

Business Plan

Your Moments, Our Signature.

EVENT PLANNING · DÉCOR & DESIGN · GIFT SOLUTIONS · CREATIVE SERVICES

Jamaica · Version 1.0 · November 2026

This plan describes a new business at the pre-launch stage. Financial figures are planning estimates, not audited results or confirmed supplier quotations. Market statistics are drawn from the cited public sources and dated; they should be re-checked before being relied on for lending or investment decisions.

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— Sources

Prepared for: Founder planning, partners and potential funders. Contact: [business email to be added].

01 Executive Summary

Signature & Occasions by Sybonique is a new, founder-led Jamaican creative events and lifestyle brand. It brings four complementary services together under one elegant identity: Event Planning, Décor & Design, Gift Solutions and Creative Services. The brand promise is captured in its tagline, "Your Moments, Our Signature."

The business is built for people who want their celebrations and gifts to feel personal, polished and stress-free. That includes individuals and families marking milestones, couples planning weddings and showers, graduates, churches and community groups, and organisations looking for corporate events and gifting. The initial focus is the Jamaican market, with the flexibility to serve overseas clients who are planning occasions in Jamaica or sending gifts to loved ones here.

Our value proposition is cohesion. Clients can have one creative partner design the look of an event, coordinate the plan, create the invitations and stationery, and prepare matching gifts or favours. Everything carries the same considered "signature" finish. Pricing will be quoted in Jamaican dollars and tailored to each client's budget.

J$559,900	J$58,000	J$95,700	61%
Estimated start-up budget incl. 10% contingency	Estimated fixed operating costs per month	Estimated monthly sales needed to break even	Planned blended gross margin

In the short term, the priorities are to establish the brand, launch a professional online presence, finalise service packages, win first customers and build a genuine portfolio. Over the longer term, the ambition is to become a recognised and trusted creative event brand, add a small professional team, expand into additional parishes and markets, and develop new revenue streams.

02 Business Description

Item	Detail
Business name	Signature & Occasions by Sybonique
Tagline	Your Moments, Our Signature.
Industry	Event planning, event décor, gift solutions and creative (design) services
Location	Jamaica. Service area to be confirmed by the founder; overseas clients are served remotely
Legal structure	Founder-led; registration as a sole trader with the Companies Office of Jamaica is planned (to be confirmed by the owner)
Ownership	[Owner name to be added]. 100% founder-owned
Stage	Pre-launch / start-up
Operating model	Home-based studio and online-first sales. Set-ups are delivered at client venues, and gifts are delivered or collected

Operational concept

Enquiries arrive through the website, WhatsApp Business and social media. Each client receives a consultation, a written proposal and quotation, and a booking confirmed in writing. Work is then prepared in the studio (gift assembly, stationery, décor preparation) and completed on site (installation and coordination). The business owns a reusable décor kit for its own client set-ups. It does not offer rentals as a separate service; rentals are considered only as a possible future expansion.

ⓘ Placeholder details, such as the owner's name, registration number, service parishes and contact details, are marked in this plan and on the website. They should be completed before the plan is shared with a bank or funder.

03 Business Objectives

Short term (0–12 months)

Establish a recognisable brand · Build a professional online presence · Develop service packages · Attract initial customers · Create a genuine portfolio

Medium term (1–3 years)

Increase customer bookings · Build relationships with suppliers and venues · Develop corporate service opportunities · Improve operational systems · Increase brand awareness

Long term (3–5+ years)

Become a recognised event and creative services company · Expand service offerings · Build a professional team · Serve additional geographical markets · Develop new revenue streams

Measurable first-year targets (proposed)

- Register the business name and open a dedicated business bank account before taking deposits.
- Publish the website, Google Business Profile (if eligible), Instagram, Facebook, TikTok and WhatsApp Business within the first month.
- Complete a styled launch shoot of at least three sample set-ups, so the gallery can show the business's own work.
- Reach monthly sales above the break-even level of J$95,700 by month 3 (base case).
- Collect written feedback from every client, and ask satisfied clients for permission to share photos and reviews.
- Secure at least three supplier or venue relationships and one recurring corporate gifting client.

04 Target Market

The business serves several overlapping customer groups. Their needs differ, but they all value personal attention, attractive presentation and reliability.

Segment	Needs & preferences	Purchasing behaviour
Individuals planning celebrations	Birthday set-ups, surprise décor and dinners that look impressive without stress	Discover vendors on Instagram, TikTok and WhatsApp; compare photos and prices; often book 2–6 weeks out
Couples planning weddings	Cohesive design, trustworthy coordination, stationery and budget guidance	Longer research cycles; rely on referrals, portfolios and reviews; pay in stages
Families organising special occasions	Showers, anniversaries, graduations and family days that reflect the honoree	Decisions are shared within the family; price-sensitive but value personal touches
Graduates	Graduation photo set-ups, balloon designs, gifts and parties	Highly seasonal (graduation season); influenced by social media trends
Corporate organisations	Staff appreciation, client gifts, launches and year-end functions with professional invoicing	Need quotations and invoices; buy in volume; repeat seasonally, especially at year end
Small businesses	Branded gifts, launch décor and promotional graphics on a lean budget	Value speed and creativity; respond to bundled offers
Churches and community organisations	Anniversary services, banquets, women's and youth events, appreciation gifts	Committee decisions; budget-conscious; loyal once trust is built
Customers seeking personalised gifts	Thoughtful, beautifully presented gifts, including from relatives overseas	Impulse and occasion-driven; peaks around Valentine's Day, Mother's Day, Father's Day and Christmas

Jamaica's audience is reachable online. DataReportal reported 2.54 million internet users in Jamaica in October 2025 [6], and NapoleonCat counted about 1.67 million Facebook users in 2026 [7]. Social platforms are therefore the main shop window for a new creative business.

05 Market Analysis

No public dataset measures the size of Jamaica's domestic event-planning, décor or gifting market. This section uses the closest credible indicators (tourism, weddings, the economy, prices and digital adoption) and does not estimate a market size that the evidence cannot support.

4.3M [1]
Visitors to Jamaica in 2024, a record year

US$4.17B [4]
Projected Caribbean destination-wedding market by 2031 (US$2.64B in 2025)

8.2% [10]
Annual inflation, October 2026 (STATIN)

2.54M [6]
Internet users in Jamaica, October 2025

Market opportunities

- Weddings and romance travel. The Ministry of Tourism is actively promoting Jamaica as a "love destination" and is working with professional wedding planners, for example at the Jamaica Bridal Expo held in Montego Bay in September 2025 [2]. The Jamaica Tourist Board puts the global wedding industry at about US$180 billion, with destination weddings around a quarter of that [3]. The Minister of Tourism has described destination weddings as one of the fastest-growing segments, up about 40% over five years [5].
- Smaller, more personal celebrations. Mordor Intelligence expects intimate and micro-weddings to be the fastest-growing size segment of the Caribbean destination-wedding market, at a 7.92% annual growth rate through 2031 [4]. That suits a boutique, detail-focused brand.
- A visible appetite for décor and balloon artistry. Jamaican media have profiled several décor start-ups built largely on social media, including balloon-décor businesses in Kingston and Mandeville [14] [15] [16]. This shows local demand for styled celebrations.
- Corporate and seasonal gifting. Year-end, staff appreciation and client gifts create repeat, higher-volume orders that are less dependent on weekends.
- Diaspora gifting. International hamper sites already deliver into Jamaica and price in US dollars [13]. A local brand pricing in Jamaican dollars, with more personal curation, can serve family overseas who want something more meaningful.

Customer demand and expectations

- Customers judge creative vendors mainly by photos. A strong, honest portfolio and consistent social content are essential.
- Speed and convenience matter. Clients expect quick WhatsApp replies, clear quotations and easy payment options.

- Personalisation is expected: names, colours, themes and meaningful details rather than generic set-ups.
- Reliability is non-negotiable. On-time set-up, keeping to the agreed design and clear communication build referrals.

Industry developments and economic context

Hurricane Melissa struck Jamaica on 28 October 2025. The Planning Institute of Jamaica (PIOJ) estimated total damage, losses and associated costs at about US$12.2 billion, equal to 56.7% of 2024 GDP [8]. The worst damage was concentrated in six parishes, including St James and Trelawny [8]. The Bank of Jamaica has said full recovery could take up to four years [9]. STATIN reported that the economy contracted by 2.9% in April–June 2026 compared with a year earlier [10].

Prices are rising. Annual inflation reached 8.6% in September 2026, the highest since December 2022, before easing to 8.2% in October [10] [11]. The exchange rate was about J$159 to US$1 in mid-November 2026 [12], which affects the cost of imported décor and gift supplies. Unemployment remained low at 3.4% in July 2026 [10].

For a new business, this means households are watching their spending, but people still celebrate milestones. Offering tiered packages, smaller "intimate" options and good-value gifts will be important, along with protecting margins through regular price reviews.

Potential challenges

- Lower discretionary spending during the post-hurricane recovery, especially in the most affected western and southern parishes.
- Rising costs of imported supplies, fuel and transport.
- A crowded social-media marketplace with many décor and balloon vendors.
- The risk of weather disruption to outdoor events during the hurricane season (June–November).

06 Competitor Analysis

The table below groups competitors into categories, with examples taken from public business listings and news articles. The descriptions only reflect what those public sources state. A deeper review of each competitor's prices and social media should be completed before launch.

Category	Public examples	Positioning & customers	What we can learn / our edge
Destination-wedding planners & luxury décor (mainly Montego Bay)	Tai Flora Luxe Décor; Kreative Events Jamaica; Jili Walk Design; D'Lux Designs N Decor; ImagePro Weddings & Decor [17] [18] [21] [22]	Resort and destination weddings, often for overseas couples; established online portfolios	Strong on large weddings. Our edge: everyday local celebrations, intimate events and gifts, all under one brand
Full-service planners with rentals (Kingston)	Milan Events Jamaica; Dolce Décor Weddings, Florals and Events; New Insight Event Services [18]	Island-wide wedding planning and design; some combine planning with rentals	We do not compete on rentals. We compete on personalisation, design cohesion and gifting
Décor & balloon micro-businesses	Bella Balloons; Xquisite Events by Shadine (Mandeville); Balloon Botanica; Events by Jesse's [14] [15] [16] [19]	Social-media-driven; birthdays, showers, graduations and corporate décor	Price-competitive and fast. Our edge: a premium, consistent brand, plus planning, stationery and gifts in one package
Gift hamper delivery services	Ace of Hearts Gift Baskets (international online store delivering within Jamaica) [13]	Diaspora and corporate senders; standardised baskets priced in USD	Our edge: local curation, JMD pricing, personal notes, and gifts that match an event's theme
Stationery & design studios	Grace On Paper (bespoke wedding stationery, Kingston) [17]	Couples wanting custom invitations	Our edge: stationery bundled with décor and gifts for a coordinated look

How Signature & Occasions will differentiate

- One cohesive "signature" look across décor, stationery and gifts, which few small vendors offer together.
- Personalisation as standard: every proposal is built around the people being celebrated.
- Professional process: written proposals, clear terms, punctual set-up and follow-up feedback.
- Inclusive pricing tiers (intimate, signature and luxe), so the brand is premium without being out of reach.
- Honest marketing: a portfolio of genuine work labelled clearly, with inspiration images labelled as inspiration.

07 SWOT Analysis

Strengths

- Multiple creative service categories
- Personalised customer experiences
- Flexible business model
- Distinctive branding

Weaknesses

- New business with limited brand recognition
- Limited initial resources
- Portfolio development still required
- Potential dependence on external suppliers

Opportunities

- Demand for personalised celebrations
- Corporate gifting
- Digital creative services
- Social media marketing
- Partnerships with event vendors

Threats

- Competition
- Economic uncertainty
- Increasing supply costs
- Seasonal demand
- Changes in customer spending

Strategic response: use strengths such as cohesive branding and personalisation to win opportunities in corporate gifting and digital creative services, which also smooth out seasonal demand. Address weaknesses by building a genuine portfolio quickly through a styled launch shoot and early clients. Reduce threats with tiered pricing, regular price reviews and backup suppliers.

08 Marketing Strategy

Channel	How we will use it
Instagram	Main portfolio. Carousel posts of set-ups, Reels of installations and reveals, Highlights for each service, and a link to the enquiry form
Facebook	Reach parents, church and community groups and corporate decision-makers. Events, longer posts and targeted local ads
TikTok	Behind-the-scenes, time-lapse set-ups, gift-wrapping and 'how we styled it' videos
WhatsApp Business	Catalogue of packages, quick replies, labels for each lead stage, and Status updates for new work
Website SEO	Service pages targeting searches such as 'event planners in Jamaica' and 'gift boxes Jamaica'; fast pages; regular gallery updates
Google Business Profile	Set up where eligible. Service-area business without a public address; post photos and request reviews
Customer referrals	A thank-you gift or credit for referrals that lead to a booking
Strategic partnerships	Venues, photographers, bakers, florists and caterers for cross-referrals and styled shoots
Promotional campaigns	Launch offer, 'Signature Box of the Month' and corporate gifting catalogue
Seasonal marketing	Valentine's Day, Mother's Day, Father's Day, graduation season, Independence season, back-to-school, and Christmas and year-end corporate gifting

Suggested monthly content calendar

Week	Monday	Wednesday	Friday	Weekend
1	Service spotlight (carousel)	Behind-the-scenes Reel / TikTok	Gift idea of the week	Story poll: themes and colours
2	Tips post (planning checklist)	Set-up time-lapse	Stationery or invitation design	Client feedback (with permission) or inspiration board
3	Corporate gifting feature	'Before and after' space transformation	Meet the founder / brand values	Q&A in Stories
4	Seasonal campaign post	Packing a gift box (ASMR-style video)	Monthly offer or booking reminder	Recap of the month's work

Customer acquisition strategy

1. Attract: consistent posting (3–4 times a week), small targeted ads (about J$12,000 per month at launch) and partner cross-promotion.
2. Capture: every post points to WhatsApp or the website enquiry form, which asks for the date, budget and guest count.
3. Convert: reply within one business day, offer a short consultation and send a clear proposal within 48 hours.
4. Delight: on-time delivery, a small surprise touch, and a follow-up message and feedback request.
5. Grow: ask for referrals and reviews, re-engage past clients before their next occasion, and nurture corporate accounts.

09 Operations Plan

Stage	How it works
Customer enquiries	Received via the website form, WhatsApp Business and social media. Logged in a simple tracker (name, occasion, date, budget, status)
Consultations	15–45 minute call, video call or meeting to understand the vision, preferences, budget and requirements
Quotations	Written proposal with scope, design direction, itemised price, timeline, inclusions and exclusions; valid for a set period
Booking procedures	Client confirms the agreed arrangements in writing. Date secured once confirmation steps are complete
Deposits	Policy to be finalised by the owner. A common approach is a non-refundable deposit to secure the date, with the balance due before the event. Terms must be stated in writing
Supplier coordination	Approved supplier list (florals, balloons, printing, gift contents, transport) with lead times and backup suppliers
Event preparation	Production checklist, pre-assembly in the studio, packing list, transport plan and confirmed venue access times
Quality control	Check against the approved design, photos before handover, and a final walk-through with the client or venue contact
Customer feedback	Thank-you message within 48 hours, short feedback form, and a request for permission to share photos and reviews

ⓘ Contracts, deposit and cancellation terms should be reviewed by a qualified attorney before they are used with clients.

10 Management Structure

The business is founder-led. At launch, the founder holds every core responsibility and uses trusted freelance help for larger set-ups.

Responsibility	What it covers
Administration	Registration, scheduling, records, contracts, enquiry tracking
Financial management	Pricing, quotations, invoicing, deposits, bookkeeping, tax compliance and a separate business account
Customer relations	Consultations, communication, feedback and after-care
Event coordination	Timelines, run-sheets, on-site direction and supplier liaison
Marketing	Content creation, social media, website updates, partnerships and campaigns
Supplier management	Sourcing, negotiating, ordering and quality checks
Creative direction	Concepts, mood boards, design approval and brand consistency

Future staffing

- Stage 1: freelance set-up assistants paid per event, plus a part-time bookkeeper or accountant.
- Stage 2: a part-time social media and content assistant, and a dedicated gift-assembly assistant for peak seasons.
- Stage 3: an events coordinator and a junior designer, with the founder focused on creative direction and key accounts.

11 Financial Plan

⚠ All figures are planning estimates in Jamaican dollars (JMD). None are confirmed supplier quotations. Replace each estimate with real quotes before seeking finance. Profit figures are shown before the owner's drawings (pay) and taxes. Exchange-rate reference: ~J$159 per US$1 (BOJ trading summary, mid-November 2026).

Start-up costs

Item	Category	Estimate (JMD)	Basis
Business name registration (Companies Office of Jamaica)	Legal & admin	J$2,500	Published sole-trader fee [20]; confirm before filing
Domain name (first year)	Website & domain	J$3,500	Approx. US$15–22 at ~J$159/US$1
Website hosting (Netlify Free plan)	Website & domain	J$0	Free plan; upgrade only if traffic requires it
Design software subscription (year 1)	Equipment & supplies	J$19,000	Estimate for a pro design tool licence
Décor tools (balloon pump, steamer, glue guns, cutting tools, ladders)	Equipment & supplies	J$45,000	Estimate — obtain supplier quotes
Reusable décor starter kit (backdrop frames, vases, candle holders, faux florals, linens)	Initial inventory	J$220,000	Estimate — owned items used in client set-ups, not rented out
Gift-box starter stock (boxes, ribbon, tissue, fillers, cards, sample contents)	Initial inventory	J$60,000	Estimate — enough for ~15–20 boxes
Printing: business cards, labels, thank-you cards	Marketing	J$18,000	Estimate — obtain print quotes
Launch photoshoot of three styled sample set-ups	Marketing	J$60,000	Estimate — builds the first genuine portfolio
Launch social-media advertising (first 3 months)	Marketing	J$36,000	J$12,000 per month
Transportation for sourcing & launch set-ups	Transportation	J$30,000	Estimate — fuel or hired transport
Bank account, stationery, phone credit, filing	Administrative	J$15,000	Estimate
Subtotal		**J$509,000**	

Summary	JMD
Legal & admin	J$2,500
Website & domain	J$3,500
Equipment & supplies	J$64,000
Initial inventory	J$280,000
Marketing	J$114,000
Transportation	J$30,000
Administrative	J$15,000
Contingency (10%)	J$50,900
Total start-up budget	**J$559,900**

Monthly operating expenses (fixed)

Expense	JMD per month
Marketing & advertising	J$25,000
Phone & internet (business share)	J$8,000
Software subscriptions	J$3,000
Transportation (base, non-event)	J$15,000
Admin, bank fees & miscellaneous	J$7,000
Total fixed costs	**J$58,000**

Assumes a home-based studio (no rent) and that the founder already owns a phone and laptop. Event-specific costs (materials, helpers, delivery) are treated as direct costs below.

Pricing strategy

- Cost-plus floor: every quote covers materials, labour, transport and a contingency, plus a minimum margin.
- Value-based tiers: Intimate, Signature and Luxe packages for each service, so clients can choose by budget.
- Transparent add-ons: personalised signage, extra balloons, premium florals and delivery are listed separately.
- Corporate pricing: volume tiers for gift orders, with quotations and invoices on request.

- Quarterly price reviews: with annual inflation at 8.2% (Oct 2026) [10], prices and supplier costs should be reviewed at least every quarter.

Service line	Assumed average sale	Direct cost %	Contribution per sale	Year-1 units (base)	Year-1 reven
Gift Solutions	J$9,000	50%	J$4,500	113	J$1
Décor & Design	J$45,000	45%	J$24,750	33	J$1
Event Planning	J$80,000	25%	J$60,000	8	J$
Creative Services	J$7,500	15%	J$6,375	54	J$

Average sale values are planning assumptions to be tested against early quotes and competitor pricing.

Revenue projection & cash flow: Year 1 (base case)

Month	Revenue	Direct costs	Gross profit	Fixed costs	Net (before owner pay & tax)	Closing c
M1	J$79,500	J$34,875	J$44,625	J$58,000	J$-13,375	J$160,6
M2	J$96,000	J$40,500	J$55,500	J$58,000	J$-2,500	J$158,1
M3	J$157,500	J$66,375	J$91,125	J$58,000	J$33,125	J$191,2
M4	J$166,500	J$70,875	J$95,625	J$58,000	J$37,625	J$228,8
M5	J$263,000	J$96,500	J$166,500	J$58,000	J$108,500	J$337,3
M6	J$237,000	J$101,250	J$135,750	J$58,000	J$77,750	J$415,1
M7	J$333,500	J$126,875	J$206,625	J$58,000	J$148,625	J$563,7
M8	J$342,500	J$131,375	J$211,125	J$58,000	J$153,125	J$716,8
M9	J$359,000	J$137,000	J$222,000	J$58,000	J$164,000	J$880,8
M10	J$413,000	J$161,750	J$251,250	J$58,000	J$193,250	J$1,074,1
M11	J$438,500	J$171,875	J$266,625	J$58,000	J$208,625	J$1,282,7
M12	J$661,000	J$258,250	J$402,750	J$58,000	J$344,750	J$1,627,5
Year 1	**J$3,547,000**	**J$1,397,500**	**J$2,149,500**	**J$696,000**	**J$1,453,500**	

Opening funding of J$733,900 (start-up budget plus three months of fixed costs) is assumed. Month 12 includes a holiday gifting peak. If the business launches in January, December is month 12.

Slow-start scenario: if sales reach only 50% of the base-case volumes, Year-1 revenue would be about J$1,773,500. Net income before owner pay would be about J$378,747, with 8 profitable months, and the cash balance would fall to about J$85,438 at its lowest point. This is why the plan keeps a three-month operating reserve.

Break-even analysis

- Fixed costs: J$58,000 per month.
- Blended gross (contribution) margin: about 61% of sales, based on the planned sales mix.
- Break-even sales: J$58,000 ÷ 61% ≈ J$95,700 per month. For example, that could be two décor set-ups plus four gift boxes, or one planning booking plus three gift boxes.
- Base case: the first profitable month is month 3.
- Owner's pay is not included in fixed costs. Monthly sales above break-even fund the owner's drawings, taxes and reinvestment.

ⓘ To update these numbers, edit the assumptions in scripts/financial-model.py and run `npm run financials`. The website and PDF tables update automatically on the next build.

12 Risk Management

Risk type	Risk	Mitigation
Financial	Cash shortfalls between events; rising costs (inflation 8.2%, Oct 2026)	Three-month reserve; deposits on bookings; quarterly price reviews; separate business account
Financial	Under-pricing	Cost-plus calculator for every quote; track actual costs per job
Operational	Too many bookings for one person	Capacity limits per weekend; trained freelance assistants; clear lead times
Operational	Weather and hurricane disruption	Indoor backup plans; weather clause in terms; secure storage for inventory; monitor ODPEM and Met Service alerts
Supplier	Late, missing or poor-quality supplies	At least two suppliers per key item; order early; keep safety stock of core supplies
Customer	Late payments, cancellations, scope creep	Written proposals and terms; staged payments; change requests priced in writing
Reputational	A set-up that does not match expectations	Approved mood board and design sign-off; photos at handover; fast, respectful issue resolution
Reputational	Misleading marketing	Label inspiration images; only show real work as portfolio; get client consent before sharing photos
Legal & safety	Injury or damage at a venue	Venue rules followed; safe installation practices; ask an insurer about public liability cover

13 Growth and Expansion

Additional services

Signature gift subscriptions, workshops (gift wrapping, balloon basics), proposal and date-night set-ups, and, later, a carefully managed rental line if demand justifies it.

Partnerships

Preferred-vendor relationships with venues, hotels, photographers, bakers and florists; styled shoots that grow everyone's portfolio.

Corporate customers

A corporate gifting catalogue, staff appreciation programmes, and year-end and seasonal campaigns with repeat contracts.

Improved resources

A dedicated studio and storage, a delivery vehicle arrangement, booking software and a trained part-time team.

Geographical expansion

Serve more parishes through partner networks; serve the diaspora with online gift ordering and remote event planning for occasions in Jamaica.

New revenue streams

Online shop for ready-made gift boxes, digital invitation templates, and branded merchandise and stationery.

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