



FROM PHILLY,  
**WITH LOVE**

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# COMPANY OVERVIEW

Founded on the belief that weddings can be beautiful and responsible.  
Inspired by Philadelphia's local culture.

## **Keys to Success:**

1. Building strong and lasting relationships with Philadelphia-based small businesses.
2. Maintaining a reputation for trust, creativity and sustainability.
3. Offering transparent pricing and flexible packages for a diverse range of client budgets.
4. Providing transparent and fast communication and client service during all phases of the event.

## Mission

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Our Mission is simple: to make wedding planning exciting, personalized and stress-free for every couple we have the honor to work with. From Philly, With Love is dedicated to crafting weddings as unique and unforgettable as the love story they celebrate

## Vision

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From Philly, With Love envisions a future where beauty and sustainability come together to transform the wedding experience. We aspire to prove that thrifted, donated, and repurposed décor can be just as stunning as luxury while uplifting Philadelphia's small businesses. Our vision is to create weddings remembered not only for their beauty, but for the love, care, and community behind them.

# TARGET MARKET SEGMENTATION

## Budget Friendly Couples

Couples seeking affordable, stylish alternative to traditional big budget events.

45% of Market in Philadelphia

## Local Loyalist Couples

Couples who value supporting Philadelphia-based businesses.

35% of Market in Philadelphia

## Eco-Conscious Couples

Environmentally aware clients seeking low-waste and sustainable options

20% of Market in Philadelphia

# SERVICES

**Full Service  
Wedding Planning**

**Sustainable Décor Rentals**

**Event Styling  
& Consulting**

**Day-of Coordination**

**Micro-Weddings & Elopement  
Packages**



# PACKAGES

## Mini Wedding Package

(starting at \$1,200)

Intimate Wedding Celebrations

Includes:

- Coordination with small local venues or outdoor spaces
- Access to décor and floral accents
- Two vendor referrals of your choice (ex: photographer, food, baker, florist, etc.)

## The Love Letter Package

(starting at \$1,500)

Day of Coordination and Final Details

Includes:

- One in-depth consultation (6-8 weeks before the wedding)
- Venue walkthrough & timeline development
- Day-of vendor coordination
- Supervision of setup for ceremony and reception

## The Heart of the City Package

(Starting at \$3,000)

Partial Planning and Design Support

Includes:

- Initial planning consultation and design questionnaire
- Three planning meetings
- Vendor sourcing through our list of local vendors
- Budget assistance and timeline management
- Access to full sustainable décor inventory (big furniture will have a rental fee)
- On-site coordination for rehearsal, ceremony and reception

# PACKAGES

## **The Liberty Love Package**

(starting at \$5,000)

Full-Service Wedding Planning

Includes:

- Unlimited consultations and constant communication
- Venue selection and vendor coordination (florists, caterers, DJs, etc.)
- Budget development and mood board consultations
- Setup & breakdown
- Timeline and logistics management
- Rehearsal planning and coordination
- Access to exclusive local vendor discounts

## **The Forever Philly Package**

(starting at \$7,500)

Luxury Sustainable Wedding Experience

Includes:

- Personalized concept development with vision boards & design proposal
- Unlimited meetings and site/vendor visits
- Vendor booking, negotiation and management
- Guest experience management (including transportation, hotel blocks and more)
- Full wedding weekend management
- No rental fee for our décor inventory

# MARKETING STRATEGY

## **Social Media:**

- Utilizing Instagram, Tik Tok and Pinterest, we will showcase our local collaborations, vendors and décor transformations.

## **Partnerships:**

- With local bridal shops, venues, our vendors and thrift stores, we will showcase how we work together on our and partner socials in addition to signage within the shops.

## **Blog:**

- Utilizing a blog to reach newly engaged couples who are beginning the wedding planning process. The blog will contain topics such as event tips, DIY's, and stories of previous clients.

## **Community Events:**

- Booth set ups promoting From Philly, With Love at bridal expos and pop-up markets with our partners within Philadelphia and surrounding areas.

# COMPETITIVE EDGE

Our competitive advantage lies within these three values:

## **Local Partnerships:**

- 100% of vendors are local/small businesses within the Philadelphia area.

## **Sustainability:**

- Thrifted, donated, crafted and repurposed décor to reduce waste and client costs.

## **Personalization:**

- Flexible packages tailored to each client's story and aesthetic.

# INDUSTRY ANALYSIS

The wedding industry generates billions of dollars each year, Philadelphia being one of the biggest markets on the East Coast.

## **Trends in Today's Market:**

### 1. Sustainability

a. Modern couples increasingly prioritize eco-friendly materials, low-waste decor and locally sourced vendors

### 2. Customization

a. Couples want celebrations that reflect their identities, culture and love story, not cookie-cutter weddings.

### 3. Budget Transparency

a. They want clear pricing, flexible packages and planners who help to maximize value.

# OPERATIONS

## Lead Planners

Oversees client onboarding, design development, vendor sourcing, timeline creation, and day-of management

## Operations & Logistics Manager

Manages inventory, décor rentals, scheduling, contracts, invoicing, and communication with vendors and venues.

## Seasonal Assistants

Support décor setup, guest management, vendor coordination, and breakdown.

# STARTUP EXPENSES

Main Category	Subcategory	Description	Estimated Cost
Legal & Administrative	Insurance, business license, contracts	Required for operating in Philadelphia, covering contracts and compliance	1300
Branding & Marketing	Logo, website, business cards, brochures	Supports branding and launch marketing efforts	2000
Office Equipment	Laptop, printer, supplies	Tools for planning, design, and client management	2500
Software & Applications (annual)	Adobe Suite, CRM tools	Mood boards, planning tools, and marketing	700
Professional Training & Networking	Certifications, workshops, networking events	Vendor relationship building and credibility	1200
Contingency Reserve	Back up money	Emergency cash reserve	1000
Transportation	Mileage, parking, tolls	Venue walkthroughs, site inspections, vendor tours	1100
Storage Unit (annual)	Storage	Storage for décor inventory	1200
Sustainable Decor Inventory	Thrifty and crafted items	Starter inventory for sustainable decor rentals	850
		<b>Total Startup Expenses</b>	<b>11850</b>

# REVENUE PROJECTION AFTER YEAR 1

Service Category	Packages/Services	Estimated Quantity	Estimated Revenue
Full-Service Wedding Planning	Liberty Love & Forever Philly Packages	8 events @ \$4,500	36000
Partial Planning & Design Support	Heart of the City Package	7 events @ \$2,500	17500
Day-of Coordination	Love Letter Package	5 events @ \$1,500	7500
Corporate/Social Events	Community vendor partnerships	3 events @ \$2,000	6000
Add-On Services & Consultations	Decor rentals, design consultations	10 services @ \$250	2500
		<b>Total Revenue</b>	<b>69500</b>

# CONCLUSION

From Philly, With Love is designed to fill a growing need within the Philadelphia wedding industry: celebrations that are sustainable, locally connected, and deeply meaningful. By emphasizing partnerships with small businesses, repurposed décor, transparent pricing, and hands-on planning support, the company aligns perfectly with the values of Millennial and Gen Z couples.