 - Growing in the industry

Market Demographics

- Target market
 - 35-45 years old
- Location
 - Miami, Florida
- Top destinations for weddings in 2008
 - Bahamas, Jamaica, the Caribbean, and Dominican Republic
- Couple yearly income at least 50K



Market Trends

- Destination weddings
 - Demand increase
 - Vow renewals
- Budget increasing
- Consulting services
 - Design special day
 - Keep up with trends
- Selection
 - Wider variety of services



Market Growth

541,900

Total businesses serving the
wedding industry, year-end 2010

Market Growth

77

Average number of weddings
served by a single business

Market Growth

\$142,047

Gross wedding sales by a single
business

Market Growth

13 million in 2008

16 million in 2009

Market for destination weddings

Market Growth

\$28,000

Average price of American
wedding in 2009

Macro-environment

- Customers getting married or putting on an event
- Customers with lavish tastes



The Company

- Three owners
 - Tess Ruggeri, Lindsay Melanson, Ashley Rand
 - Will act as consultants until business grows
 - Eventually employees will be hired to be consultants



Product Offering

- Transportation
 - To and from weddings/vow renewals/special events
 - To and from airport for additional fee
- Private parties
 - Bachelor/bachelorette parties
 - Rehearsal dinners
 - Bridal Showers
 - Family gatherings



Product Offering

- Theme
 - Customizable features
- Cuisine
 - Hand picked food items
- Consultant
 - Private event consultation



SWOT ANALYSIS

Strengths

- Location
 - Close to desirable destinations
- Unique
 - No other companies like it in the industry
- Convenience
 - Experienced consultants

Weaknesses

- Location
 - Only one location
- Unique
 - New company idea poses a risk

Opportunities

- Economy
 - Budgets increasing as economy improves
- Interest in destination weddings
 - Demand increases for Bridal Airlines
 - Increased interest in package deals
- First in the Industry
 - Ability to grow and expand
 - More locations in the future



Threats

- Changing trends
 - The “in” thing always changing
 - If destination wedding are faded out there will be no use for Bridal Airlines
- Economy
 - If it goes downward, less couples will have money to spend
- Weather
 - Uncontrollable factor
- Other consulting companies
 - Can plan destination weddings

Competition

Direct Competition

- Bridal Airlines itself does not have any direct competition

Indirect Competition

- Wedding planning websites
 - Easily accessible
 - Free to use
- Other Airlines
 - Miami-International Airport is the largest gateway between US and Latin America
- Wedding Consultants
 - Can plan a destination wedding

Marketing Strategy

Value Proposition

- Core value: a customer will receive services for the packages they want
- Customer's needs and wants will be completely covered by the employees of Bridal Airlines
- Even though Bridal Airlines is a high end service the number of services the company provides adds value to the customer.



Critical Issues

- High in major opportunities and major threats
 - Risk situation with potentially large returns
- If successful the company can evolve and expand
 - First in its market
 - Use feedback to perfect and expand services
- If unsuccessful the company will fail
 - First in the market
 - Consumers may not be attracted to idea

Target Market Strategy

- Couples 35-45 years old
 - Financially stable
 - Will not need approval of parent
- Statistics show our location is well determined based on target market
 - Median age of Miami resident – 37.7 years old
 - 55.8% of males over 15 in Miami are not married
 - 60.1% of females over 15 in Miami are not married
 - Median income of Miami resident - \$41,994

Branding

- Logo
 - Displays two wedding band and angel wings
 - Band symbolizes the bond
 - Wings symbolize both angels and airplanes
- Logo will be positioned
 - Outside of plane
 - Desk at airport
 - Office
 - Paperwork/Brochures
 - Products
 - i.e.. Drinking glasses



Marketing Mix

Public Relations

- Initially done by owners
 - Eventually to hire employees solely for PR
- Advertisements
 - Local news stations
 - Newspaper
 - Press Releases
 - Articles
 - Statement from past customers



Direct Marketing

- Briefly involve direct marketing
 - Direct telephone sales will not be used
 - Email marketing will be used
- Email Marketing
 - Mass emails to be sent to prospective clients
 - Can subscribe through our website
 - Help with online research
 - Obtaining emails will help to reach target market



Questions?