

With a simple mission statement of making Event Planning easier, MyEvent.Deals has launched India's first event package marketplace, where customers can connect with event vendors by scrolling through their packages available for wide range of services like decoration, entertainment, catering, hospitality and more. MyEvent Deals aims to be the one stop shop where customers can get all the answers to their questions related to Event Planning. Our platform helps people to connect to the right Vendors for different occasions and events.

What problem MyEvent.Deals is addressing?

While planning for an event, a host is required to meet a vendor multiple times in order to get clarity of what kind of service can be provided for their budget. Often there is a gap in customer expectations and vendor offerings in terms of quality, pricing and so on, which leads to going through this process again with different vendor for the same service. This also affects vendors since they need to showcase multiple offerings before closing deal and lose time on leads which do not have sufficient purchasing power.

Solution

MyEvent.Deals helps customers search for packages of decoration, catering, hospitality, entertainment etc, on the basis of event and venue of their choice. They will get clarity with exact images of offering, inclusions and approximate pricing. Through our platform they can connect with the right vendor who can fulfill their expectations.

How our platform is useful to hosts planning an event as well as event vendors?

- Customers can save time by avoiding meeting those vendors which may turn out to be offering services not suitable to their budget or not suitable to customer's preferences.
- Customers can discover all the event services that have been undertaken in a particular venue in the past including the decoration designs.
- Hosts will be able to easily understand how a particular design will look in a particular venue since the packages showcase the actual images of work performed at a particular venue.
- Through our platform event vendors also get the opportunity to connect with all the future leads who will book a venue (where they have worked in the past).
- Once customers select a vendors' package through our platform, there is a high chance of conversion since the customer now knows the vendor can deliver the service that the customer likes and at a budget that matches his. Now vendor only needs to customize the package as per customer's requirement and close the deal.

The concept developed while planning a wedding in April 2021 when the customer asked for decoration designs (with pricing) undertaken at a particular hotel by vendors in the past. **USP:** MyEvent.Deals provides clarity to customers over what can they get for their budget without even meeting a vendor. Currently, our platform has more than 400 packages from 60+ destinations across India within 5 months of operation. Our apps are available on both Play store as well as iOS Store.