



BUSINESS PLAN · INDIA

Party Supplies & Decor Rental

Themed decoration, props and party supplies for birthdays, showers and celebrations

EVENTS

AISEVAK.IN · BY ABL DIGITAL TECHNOLOGIES

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This document is confidential and prepared for planning purposes. All financial figures are illustrative model assumptions for an Indian MSME context and must be validated against live quotes, local rates and professional advice before any investment or borrowing decision.

1. Executive Summary

This plan sets out a **Party Supplies & Decor Rental Business** in India — a studio-based operation supplying **themed decoration, props, backdrops, balloon decor, furniture and party consumables** for birthdays, baby showers, anniversaries, house parties, small functions and office celebrations. It designs, delivers, sets up and collects, typically for several hundred small jobs a year.

Indian families now celebrate more occasions, more visibly, than a decade ago — first birthdays, baby showers, milestone anniversaries and school-friend parties are all decorated events, photographed and shared. This has created a distinct market underneath the wedding and corporate event industry: **small-ticket, high-frequency, consumer-facing celebration decor**. It is a studio-and-inventory business driven by design, social discovery and weekend execution capacity.

How this plan measures revenue — and note that this business has two economic engines, not one. It is a **principal**: it owns its props and buys its consumables, so **gross revenue is genuinely revenue**. But it mixes two different models. **Props, backdrops and furniture are rented** — earning repeatedly, on utilisation economics like any rental business. **Balloons, disposables and craft materials are sold and consumed** — earning once, on gross-margin economics like a retail business. The two behave completely differently and must be managed separately; treating consumables revenue as though it carried rental margins is a common and costly confusion.

Two features distinguish this from large-format event rentals. The customer is a *consumer*, not an event firm — which means payment arrives in advance (a real advantage) but property is handled carelessly (a real cost). And demand concentrates not merely by season but **by day of week**: the majority of jobs fall on Saturday and Sunday, so capacity is defined by how many simultaneous setups the business can run on two days. This plan models a party supplies & decor rental business requiring **₹45 lakh** (₹28 lakh promoter + ₹17 lakh equipment/term finance), moving from **₹1.3 crore revenue** in Year 1 to **₹2.83 crore and ₹32 lakh profit** by Year 3. (*Party decor rental; jobs × package value, design- & weekend-capacity-driven — figures illustrative.*)

2. Business Description, Vision & Legal Structure

Concept: A party supplies & decor rental business - themed decoration packages, prop and furniture hire, balloon decor and party consumables for birthdays, showers, anniversaries and small celebrations, with delivery, setup and collection.

Vision: To make every family celebration look considered - beautiful, affordable decor without the family lifting a finger.

Mission: Design well, set up on time, and make the photographs worth sharing - reliable execution on the days that matter to people.

Legal structure options

- **Proprietorship / LLP** — practical and common: consumer clients do not require corporate empanelment, and the capital requirement is modest.
- **Private Limited** — worth migrating to as inventory, multiple studios, venue tie-ups and equipment finance scale.

Regulatory anchor: shops-&-establishment registration, GST (noting that **rental of goods and sale of consumables are treated differently and may attract different rates** — invoicing should distinguish them clearly), MSME/Udyam, and trade licence for the studio. Operationally: **helium handling & cylinder storage safety** for balloon decor (a compressed-gas obligation that this trade routinely overlooks), electrical safety for decorative lighting, fire safety at the studio,

commercial vehicle compliance for delivery, and labour compliance for setup crew. One legal exposure deserves particular attention and is addressed squarely in this plan: **the use of licensed cartoon and film characters in themed decor without permission is copyright and trademark infringement**. It is widespread in this trade and is nonetheless unlawful; brand owners do enforce, and a business built on unlicensed character themes carries a liability it cannot insure against.

3. Promoter & Ownership

Led by a promoter with decor, design, event or retail background — with genuine visual taste being the primary requirement, since this business is bought almost entirely on how the finished setup looks in a photograph. The team includes decor designers/stylists, setup crew supervisors, studio sales & client servicing, drivers & logistics, admin. Design freshness, execution reliability on weekends, social presence & value-for-money packaging are the differentiators. Ownership, equity & any partner are editable inputs.

4. Market Analysis — India

Demand is driven by rising discretionary spending on family celebrations, social-media-led expectations of how occasions should look, nuclear families outsourcing effort they have no time for, and a steady widening of what counts as an occasion worth decorating. Demand is occasion-, income- & social-visibility-driven. The market rewards design freshness, reliability, price-point range & visual presence; it is **weekend-concentrated, trend-sensitive & locally competitive**.

Demand drivers

- **Children's birthdays** — the volume backbone, especially first birthdays, where spending is disproportionate.
- **Baby showers, naming ceremonies & milestone anniversaries** — growing categories with strong decor budgets.
- **Social-media visibility** — celebrations are photographed and shared, so decor has become near-obligatory rather than optional.
- **Nuclear & dual-income households** outsourcing effort for occasions they still want done properly.
- **Office celebrations & small corporate functions** — smaller but weekday-spread, which is exactly what weekend-heavy capacity needs.

Market sizing (illustrative framing)

Layer	Definition	Indicative scale
TAM	Consumer celebration decor & party supplies in India	Large, fragmented
SAM	City & suburb catchment within delivery radius	Serviceable
SOM (Yr 1-3)	Jobs executed per year & average package value	Scaling with weekend capacity

Target segments

- Families celebrating children's birthdays (core volume).
- Baby showers, anniversaries & family milestone occasions.
- Offices & small businesses for celebrations and festive decor (weekday fill).
- Banquet halls, cafes, clubhouses & play zones as referral or tie-up partners.

5. Competition & Competitive Advantage

Landscape: local decorators, individual balloon artists working from home, event firms taking small jobs, online decor marketplaces, DIY kits sold online, and venues offering in-house decor. Entry is very easy — a single stylist with an Instagram account is a competitor — so scale, reliability and design refresh are what separate a business from a hobby.

The business's edge

- **Design freshness** — themes refreshed continually; last year's setup photographs poorly against a competitor's new one.
- **Weekend execution capacity** — the ability to run many simultaneous setups on Saturday and Sunday, which individual decorators simply cannot.
- **Reliability** — a birthday cannot be rescheduled; turning up late or short is the one unforgivable failure.
- **Price-point range** — packaged tiers from modest to premium, widening the addressable market.
- **Studio presence** — a physical space where families can see and touch, which converts far better than photographs alone.

6. Services & Revenue Model

Revenue line	Model	Economic type
Themed decor packages (birthdays, showers, functions)	Per-package (design + setup)	Blended — core
Prop, backdrop & furniture rental	Per-item / per-day hire	Rental — utilisation
Balloon decor & consumables	Sold (consumed)	Retail — gross margin
Corporate/office parties & venue tie-ups	Per-job / contract	Weekday fill
Delivery, setup & teardown	Per-job charge	Cost recovery
Festive & seasonal decor (Diwali, Christmas)	Per-job / retail	Seasonal spike

Revenue is **jobs × average package value**, with the package blending rented props and consumed materials. The two engines need separate management: **props earn on turns** (buy once, hire many times — the compounding asset), while **consumables earn on margin** (bought and sold each time, no compounding). Raising the *rented* share of a package's value is the most direct route to margin, because a backdrop hired for the fortieth time costs almost nothing to deploy — which is precisely why design that lasts several seasons is worth more than design that photographs well once.

7. Go-to-Market — Discovery & Bookings

- **Instagram is the storefront** — in this business, social presence is not marketing support, it is the primary discovery and conversion channel. Every job must be photographed properly.
- **Local search & maps** for immediate-intent enquiries.
- **Referrals from guests** — every party is seen by twenty families with upcoming occasions.
- **Venue, cafe, clubhouse & play-zone tie-ups** as preferred decor partner.
- **Studio walk-ins** — physical browsing converts strongly for higher-value packages.

Sales approach

Build a distinctive, photographable theme catalogue → document every setup professionally and publish consistently → convert social enquiries through packaged, transparently-priced tiers → earn guest referrals from each party → tie up with venues and play zones for repeat flow → fill weekdays with office and festive work. The compounding loop is unusually short here: a setup delivered on Saturday is publishable content by Sunday and generates enquiries within the week.

8. Operations Plan (studio, inventory & weekend execution)

- **Design & catalogue:** themed packages at defined price points, refreshed each season; mood boards and sample setups for the studio.
- **Booking & scheduling:** date-slot booking with an explicit **weekend capacity cap**, advance collection, address and access details.
- **Inventory:** prop and backdrop tracking, condition grading, consumables stock (balloons, disposables, craft materials) with reorder levels.
- **Preparation:** job kitting the previous evening — with several setups on one morning, picking must be done ahead, not on the day.
- **Delivery & setup:** small crews dispatched to multiple addresses, setup within a narrow window before guests arrive, helium inflation on site.
- **Collection & restoration:** same-night or next-morning prop recovery, cleaning, repair, restock — turnaround directly determines how many jobs the next weekend can take.

Job cycle

Stage	Activity	Metric
Enquiry	Social/walk-in enquiry & theme selection	Enquiry-to-booking %
Book	Package, date slot, advance	Weekend slot utilisation
Kit	Prop picking & consumables prep	Pre-kitted %
Setup	Delivery & on-site installation	On-time setup %
Capture	Photograph the finished setup	Content published
Recover	Collection, cleaning, restock	Turnaround / damage rate

Weekend capacity is the binding constraint of this business. Roughly two-thirds of jobs fall on Saturday and Sunday, and all of them need setting up in the same few morning hours. Growth therefore does not come from finding more demand — demand is generally available — but from being able to execute more simultaneous setups: more crews, better pre-kitting, tighter routing, faster turnaround. A business that ignores this simply turns away bookings every weekend while sitting idle midweek, which is why weekday office, festive and venue work matters disproportionately to the economics.

9. Regulatory, Licences & Compliance (India)

- **Business:** shops-&-establishment, GST, MSME/Udyam, trade licence for studio premises.
- **GST treatment:** **rental of goods and sale of consumables are distinct supplies** and may attract different rates — invoice lines should separate them rather than billing a single undifferentiated "decor" amount.

- **Helium & compressed gas:** safe cylinder storage, handling & transport; ventilation at the studio; supplier compliance — a genuine safety obligation this trade commonly neglects.
- **Safety:** electrical safety for decorative lighting, fire safety at the studio and storage, safe working at modest heights, and care with balloon and small-part choking hazards at children's events.
- **Vehicles & labour:** commercial vehicle compliance for delivery; setup crew labour compliance and weekend/overtime provisions.
- **Intellectual property: licensed cartoon, film and brand characters must not be reproduced in decor without permission** — this is copyright/trademark infringement regardless of how common the practice is. The commercially sound approach is original and generic themes (jungle, space, floral, retro, colour-led), which are also more durable inventory since they do not date with a film's popularity.
- **Consumer terms:** booking, cancellation & damage terms disclosed clearly at the point of booking.

10. Organisation & Manpower Plan

Role	Yr 1	Yr 2	Yr 3
Promoter / creative head	1	1	2
Decor designers & stylists	3	6	8
Setup crew supervisors	3	6	8
Studio sales & client servicing	2	4	5
Drivers & logistics	2	4	5
Admin & accounts	1	2	3
Total (on roll)	12	23	31

Additional setup helpers are engaged on weekends, when the workload is several times the weekday level. A trained, returning weekend pool matters more than headcount: unfamiliar helpers on a Saturday morning with six setups scheduled is a reliable route to a late delivery.

11. Implementation Timeline & Milestones

Phase	Timeline	Milestone
Setup	Month 0–2	Studio, inventory, theme catalogue, social presence, crew
Ramp	Month 2–12	Bookings & referrals build; ₹1.3cr revenue, ₹1L profit
Grow	Year 2	Weekend capacity & venue tie-ups; ₹2.1cr, ₹16L profit
Scale	Year 3	₹2.83cr revenue, ₹32L profit; rented share & weekday fill improved

12. Financial Plan (Illustrative)

All figures are illustrative model assumptions for an Indian context, shown so the promoter can replace them with live rates. They are not projections of guaranteed results. **This is a principal business — revenue is gross, blending rented props and sold consumables.** Job volume, average package value, rented-vs-consumed mix, weekend capacity & damage control are the levers.

12.1 Project cost & means of finance

Capital requirement	₹
Rental inventory (themed props, backdrops, furniture, lighting)	16,00,000
Studio/showroom fit-out & display	9,00,000
Delivery vehicles & handling equipment	7,00,000
Consumables opening stock (balloons, disposables, craft materials)	5,00,000
Brand, website, social content & booking platform	4,00,000
Working capital (salaries & restocking runway)	4,00,000
Total project cost	45,00,000
Promoter contribution	28,00,000
Equipment / term loan & WC finance	17,00,000

12.2 Projected Profit & Loss (3 years)

Particulars	Year 1	Year 2	Year 3
Themed decor packages	62,00,000	98,00,000	1,32,00,000
Prop, backdrop & furniture rental	30,00,000	48,00,000	64,00,000
Balloon decor & consumables (sold)	25,00,000	40,00,000	54,00,000
Corporate/office parties & venue tie-ups	13,00,000	24,00,000	33,00,000
Total revenue	1,30,00,000	2,10,00,000	2,83,00,000
Consumables & materials cost	36,00,000	58,00,000	78,00,000
Setup crew & delivery labour	24,00,000	38,00,000	50,00,000
Team salaries (on roll)	20,00,000	30,00,000	40,00,000
Studio rent, storage & utilities	15,00,000	20,00,000	24,00,000
Transport, fuel & vehicle running	10,00,000	15,00,000	19,00,000
Marketing, content & social	8,00,000	12,00,000	15,00,000
Refurbishment, damage & loss	6,00,000	10,00,000	13,00,000
Depreciation, interest & other	10,00,000	11,00,000	12,00,000
Total expenses	1,29,00,000	1,94,00,000	2,51,00,000
Net profit (before tax)	1,00,000	16,00,000	32,00,000
Net margin	0.8%	7.6%	11.3%
Consumables cost as % of revenue	27.7%	27.6%	27.6%

12.3 Unit economics & break-even

- **Per-job economics:** jobs × average package value. At an average package of roughly ₹18,000–22,000, Year 1 implies on the order of 600–700 jobs — so this is a *volume* business measured in hundreds of small executions, not dozens of large ones, and every process must be built for repetition.
- **Rented share is the margin lever:** a backdrop bought once and hired forty times costs almost nothing per outing, while balloons are re-bought for every job. Shifting package composition toward durable rented elements raises margin without raising price — which also means **design longevity is worth more than novelty**, since a theme that stays saleable for three seasons earns many times one that dates in six months.
- **Weekend capacity caps revenue:** the constraint is simultaneous setups on two days, not demand. Adding a crew, pre-kitting the night before, and compressing collection turnaround each release real revenue.
- **Consumer damage is higher than trade damage:** families are not professional handlers, and deposits are harder to enforce against consumers than against event firms. The model carries ~4.6% of revenue for refurbishment, damage and loss, and this should be treated as a normal operating cost rather than a recoverable.
- **Break-even:** at the job volume covering consumables, crew, studio & finance — essentially reached in Year 1, with margin expanding thereafter through rented mix, weekday fill and scale on fixed studio cost.

12.4 Projected Cash Flow — Year 1 (quarterly, illustrative)

Particulars (₹)	Q1	Q2	Q3	Q4
Opening balance	4,00,000	3,00,000	3,00,000	5,00,000
Collections (advances & on-day payments)	30,00,000	32,00,000	36,00,000	30,00,000
Consumables, crew, studio, transport, salaries & loan servicing	31,00,000	32,00,000	34,00,000	28,00,000
Closing balance	3,00,000	3,00,000	5,00,000	7,00,000

The consumer customer is this business's best financial feature. Families pay an advance at booking and settle the balance on or before the day — so unlike every B2B business in this vertical, there are effectively *no receivables*. No chasing corporate procurement at 90 days, no float, no bad debt of consequence. What that buys is the ability to run on a very thin working-capital line, which is why ₹4 lakh suffices here against ₹28 lakh in an activation agency of similar revenue. The cash discipline that remains is inventory: it is easy to spend a good month's surplus on new themed props that then turn four times a year. **Buy inventory against demonstrated demand, not against inspiration.**

12.5 Key Performance Indicators to Monitor

- **Volume & value:** jobs per month; average package value; enquiry-to-booking %; **weekend slot utilisation & bookings declined for capacity.**
- **Mix & margin:** rented vs. consumed share of package value; consumables cost %; weekday/office share of revenue.
- **Asset productivity:** turns per prop/backdrop; ROI by theme; inventory age & theme refresh rate.
- **Execution & discovery:** on-time setup %; damage/loss rate; turnaround hours; social enquiries per month & content published per week.

13. Funding Requirement & Bankability

Total ask: **₹17 lakh equipment/term loan & WC finance** against ₹28 lakh promoter contribution — for rental inventory, studio fit-out, delivery vehicles, opening consumables stock & a modest working-capital line. Inventory and vehicles are tangible and financeable, so equipment finance and MSME/Mudra/CGTMSE routes suit this profile well, and the ticket size is

comfortably within standard MSME lending. Fundability rests on the studio location, booking volume, social reach & the promoter's design credibility. This is a **low-risk cash profile by the standards of this vertical**: consumer advances mean negligible receivables, break-even arrives in Year 1, and the business scales without a growing working-capital drag. Profit reaches ₹32 lakh by Year 3 as weekend capacity, rented mix and weekday utilisation improve. The realistic constraints a lender should understand are weekend execution capacity and theme obsolescence — inventory must be refreshed continually, so a modest recurring capex allowance belongs in the plan rather than a single one-time purchase.

13.1 Funding utilisation

Use of funds	₹	% of total
Rental inventory (themed props, backdrops, furniture, lighting)	16,00,000	35.5%
Studio/showroom fit-out & display	9,00,000	20.0%
Delivery vehicles & handling equipment	7,00,000	15.6%
Consumables opening stock	5,00,000	11.1%
Brand, website, social content & booking platform	4,00,000	8.9%
Working capital (salaries & restocking runway)	4,00,000	8.9%
Total	45,00,000	100%

14. Risk Analysis & Mitigation

Risk	Mitigation
Weekend capacity ceiling turning away bookings	Additional crews, pre-kitting the night before, route clustering, faster collection turnaround, premium pricing on peak slots, weekday/office & festive fill
Theme obsolescence & dated inventory	Favour durable original themes (jungle, space, floral, colour-led) over trend-linked ones; seasonal refresh budget; track ROI by theme before reordering
Licensed character IP infringement	Use original and generic themes only; refuse client requests for branded characters or route via properly licensed suppliers — enforcement does happen and the exposure is uninsurable
Consumer damage & loss; deposits hard to enforce	Clear damage terms at booking, condition documentation, modest deposits, budget damage as an operating cost rather than a recoverable
Late or failed setup on an occasion that cannot move	Pre-kitting, buffer time, backup crew & vehicle, escalation protocol — a birthday cannot be rescheduled
Helium supply, cost & handling safety	Multiple suppliers, safe storage & transport, air-fill alternatives for non-floating decor, price-linked package pricing
Over-investment in slow-turning props	Buy against demonstrated demand not inspiration; track turns per item; resist inventory purchases funded by a good month
Very low entry barriers & individual competitors	Compete on reliability, capacity & design refresh rather than price; studio presence; venue tie-ups
Social-platform dependence for discovery	Build owned channels (website, WhatsApp lists, referral base), venue partnerships & local search presence alongside social

15. SWOT Analysis

Strengths Consumer advances mean effectively no receivables — the best cash profile in this vertical; modest capital requirement; break-even in Year 1; props earn repeatedly; every job is publishable marketing content; short compounding loop from execution to enquiry.	Weaknesses Weekend capacity ceiling; small ticket size requiring high volume and process discipline; theme obsolescence; consumer damage rates; heavy dependence on social discovery; very low barriers to entry.
Opportunities Growing celebration culture & widening occasion set; venue, cafe & play-zone tie-ups; festive & seasonal decor spikes; corporate/office weekday work; second studio in an adjacent catchment; DIY kit sales as an inventory-light extension.	Threats Individual decorators & home-based competitors on price; online decor marketplaces; venues bundling in-house decor; helium & material cost inflation; discretionary spending sensitivity; social algorithm changes cutting discovery.

16. Recommended AiSevak Tools for This Business

This party supplies & decor rental business would use AiSevak's Events vertical tools in operations:

- **Bookings & capacity:** date-slot booking with **weekend capacity caps**, enquiry-to-booking tracking, declined-for-capacity logging.
- **Inventory & mix:** turns-per-prop & ROI-by-theme, rented-vs-consumed package mix, consumables reorder & damage-tracking tools.
- **Commercial:** package pricing & margin, advance collection, GST invoicing separating rental from sale of goods (with Finance vertical).
- **Practice:** Business Plan, break-even and asset-economics tools to model the business.

17. Key Assumptions & Notes

- Party supplies & decor rental: studio-based PRINCIPAL business - themed decor packages, prop/backdrop/furniture hire, balloon decor & consumables for birthdays/showers/anniversaries/small functions; revenue = jobs × average package value, gross.
- **TWO economic engines in one business, managed separately:** props/backdrops/furniture are RENTED (buy once, hire many times — utilisation/turns economics, the compounding asset) while balloons/disposables/craft materials are SOLD and consumed (retail gross-margin economics, no compounding). Treating consumables revenue as if it carried rental margins is a common and costly confusion. **Raising the RENTED share of package value is the most direct margin lever** — which makes design LONGEVITY worth more than novelty.
- **Distinct from event-rentals on two axes:** the customer is a CONSUMER not an event firm (pays in advance — a real advantage; handles property carelessly — a real cost), and demand concentrates **by DAY OF WEEK not just by season** — ~2/3 of jobs on Sat/Sun, all needing setup in the same few morning hours.
- **WEEKEND CAPACITY is the binding constraint — not demand.** Growth comes from more simultaneous setups (more crews, pre-kitting the night before, route clustering, faster collection turnaround), not from finding more customers. Ignoring this means turning away bookings every weekend while idle midweek — hence weekday office/festive/venue work matters disproportionately.
- **Consumer advances mean effectively NO RECEIVABLES — the best cash profile in the events vertical** (₹4L WC suffices here vs ₹28L in an activation agency of similar revenue). The remaining cash discipline is inventory: buy

against demonstrated demand, not inspiration.

- **LICENSED CHARACTER IP is a genuine and widely-ignored exposure** - reproducing cartoon/film/brand characters in decor without permission is copyright & trademark infringement however common the practice; brand owners do enforce and it is uninsurable. Original/generic themes (jungle, space, floral, retro, colour-led) are both lawful AND more durable inventory since they don't date with a film's popularity.
- Also: **helium cylinder storage/handling safety** (a compressed-gas obligation this trade routinely overlooks), and **GST treats rental of goods and sale of consumables as distinct supplies** — invoice lines must separate them, not bill one undifferentiated "decor" amount.
- ~600-700 jobs in Y1 at ₹18-22k average — a VOLUME business of hundreds of small executions, so every process must be built for repetition. Instagram is the storefront, not marketing support. Damage ~4.6% of revenue is an operating cost, not a recoverable. Figures illustrative, exclude GST; discretionary-spend sensitive with very low entry barriers.

► **Use these tools now — free on AiSevak**

Every tool referenced in this plan is available on aisevak.in. Open the [Events toolkit](https://aisevak.in/verticals/events) to browse and use them all at <https://aisevak.in/verticals/events> — or go straight to any specific tool at <https://aisevak.in/service/<tool-name>>.

No signup needed to explore; each tool guides you step by step.

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