

OPENING

Today I will be presenting to you Opaline Event Consulting's Business Plan. I'm Jenna Barbowski, the founder and CEO of Opaline, which is a professional and creative social event and wedding consulting company based right here in Philadelphia. I started this company with the intention of filling a very real need I saw throughout the industry — a need for planning services that feel approachable, modern, beautifully detailed, and truly supportive from start to finish.

This plan will outline my market research in starting up the business's market plan, my branding strategy, how I am financially planning to make Opaline profitable, and how I plan to manage clients here in this LLC. Throughout this presentation, I'll walk you through not just what the company offers, but why it works, why it fills a clear gap in the market, and how this business is structured for smart, sustainable growth.

WHAT IS

Opaline Event Consulting is built on one simple belief, which is that every event deserves to feel intentional, beautifully executed, and most importantly, stress-free. Our goal is to remove the confusion and chaos that so many clients experience and instead replace that with clarity, confidence, and a sense of ease.

We specialize in:

- Wedding consulting
- Social events
- Private milestone celebrations and
- Small-scale corporate gatherings

Our role here is to guide clients through the planning process with a blend of creative vision, logistical expertise, and concierge-level service. We're not just planners — we're partners, storytellers, and problem-solvers. We help translate people's ideas, emotions, and personal style into a fully developed event that feels like them, not like a copy-and-paste template. This holistic approach has become a major part of what sets Opaline apart.

MARKET

The Philadelphia social and wedding event market is shown to continue growing steadily year after year. People are investing more into:

- Personalized experiences
- Customized design and
- Professional planning support

But the biggest gap in the market is mid-level clients who want a luxury feel without a luxury-level price tag. These are individuals who appreciate design, who value organization, and who want a planner — but they don't want the \$10,000–\$15,000 packages that higher-end firms offer.

Opaline is positioned perfectly in this space — we're polished, modern, and detail-focused, yet still accessible. Our approach caters especially to:

- Couples aged 25–35

- Professionals who don't have time to plan
- Clients seeking creative design direction without being overwhelmed and
- People planning multicultural or nontraditional weddings

This is a high-demand segment with constant year-round activity and long booking windows, which gives Opaline strong financial predictability. With Philadelphia being a major metro area that hosts thousands of weddings and social events annually, there is consistent demand and strong opportunity for growth.

BRAND

Opaline is built on elegance, transparency, and calm professionalism. We want clients to feel instantly reassured the moment they interact with our brand. Everything is designed to communicate trust, clarity, and beauty.

Our aesthetic focuses on soft, modern, editorial-style visuals — something that resonates strongly with today's clients, especially those finding planners through Instagram, Pinterest, and TikTok. Visual appeal is extremely important in this industry, and having a cohesive, intentional brand identity helps us stand out in a crowded market.

Our brand tone is:

- Warm, but refined
- Creative, but organized
- Client-centered and solution-oriented

This identity is going to be carried across every touchpoint of the brand: in our logo, our digital presence, our consultations, and our service experience. Every detail is meant to feel cohesive, elevated, and reflective of the quality we offer.

SERVICE PACKAGES

We will be offering 3 core service tiers:

The first one will be a full-service wedding & event consulting which will include:

- Vendor sourcing
- Timeline management
- Budget development
- Design concept creation and
- Day-of event management

This package is designed for clients who want complete support from the very beginning of the process all the way through the event day.

The second tier will be partial planning, which would be ideal for clients who've begun planning but need some support, structure, and direction. This gives them the guidance they need while still allowing them to be hands-on.

The last tier would be month-of coordination, which ensures your event will run smoothly while the client enjoys their moment. This is for clients who have done most of the planning but want a professional to take the reins in the final stretch.

We also will offer add-ons like:

- Social media content capture
- Custom design boards
- Rehearsal management and
- Venue walkthroughs

These upsell opportunities help increase revenue per client while providing exceptional value for both the brand and the client. They also allow clients to personalize their experience and feel fully supported.

COMPETITIVE ADVANTAGE

So what makes Opaline different?

Well for starters, we emphasize education, clarity, and decision-making support so clients always feel empowered, not overwhelmed. Many planning experiences are stressful simply because clients don't understand the process — Opaline removes that confusion.

We have a modern aesthetic direction. Most planners tend to lean more traditional, but Opaline brings a fresh artistic perspective. This appeals strongly to younger clients who want something visually intentional and aligned with modern design trends.

We also actively partner with local florists, caterers, DJs, and venues, allowing clients to benefit from streamlined communication and better pricing. These partnerships save clients time, money, and stress.

Every client receives access to personalized digital planning portals, checklists, and communication dashboards. This ensures a consistent, professional experience from start to finish and gives clients a sense of control and transparency.

OPERATIONS

Operationally, Opaline is designed for efficiency and the ability to grow. The internal structure includes:

- A client onboarding process with automated scheduling and digital contracts
- Vendor communication templates
- Standardized timelines and planning guides
- Checklists for every event type
- A streamlined workflow that supports multiple clients at once without sacrificing quality

This foundation will allow us to grow sustainably with the support of future assistants, interns, and freelance coordinators that get hired by Opaline. As event volume increases, this structure ensures that quality remains consistent and scalable.

FINANCIAL PLAN

Launching this business will require a minimal initial investment compared to many service-based businesses. The startup budget covers:

- Branding and website development
- Professional liability insurance
- Planning software
- Marketing and promotional materials and
- Client welcome kits

Our revenue model is strong because consulting has high profit margins and low overhead costs. Most of our expenses are variable and event-based, allowing us to grow efficiently.

Our financial projections are grounded in realistic booking expectations.

Year 1:

- Estimated to do 12–15 weddings and events
- Revenue range of \$24,000–\$40,000

Year 2:

- Increased bookings and higher-tier package sales
- Revenue range of \$50,000–\$70,000

Year 3:

- Opaline's team would be expanded + vendor partnerships would be made
- Revenue target expected to reach \$80,000+

With each year, Opaline builds more brand visibility and client referrals, creating long-term sustainability. This business model is intentionally structured to grow without requiring a large staff initially.

CLIENT MANAGEMENT

Our clients are the heart of the business. To ensure an elevated experience, Opaline focuses on:

- Immediate and responsive communication
- Monthly check-ins
- Personalized planning portals
- Clear budgeting tools
- Post-event follow-ups
- Feedback surveys
- Upsell pathways for repeat clients, such as anniversary events, baby showers, and other milestones

This fosters long-term relationships and increases lifetime client value. The goal is not just to plan one event for a client — the goal is to become their trusted planner for years to come.

VISION

My long-term vision for Opaline includes:

- Expanding into a multi-planner team
- Offering destination wedding consulting
- Hosting workshops for DIY couples
- Launching custom digital planning templates and products and
- Building partnerships with Philadelphia's top venues

Opaline is more than a planning company — it's a brand built for growth. Our systems, values, and offerings are all intentionally designed to support expansion while keeping the client experience at the center.

Thank you for taking the time to learn about Opaline Event Consulting. This company reflects not just my passion for events, but my dedication to creating thoughtful, seamless, and beautifully curated experiences for every client. I'm excited for the future of this business and for all the celebrations we will help bring to life.