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Art Business Thesis Project—Business Plan

The Moment of Beijing

Sotheby's Institute of Art

Zhang Yue

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Section One. Introduction

After a complete COVID-19 lockdown of three years, most Chinese people crave opportunities to replenish their already waned and suffocated needs in the cultural and artistic realm (21st Century Economy, 2023). Seeking this invaluable time to enhance city influence and cultural image, major metropolises, especially Beijing, actively appeal to various exhibitions, shows, and cultural tourism resorts. The scope is almost unprecedented: cultural tourism, music, art, fine art, creative art, and traditional produce harmoniously integrate and captivate thousands of people. People's need for art and culture is here, and Beijing is ready to make full strides. It is at this critical moment that I launch the *Moment of Beijing* cultural tourism project.

During the last summer vacation, tourism in Beijing witnessed exponential growth. People flock to the capital of China to experience more and expand their ways of life (Economy China Newspaper, 2023). At the same time, exhibition centers and art centers became the most visited venues, catering to their maximum number of daily visitors for almost two months. As this trend will continue during the coming months, people are already hoping to have more exhibitions and shows in music and art aspects.

More significantly, places like Aranya, the most successful cultural tourism resort in China, teem with people. As Aranya is located almost 6 hours of drive or 3 hours of CRS train away, people in Beijing, especially young people and college students, long to have a nearby place to spend their weekends without the grueling haul of trips and travel fatigue. Therefore, a cultural tourism site close to downtown Beijing is already in fierce demand.

Best of all, the Beijing government, executing and implementing orders from the national central government, enthusiastically finds ways to promote consumption and motivate people to travel more, especially on short excursions. Under such circumstances, short trips to cultural tourism spots gain momentum. People love this sort of travel and willingly spend more during the process. It is a golden chance for my *Moment of Beijing* project to take root and flourish. The event will take place from April 30th 2025 to May 5th 2025, a duration of 6 days. The spot will be at Grassroad Park, a place with a beautiful natural landscape and a comfortable 30-minute drive from downtown Beijing.

The project will be genuinely attractive to many people. First, the time is set at Labor Day, a major annual vacation in China, when almost all people choose to travel and

experience the greatness and variety of other ventures (Modern Consulting). Second, it is so close to Beijing city that citizens in Beijing or close to this city will choose to have a comfortable ride and get there to visit. Third, many famous celebrities and stars will be invited to the event, meaning that many people will specifically come from other places to see their favorite stars. All these effectively address the need for people who want to have a nearby spot to experience cultural tourism and get in touch with their favorite stars at the same time.

Section Two. Products and Customers

2.1 Products

The most enthralling type of products this event offers is a series of music celebrity shows. These shows will feature prominent stars in music and art domains, inviting a number of popular celebrities and bands to perform live on stage. Such an arrangement will be tremendously captivating thanks to the ongoing market tendency of inviting famous people to these projects, which have all proved highly fruitful and attractive. Moreover, this project also encompasses intervals where celebrities can interact with our audiences, making it all the more fiery and memorable. Due to the exclusiveness and uniqueness of this type of product, they will be ardently sought-after and provide a solid base for the sales and promotion of our other types of products. Meanwhile, this type of product is expected to yield a substantial amount of revenue.

On top of this, the project also organizes and presents a series of art and music exhibitions, featuring works from both the innovative young and the already famed and well-revered, offering a stage for the artists to present their most recent works and the audience to experience these artworks close and first-hand. Such an arrangement caters squarely to the enthusiasm and willingness of art lovers and exhibition-goers, satiating their long-suppressed needs to visit a series of shows tailored to their far from copious financial situations (because most of them will be young people and college students who generally don't enjoy much freedom of money). But the experience will be inspirational and transformative, evoking their on-the-spot urges of purchases and enjoyment.

The project offers an array of appealing products, including shirts, daily utility items, eco-friendly bags, handbags, umbrellas, souvenirs of all sorts, mini-fans, doll puppets, GK figures, mystery boxes, etc. It will also promote music-related products, such as signed albums, signed photos, and opportunities to interact with celebrated singers. A wide range of innovative cultural products will also be exhibited. The project also

initiates transactions of fine art products like paintings from eminent painters. Besides these, the event will also feature a series of shows, exhibitions, and seminars.

In terms of service, the project hosts a series of inspiring lectures and seminars, along with a selection of popular food restaurants or venues. Many vendors will offer a wide variety of coffee and soft drinks, mini bars will have cool drinks and good music, carefully selected nearby hotels will cater to needs of all kinds, along with a small library, a small castle for enjoying the beautiful scenery, and a small chapel for meditation.

Within this full-scale cultural tourism exhibition, people will definitely pay more attention to art, purchase art, and distribute art. Many will feel the involuntary urge to share this great joy with their close ones and loved ones. People in Beijing will have a great chance to purchase cultural tourism arts and distribute them to others. This will also enhance the quality of art products in the market because this event promotes artworks and goods of fine quality, exceeding the average rate of the market.

From this experience, people who will have visited the project will cultivate more interest in cultural tourism artworks, facilitating the production, consumption, and distribution of works in this realm. It will effect a change.

2.2 Customers

The Moment of Beijing project appeals to people from different walks of society. With its sheer scale and popularity, potential users and customers shall include (and not be confined to) cultural tourists, celebrity fans, art lovers, music lovers, theatergoers, collectors, young people, high school students, college students, venture starts and lovers, readers and book fans, venture investors, brand initiators and investors, etc.

Two groups of people are particularly worthy of focus in this part. The first group is college students. They have an ample amount of time during the days of the event, and they often go on activities with their peers and friends. Additionally, many young people love cultural and art products. They love music, people, artwork, innovation, and fresh experiences. These are all provided by the event. This group of people also love many stars and celebrities in music and art, especially music. Since a number of famous people will be invited to the project, these young people would love to gather at this event (Cultural Tourist Buer, 2023).

Another group is people who seek to find cooperation and start their own ventures in the field of cultural tourism. Many people would want to have a chance to see how the event is organized, carried out, and continued. Many would like to see what types of

products are in hot sale, which ones appeal to visitors the most, and what could be added to the event to make it more attractive. These people will go and visit in order to attain more experience.

The event will also attract people who love to hear some good music, find quality artwork, enjoy some shows, like having an encounter with culture, and simply relax and savor the day. It caters to people with different purposes and pursuits in art and music.

Moreover, in order to have a preconception of customer willingness and eagerness, we've been issuing multiple online questionnaires for two weeks, and we've gathered feedback from all sorts of potential participants. Among the thousands of feedback received, more than 98.8% (2678 of 2710) showed willingness to participate. Specifically, more than 32.6% (886 of 2710) indicated a great eagerness to experience this cultural tourism event. The online survey is mainly carried out through WeChat. Because we emphasized randomness in this survey by giving the questionnaire to people from different backgrounds and interests, the result is convincing.

The evidence that my target users and customers will crave having this valuable chance to experience something new originates from three aspects. First, for the past five months, similar exhibitions and shows within or near Beijing have been filled with people. These shows teemed with people from various places and occupations and achieved great success. Second, many people, especially young people and college students, demand a cultural tourism attraction near Beijing because the current ones are quite far away and thereby inconvenient. They have the time and energy to spend a day or two in these events, but they don't have access to any close ones. If they are given an opportunity to a nearby attraction like my project, they would love to visit there when they have leisure time. In fact, young people love these places because they provide them with essential social contacts. The social attribute of such an event is invaluable in that young people may find meaningful encounters and friendships, even dates, from these events. Similarly, they can bring their boyfriends or girlfriends to this occasion. Third, relevant government policies are driving the market to grow, pulling up both demand and supply. Because the economy in China is going through a hard time right now (the domestic consumption is low, even reaching the lowest percentage in nearly a decade), the Chinese government is trying quite a few things to make people visit outdoor places, spend money on these occasions, and boost internal spending. As the capital of China, Beijing must play an exceptional role in this situation. Thus, the Beijing government has been trying almost all it can to enhance internal spending and motivate people trip out of their homes, visit different places, and make some expenditures along the way. Under such circumstances, the demand for cultural products and tourism goods is elevating. The supply should correspond too. Therefore, my project is an apt time to materialize and take place.

There is also growing evidence that young people today like quality more than quantity, meaning that they seek products of fine quality rather than mere quantity (Youth China, 2022). In the past decade, young people have gradually shifted from purchasing items in numbers to buying goods of desirable quality. They used to pay more attention to the quantitative aspect, but now they focus on more qualitative concerns. The event also caters to this need. We offer quality products that when, say, a college student purchases an item from the event, his or her peers and friends would want to have a similar one later. This is because we will carefully choose who is there to sell and what goods can be sold. There will be a rigorous standard as to what artworks or products can be put on sale at the event. This would drive young people to visit the event and help promote our products to more people. All these factors indicate that people, especially college students, are willing to purchase our products and visit our exhibitions and shows.

Section Three. Business Model

3.1 Funding

The project will acquire its initial funds from a series of sponsors, promoters, suppliers, partners, sellers, sales, government support, etc. Sources of revenue include project title sponsor, project sponsor (music, art, art venture), exclusive product sponsor, official supplier, official cooperation, stall rent, sales, business investors, and government support. Another critical source of revenue is a minimal ticket fair, about five dollars, for each visitor each day.

In specific, the project will initiate a project sponsor and daily-based cooperation. The naming of the project title sponsor will be 200,000 dollars. In naming the title, the event will launch a full-scale promotion of the sponsor's products. More than this, there will also be related products blending the features of the sponsor's specific products and cultural tourism. This will be specially designed and manufactured. The naming will have one sponsor only, whose product will be promoted throughout the duration of the event. The exclusive product sponsor will be 100,000 dollars. With this entitlement, a specific product will be announced in almost all major places in the venue, including the main stage, side stages, exhibition grounds, large stalls, and near all the entrances. This will last six days. The project sponsor will be 50,000 dollars, which means that these organizations or persons will have their designated area to promote their products. We will also have selected persons to help with their sales. The official supplier will be 50,000 dollars, by which a supplier will become the primary manufacturer of our chosen products. This one enjoys all the priorities of manufacturing, transport, and storing. In addition, on a daily basis, the official

cooperation will be 20,000 dollars. The privilege of doing so is to have a cooperation party's product or services exclusively offered on a chosen day, in which there will be no other competing products. This will be a good chance to promulgate a specific type of product or service. All these naming and charges are based on current market research in China (Zitong Zhang, 2023). Rent will be 1000 dollars for each retail stall per day., which is fairly low compared to other similar events. The aim is to make sure that all booths are taken, further ensuring a variety of goods. Also, government support is expected to be 150,000 dollars. The Beijing government is actively seeking events like this. They are offering generous financial help to people who intend to help them realize their goals or cooperate with them along the road. The current financial incentive for staging such an event is about 150,000 dollars, offered in two sessions.

Moreover, advertisements will be covered via over 20 popular apps and platforms, greatly promoting potential sales. Sales will be robust due to the number of expected daily visitors and the variety of products and goods. In addition, our designated persons will promote business investment, which is expected to be more than 200,000 dollars. This is almost certainly guaranteed because many of these investment leaders and managers, often CEOs of companies, are already family friends. Some are very close. It is quite smooth to introduce the project to these people and have them invest in the project. Needless to say, this is a promising project, and for them, a good way to make more money and help out an old friend.

Since the event will invite a number of celebrities and stars, the expected number of people coming to visit the event each day will be more than 10,000. This number will correspond to a ticket revenue of about 50,000 dollars (five dollars for each ticket). When a famous star is present, this number is likely to exceed 20,000. Thus, the overall ticket revenue for the six days will be approximately 400,000 dollars. On-spot sales will be robust because many products will be related to the invited celebrities. This will encourage the visitors to make other purchases. Based on the information mentioned above, these sales are almost certainly a sellout. The event is expected to achieve a daily deal of 100,000 dollars. We are optimistic about the sale because our customers have been waiting for some time to make these purchases, and this event is taking place on their holiday. In addition, shows and exhibitions of the event will also generate a decent amount of revenue, which is expected to be 30,000 dollars each day. A number of shows and exhibitions will be offered. People may come and visit these attractions based on their interests. Some may even attend multiple ones. In a nutshell, the revenue for my project is from multiple levels and quite promising.

To a large extent, the users and buyers of this project will be the same. People seeking this cultural tourism attraction will have an ample amount of time to experience, enjoy, choose, and purchase innovative cultural products because it will take place

during their vacation. When they decide to visit the event, they will be likely to have already made plans to buy some favored artworks or souvenirs for themselves and other people. In this way, the users and buyers of this event are likely going to be the same.

People initially with no intention of purchasing might also be influenced or tempted by the various good-quality products and innovative products. Although among this group of people, many will refrain from buying things, or items exceeding a certain expenditure limit, some will nevertheless make on-the-spot purchases due to atmosphere, mood, or impulse (Wenmi Bang, 2022). These purchases are often involuntary and may become quite a lot. More importantly, fans of the celebrities invited by the project will almost definitely purchase related products from the celebrities. Data of similar events from the previous few months indicate that these related items often witness a complete sell-out (presented in the above sections). The same situation is likely to hold true for my project. Therefore, a large percentage of people who come and visit the event will also be buyers.

The excel sheet for the cash needs of my project is included in the appendix. Details on this are sufficiently discussed in other sections of this essay.

3.2 Success Metrics

Meanwhile, to define this project as a success, the essential criterion is that the event will naturally continue during the summer vacation of 2025. A scale escalation or a natural time extension will be crucial measurements. Should the event of May achieve success, the event is almost certainly to naturally continue or move to phase two during the summer vacation of 2025. The reason for choosing this time period is because the summer vacation is the most extended period of free time young people can have during an entire year. During these two months, a great majority of young people will schedule long trips to remote resorts and locations, not to mention short ones to an appealing event almost right by their doorstep. Another reason is that college students often strive to find some attractive activities to attend during summer vacations, a fit and often enjoyable escape from the everyday monotony of their dorm life and campus life. The place will be the same, the Grassroad Park. But we' ll be using more land spaces to escalate the scale, hopefully doubling the May usage. This part will be discussed in detail in later sections, as the usage of park land will extend to the other side of the river. The duration of the event will extend from six days to about three weeks. Because it will be held during the summer vacation, the longest holiday for young people, more people, especially young people, are expected to come and visit. Also due to the same reason, this stage two event can hopefully extend its time period, and an increased duration to three weeks is set to be a success metric.

Moreover, other facets to gauge the success of this project will include robust revenue, naturally accumulating reputation, great interest from participants, and more willingness from sponsors, ads, and other parties at stake or interest. Figure-wise, the initial project shall yield a profit of no less than 500,000 dollars to fit the category of success (Music Economy China, 2023), and should there be one, the summer 2025 project should double this profit. In specific, the May project is expected to incur an initial cost of 800,000 dollars. The event should yield a total revenue of more than 1.3 million dollars to meet this criterion. Apart from this, other measures should also be met. It should also accumulate a decent reputation to attract more participants, sellers, manufacturers, celebrities, visitors, and promoters. By this I mean to convey that the May event should be popular in at least the Beijing region and build its popularity in other major cities in China. The initial event should reach no less than 10 million views. At the same time, it should also attract advertisement and gain ad revenues. The stage two event is expected to earn ad revenue of 200,000 dollars. If parties of interest can be found, then there will be other foreseeable revenue. More investment means that the scale escalation will be smooth. We hope to find three more investment parties besides the initial one or two.

Section Four. Market Analysis

4.1 Current Market

The market of this project is hundreds of thousands of people in Beijing and cities close to Beijing. The estimation is around 80,000 people (13,000 per day) in the May 2025 project and 200,000 in the summer 2025 project.

Specifically, the essential market is the cultural tourism market for people in Beijing and the several cities near Beijing. The fundamental notion is the fact that there are yet no such places near Beijing, but the demand from Beijing residents, especially young people and college students, is fierce and growing (Bonds China, 2023). It is likely to accumulate, making this demand push on its own. The timeframe fits perfectly. Since an outdoor event in winter is not likely to gather much interest because of incessant snow, which is a great view to see but a great disaster to ongoing outdoor sales and performances, the closest timeframe in schedule is the Labor Day holiday in 2024. My project will be launched right at that time.

Demographically speaking, the closest cultural tourism attraction in scale is Aranya, a preeminent spot in Qinhuangdao city, half an hour's drive from Beidaihe tourism resort. However, this place is quite far from Beijing, taking at least five hours of driving or three hours of CRH train ride. The time cost of such a visit is almost formidable. People can't just take seven or eight hours out on the road to experience

something, however attractive. People with cultural tourism demands can't possibly visit this place each month, coupled with the woeful fact that this attraction is often so crowded with people that the visiting experience is not always welcoming. In contrast, my event is only 30 minutes of driving from downtown Beijing. It will also be only thirty or forty minutes of subway ride. It is pretty close to a subway station, which is a great thing to mention. When a spot is close to a subway station, it would be quite convenient to visit. Another crucial strategic edge of this project is that it is close to some of the wealthiest residential areas in Beijing, further ensuring that potential customers and users (more densely populated in affluent residential areas) will choose to visit this spot. The interesting fact is that people who live close to this spot are also the ones who tend to make generous purchases. When they gather with their friends and families and choose to visit this event, they are inclined to make some generous purchases, often in the amount of thousands or tens of thousands, which is an excellent deal. These people, many of them my friends and acquaintances, often don't want to move far, but they love to have a walk down the hall. Several residential districts are just minutes of walking away. Many people can simply take a walk from their home, go across a small road, and wander down the aisles of this event, making comfortable on-the-spot purchases.

Psychographically speaking, Beijing is the most important cultural center of China. This city has always been welcoming and promoting cultural tourism and cultural innovation. The Beijing government has been promoting these aspects for years. Integrating the two essential elements, the project will have strong endorsement from the Beijing government, which has been promoting similar projects and encouraging citizens to experience and purchase during such visits (Culture China, 2023). In addition, many Beijing residents have a persistent longing for artistic and cultural products. Many love cultural tourism but can't take the time or toll to visit faraway places. They have a fondness for such events, but they don't see one in their vicinity. Now they'll have one right close to where they live. This project is right in need in psychographical terms.

Based on current market analysis and received feedback, the market estimation is around 80,000 people (average of 13,000 per day) in the May 2025 project. The average number will drop slightly on regular days but increase significantly when famous stars arrive and give performances (Showbiz Watch, 2023).

4.2 Demand

From information on relevant and similar events of the past few months (from the onset of the post-COVID deregulation period, February 2023, to September 2023), we derive the trend that the demand for our project's product and service is substantial.

There is even a new surge of cultural tourism consumption during the National Holiday 2023 in China, which significantly boosts our confidence in this event. At the same time, we have a base of potential customer feedback that indicates a cheerful willingness to experience and make relevant purchases at this event. Some even showed strong preferences for specific types of products. There will be demand for all the products mentioned above, some in huge quantities. Based on market trends and relevant studies, we arrive at a novel conclusion that innovative products are to be promoted. Young people are exhibiting an ever-increasing enthusiasm for innovative cultural products — they even spend generously in this respect.

From data gathered for similar events in the past six months, people’s demand for cultural tourism and art products is growing in both variety and quantity. A number of similar events have already regretted not preparing enough quantity of goods for sale. Many events experienced complete sellouts of their prepared products. After some circumstances, people were asking for more. This is further confirmed by my survey, which indicates that people are willing to purchase at these events. The sections above already mention a great deal of how this demand derives and why consumers would love to make purchases. There will be a hot demand for the products and services offered by my project.

We expect to achieve sales revenue of 100,000 to 120,000 dollars on average each day. Apart from works from prominent figures that could be quite expensive, our staple products and goods should range from 1 dollar to 50 dollars, a comfortable range for visitors, especially young people, to choose from and make purchases. That means an average of four thousand products sold each day. Considering that the daily targeted number of visitors will be around 13,000, this number of sales is quite confident. Should there be transactions of famous works, the sales revenue would significantly increase.

4.3 Growth Characteristics

The growth characteristics of this project are a steady increase in the number of visitors and a continued growth in sponsorship and revenue. The growth should be primarily linear, not exponential. The initial scale should be sufficient, and the slope is not expected to be sharp. There is also a maximum capacity for the number of visitors (20,000 per day) of the May 2024 project. The visits for the stage one project should fluctuate around 13,000 visitors each day during the six-day period.

For stage two, the growth will be an increase in total number of visitors, but the number of daily visits can’t increase too sharply. An average of 15,000 visitors will be expected, and the peak number should be around 25,000. The growth will be a smooth

but steady one. The reason for this is that first, there is a limit on how many people can be safely accommodated. Second, the demand for cultural tourism is gradually developed, not cultivated overnight. Thus, the average number of daily visits would not see much increase, but the overall number will increase due to an extension of time.

The key drivers of this market encompass several factors. Eminent celebrities play an essential role, especially in the initial stage. Although they are not difficult to invite, their presence is a massive influence on the number of initial visitors. It is expected that one famous star can attract at least three thousand people to visit on any given day. If it is a phenomenal star, with top-hit works at the moment, the number would exceed five thousand, even reach ten thousand. It is hardly rare for a phenomenal star to attract a great number of visitors. Jay Zhou, possibly the most prominent of this category in mainland China, attracts 50,000 people each day to a single remote city in China through his concert shows. The popularity of himself alone could generate a whole year of average GDP for a small city in four days, which is nothing short of incredible (Bonds China, 2023). But such occasions have already happened almost twenty times for himself alone. The gigantic pull of famous stars in mainland China is something marvelous and unlikely to be replicated elsewhere.

The issue of popularity and reputation is another important one. If the event is popular and generally enjoys a good reputation, then more people will come. It will become a magnet that naturally attracts different walks of people. Even those who initially have no interest in cultural tourism would possibly want to come solely because of a good reputation. Furthermore, if a person wants to visit but his or her friends are not fans of this field, a good reputation guarantees that his or her friends will be more likely to accompany this person to this event, whereas a bad reputation would render these people repellent of this occasion and rather reluctant to visit, thereby reducing the number of potential visitors.

Other factors comprise the number of visitors, quality and pricing of products, revenue for sale and project, sponsorship, and government support. The number of visitors is a critical measurement of the subsistence of the event. This determines its popularity and affects sales to a great extent. The quality and pricing of products and goods are of equally crucial significance. Quality would ensure a steady accumulation of visitors, while pricing largely affects the number of sales. If revenue is robust, then there will be more confidence and a larger team to prepare for a stage two event.

Sponsorship is one of the remaining two factors. This one determines a solid financial base in the preparation stage. Without these funds, the preparation would be more than careful, and problems may occur. Sponsorship has another level of importance. If good sponsors come, it is going to be a win-win scenario: the sponsor will have an

excellent platform to promote its products, and my project will positively benefit from the reputation of the sponsor. Government support is the final factor, which largely provides potential investors with confidence in the project. This is a vital signal that the event is supported by the local government, and in this case, partially overlaps with the central government. Such a boost of confidence can be a solid help to fund the project.

4.4 Competition Analysis

The most conspicuous market competitor is Aranya, currently the most famous cultural tourism attraction in China. The strength of this place is its sheer scale and quality. The spot (first stage) is almost 15 square kilometers, with accommodation venues in the number of hundreds. The place has fascinating natural beauty, locates at the seaside, and cultivates great artificial scenery. The site also attracts eminent celebrities from all walks of society in the number of thousands annually. However, to ensure excellent quality of such a great magnitude is most tiring. Its current strategy is to forsake profit for a steady accumulation of popularity and quality. The most critical strengths of Aranya are its sufficient investment (more than 150 million dollars so far) and support from the local government (so far, the most attractive and successful project in Qinhuangdao City in the past 50 years). Aranya happily enjoys a market share of more than 30% in the cultural tourism market of China (Tourism Watch, 2023).

Quite a few other competitors exist in Beijing, including but not limited to the Meet (YuJian) Museum, the UCCA (both in the 798 Art District), the LuoHong Art Center, the National Theater, etc. These places feature exhibitions and shows whose most salient strength is a steady flow of visitors. Their strategy is to feature performances of excellent quality or exhibitions catering to a specific art genre and taste. Nevertheless, they don't focus on the cultural tourism aspect, but they still constitute a significant cultural tourism market share. The combined market share of these four eminent centers is about 40% in Beijing, and 3% in China.

Other competitors in Beijing are currently small on scale and generally don't have more than 100 daily visitors. They are not to be considered in this discussion.

4.5 SWOT analysis

From Porter's theory, the strengths of my project are increasing market demand, preeminent celebrities, and government support. The project intends to invite prominent singers, stars, and artists. Hopefully, it can successfully invite Daolang, a famous singer currently on the top-hit board due to current ongoing entanglements in the Chinese show business arena. People are exhibiting soaring enthusiasm to watch

his on-stage live performances. Daolang is himself a fan of cultural tourism. His on-the-spot performance may attract more than 20,000 visitors nationwide (considering the amazing fact that his most recent song enjoys an unprecedented popularity of more than 10 billion clicks or watches worldwide). We'll be making further digs into which stars have preferences in cultural tourism. Then we can make arrangements with them first to reduce spending on performance and invitations. We'll also be inviting family friends first since some of them can present a show free of charge.

The project's opportunities are mainly policy-oriented. The Chinese government has been implementing methods to boost domestic consumption, and the Beijing government is called to perform an exemplary role. Thus, the Beijing government is most welcoming to attractions of large scale, especially in the cultural-related realms and cultural tourism. The Beijing government is offering support, financial and media-wise, to help launch attractions and projects like the Moment of Beijing. As mentioned above, the leaning of the government can be a considerable force to attract potential investors. More investors correspond to more funds, which is certainly crucial. This is one of the most salient advantages (Beijing Tourism Bureau, 2022).

The weaknesses are also apparent. The project needs much initial preparation and decent initial capital (approximately 800,000 dollars). This means that we have to get sponsors going and devote ourselves to much initial preparation. Such a large sum of initial investment also indicates that the event must get things going and at least make some decent revenue to make things even. This entails some serious pressure.

The significant threats should be any preconceived or underpinning projects of similar undertaking. But since the time would be on the Labor Day vacation, the number of overall domestic travelers and visitors is guaranteed, so it won't be so big an issue. Another identifiable threat is uncontrollable factors like the COVID-19 pandemic or a large-scale flood/downpour/hurricane (as already happening in the southern parts of China). These kinds of threats are nothing short of natural disasters, which are beyond any human intervention.

Section Five. Marketing Strategy

5.1 Marketing Initiatives.

The marketing objectives of the Moment of Beijing are to first utilize various channels and platforms to promulgate the project, then invite celebrities to ensure a substantial number of initial visitors on the first day, simultaneously promoting a great variety of appealing and innovative cultural products to guarantee a steady increase of

visitors, and finally realize robust revenue and profit (more than 500,000 dollars) so as to make the project a long-term and successive one in the future.

Three areas can be identified to gauge the success of this project's marketing initiatives. First, a total number of more than 80,000 visitors in the May 2024 project and a profit of more than 500,000 dollars. We are confident of achieving this goal provided that we carry out sufficient preparation and lay a solid groundwork in precedence. This is not going to be hard because we have designated persons for each parcel of work and a whole team to prepare for the occasion.

Second, a good reputation and a genuine promotion of cultural tourism in Beijing. This can be achieved via three steps. To start, we'll be designating special persons to be in charge of media promotion. This will let others know of this upcoming event. Then, we'll undertake the groundwork, working within colleges in Beijing to make more young people interested in this affair. After that, when people finally come to visit, they'll feel positively influenced by the event and have more affection toward cultural tourism. In this way, the cultural tourism industry in Beijing is actively advanced.

Third, a scale escalation in the summer 2024 project (phase two). The May 2024 phase one event is estimated to use one to two square kilometers of land, a figure expected to double in the summer 2024 project. The Grassroad Park's available space is naturally divided by a narrow stream, with a few bridges connecting the two banks. Each of the two adjacent bridges has a distance interval of 100 to 200 meters. The May project is going to use the north bank, which is close to the road. The summer project will use the south bank as well. This will naturally increase the size of the venue. If this scale escalation is met, then the May event is considered to be a success.

5.2 Product Positioning and Pricing

The products will be compatible with the lifestyles and daily pursuits of young people, college students, fans, and cultural tourists. There will be various art and cultural products, fair sales, tech wear, celebrity show items, cultural innovative products, etc. These products will be appealing to the target visitors. Based on the potential group of visitors, the products should first be appealing to young people. Design elements blending innovation, inspiration, and culture will be utilized. Items specially designed for celebrity shows will be ample. Variety is also highly focused because young people nowadays have a wide range of fresh new tastes (Xiaoman Chen, 2023). Another group is those who love pure art, especially refined art. We'll designate a special area to exclusively cater to the needs of these people. Since we already have connections to several famous artists, this will also be a feature to attract art lovers. Another vital factor for this is these people will potentially make purchases

of large sums, significantly contributing to the revenue of the project. It is estimated that on average, such a purchase will equal more than 30 times an ordinary purchase from, say, young people who visit.

People will choose to purchase from this *Moment of Beijing* event for several reasons. First, its major competitor, Aranya, is hours of journey away, and the in-city centers don't have sufficient scale or variety relating to cultural tourism. People in Beijing have this need but don't have a chance to satiate it, so since this event provides them with a valuable opportunity, many people will not hesitate to visit. Second, celebrities will exert a strong force to pull people in—making them flock to this venue and purchase. As mentioned above, many celebrities have the magic to increase the number of visits by thousands in a single day. Thanks to their presence, people will undoubtedly come and buy relevant products on this occasion. Third, some on-the-spot charity activities will be appealing to many people. Because we plan to initiate several charity activities, including those aiming at raising more money for the deprived, many people will find these activities meaningful and make purchases accordingly. A lot of people would want to contribute their effort to charity provided that the aim is justified and the spending of money is transparent. Finally, our reasonable pricing will make people feel the candor and hospitality of the project. As will be discussed in later sections, our pricing and reasonably high quality will make visitors willing to make purchases.

Reasonable pricing for typical products and services. The strategy intends to convey the idea that young people are welcome to the project. Since young people don't usually have sufficient purchasing power, doing so would encourage more young people to visit. And this strategy will have a rippling effect: people will talk about this attractive pricing and find more people to come and experience it. For this part, we intend to make more sales and realize revenue through a number of minor profits.

Elevated pricing will be set for works, shows, and exhibits of great quality. The majority of these works will come from celebrities and famous artists. The aim is to express that people with refined tastes could also enjoy this moment. Due to the fact that these works will be of popular market demand, the pricing will be reasonably high to maintain the healthy development of the market. Besides, if the prices for these artworks are low, people will not help but question whether these works are authentic or not. We have zero tolerance for counterfeits or duplicates, so we intend to keep the pricing as we planned.

Reasonable high pricing will be applied in accommodation due to excellent quality, great scenery, and a comfortable air of enjoyment. This is because the holistic environment of the event will be welcoming, inspiring, and enjoyable. We will carefully select our food and service providers, ensuring that the event is equipped

with an excellent choice and quality of food and stuff. Services will also be above par. Due to these reasons, we will be setting slightly above-average pricing for accommodation (NDRC, 2023).

The overall proposition is to attract both young people and those with refined pursuits and tastes. The duality of pricing strategy makes sure that we receive profit from both minor and major purchases.

5.3 Product Channels and Marketing Tactics

The sales will mainly take place at Grassraod Park, the locale of the project. The area is half an hour's drive from central Beijing and is close to many affluent residential areas. Sales will be on the spot, after stage performances, after celebrity activities, in charity activities, in vendors and shops, in restaurants and bars, after exhibitions and shows, etc.

A great many channels will be covered to promote the project and sales. Professional market people will be employed to specifically handle the three most influential social media platforms in China: TikTok, Red Book, and Weibo (SG League, 2023). Celebrities will be invited to promote the project via these channels, which will undoubtedly have an impact. Depending on the funds and initial capital, the project will seek to advertise through the most influential video, TV series, and movie platforms in China: Tencent, Aiqiyi, and Youku. Other platforms of promotion will include WeChat, NetEase Music, Douyu Live, Huya Live, and Ins. But the major channels we seek will invariably be TikTok, Redbook, Weibo, and Aranya. Relevant reasons are provided in several other sections and parts.

Moreover, the project will actively invest in face-to-face and in-store promotion. There will be presentations, talks, pre-releases, and ads at the most popular cultural tourism spots in Beijing: SKP-Rendezvous, Qiaofu, Imaginist, PageOne, and 798 Art District. We will be advertising via public transport, especially subways and buses. Airport terminals will also have booklets to propagate the project. In addition, the project will contact enthusiastic college students, designate college agents, and promote from each campus. Should there be government cooperation, the Beijing government will help advertise the project from their official channels. The promotion channels and methods vary, but the ultimate goal is to reach as many potential customers as possible.

The project will employ designated personnel for each channel. To wit, there will be designated market promoters for TikTok, Little Red Book, Weibo, and so on. Face-to-face and in-store promotions will be carried out in SKP-Rendezvous, Qiaofu, Imaginist, and PageOne. Major universities will have student agents to help

promulgate the project, a team will focus on public transport promotion, and another will seek government cooperation.

The aim is to accurately reach our target audience. The project will have engineers and data analysts to work on the target algorithm. With these, we shall send advertisements and promotions to the potential parties of interest in a more cost-efficient way. Another market tactic is to have good quality and reasonable pricing. This will guarantee a great traveling and purchasing experience.

Meanwhile, the promulgation will focus on youth, culture, and city attachment. Other categories will include positive influence, youth power, charity and good deeds, and cultural innovation. These factors appeal to young people, especially college students in Beijing. But since there are quite a number of them, we are going to have more discussion about which ones to ditch and which ones to further investigate.

Section Six. Communications

6.1 Key Message

The essential message I would like everyone in my project to use in the promotion process is “cultural tourism here in Beijing.” The emphasis is that cultural tourists need not travel a great distance or dispense a huge amount of valuable free time to experience cultural tourism. The idea is to make people aware of this cultural tourism event close to central Beijing and feel the urge to experience this project planned to be carried out in a continued fashion.

The emphasis of “here” is to be promoted. Again, many young people in Beijing would go on board a CRH train and visit Aranya on the weekend. Some of them would undertake such an activity in a repeated fashion. This is simply because they love such a place to experience cultural tourism and would want to make this experience something quite indispensable in their lives. Since they have such a love for this type of activity, what would happen if they are presented with one right here? I mean, granted, this one is not to be compared to Aranya in terms of scale or diversity, but it is one of decent quality right here in Beijing. This is something unique for these people.

Here it has a further implication. It emphasizes that Beijing is the ideal choice for cultural tourism. The slogan or expression has a duality of meaning: Beijing is an apt choice to launch initiatives in this field, and aspiring people in this realm should think of this place. It is always taken for granted that Beijing seems to enjoy everything and has everything because it is the capital, but the truth is it lacks certain

important things in many aspects. This is a call for others to consider this place and hold relevant events here. This “here” is a call for belonging, and a perfect belonging it is.

6.2 Paid, Owned, and Earned Media

For paid, owned, and earned media, the priorities in this project will be paid media first, earned second, and owned third.

The goals of paid media are to promote my designated products and use their brand power to help propagate the project and achieve more media coverage. The objective is to achieve mutual benefit: to wit, the paid media will have a steady flow of income, while the project can attain more media coverage by the popularity of the paid media and their brand recognition.

The reason that paid media will enjoy priority in this project is because business probity and candor are key to successful cooperation. Since these media are paid for, they will perform satisfactory promotional content and coverage that help the project reach more potential customers. Moreover, paid media will be carefully selected by our team, which undoubtedly are professionals who know which ones to invest in and how the investments should be allocated. The selection process of paid media guarantees that these media will be of substantial influence to promote the project and reach millions of more potential visitors and customers. To reach these goals, one way is to provide sufficient funding to these media; another is to seek help from leaders and managers within these media companies.

Next comes earned media. For earned media, the aim is to cultivate their curiosity and loyalty in order to promote more about the project. Earned media are first appealed by this project, at least to some extent, and are willing to make further contact with the project. Since they already have initial interest, the aim is to magnify their enthusiasm by indicating that the project is worthy of a more detailed report. Gradually, the earned media will grow loyalty to this project and be glad to help promote this event. To meet this end, one possible way is to invite some of these media people over and reveal to them some of the exclusive information. In this way, they might become more motivated and curious about what will be launched.

Owned media is to be put at the third tier of this categorization because they are obliged to undertake what they should be doing, that is, help promulgate the event. Owing to the fact that they are to carry out this help regardless of an intentional emphasis on motivation or interest, they don't need as much priority or focus as those of the two media types above. The goal is to reasonably increase their efficiency and

carry out quality work of promotion. To achieve this, one viable method is to give some financial incentives to those who do the best in this process (Fulmer, 2022).

6.3 Media Pitch

Four media outlets will be chosen to pitch my story. The first one is Red Book, the platform that attracts more than 200 million young people. The pitch is to make more young people aware of a cultural tourism resort and the possibility of a great experience in May 2024. Another equally important note is that it will be an excellent and valuable opportunity to meet various like-minded young people, thereby potentially facilitating meaningful encounters, beautiful friendships, and even long-term cooperation. The social aspect of young people is exponentially amplified in this app, which is also a good aspect of my event. Many young people not only demand an event that satiates their cultural needs, but also provides them with an ample amount of opportunities to meet with others, especially when hoping to find potential romance and dates.

Another icon of the media, Douyin, is definitely our favored choice. The popularity of this social platform is unparalleled because more than 500 million people use this app on a daily basis, something unprecedented in the hitherto media history. The pitch in Douyin will mainly be celebrity-oriented and popularity-based. A vast number of users in Douyin crave having information on celebrities and love attending events with celebrities they like. Also, many Douyin users cultivate their follower base, so they will love to promote this event if this is going to win them more followers. This popularity-based pitch will be highly compatible with this app and thus guarantee a successful story. In social media nowadays, whoever achieves the highest popularity wins. In our current media market in China, Douyin is the top icon in this respect. It is so popular that millions of people spend more than six hours on it each day. They would devote their energy and time to this app to fulfill their needs in a multitude of areas. In this situation, it is highly necessary to make Douyin our priority platform for promotion.

Besides the two above-mentioned leading channels, the project will also consider NetEase Music and Aranya. The reason for the former is that NetEase music has many loyal users who love to hear quality music, thus prone to become interested in musical, artistic, and cultural aspects. They have a solid likelihood to learn about cultural tourism and become cultural tourists—this and the fact that we are hoping to have NetEase Music as one of our sponsors. The pitch will be quality music and quality art, which will be offered, and also an event to meet people with similar tastes. In addition, the reason for the latter (Aranya) is that it is by far the most prominent cultural tourism resort in mainland China. People who are already followers of Aranya will naturally read its posts and recommendations. Because Aranya has a

strong base of users, followers, and customers, it will be a great media outlet to publicize the event. The pitch for this will be a place like Aranya in Beijing, an eye-catching piece of information that many people, especially those who are already Aranya visitors, love to know more about.

6.4 Press Release

Beijing, the cultural icon of China, the fertile land for cultural tourism, and an enduring appeal for millions, is now offering its own idiosyncratic cultural tourism feast.

From 30 April to 5 May 2024, the Moment of Beijing cultural tourism resort will debut in Grassroad Park, Shunyi, Beijing. In six days, millions of visitors will experience a sumptuous feast of music, art, exhibitions, shows, food, wine, fair, scenery, and of course, cultural innovation.

Prominent musicians, singers, artists, and cultural tourism celebrities are here to stage mesmerizing performances and invite visitors to savor their vibe. Works by eminent artists abound, superb cuisine and wine adorn. Revel in here with family, friends, peers, and colleagues, and meet those who shall make this journey shine.

A great experience awaits. Come, and embrace the enduring appeal of Beijing, of Chinese culture, of music and art, and of cultural tourism. We are ready, beholding from afar, and finding, exclusively, your wake.

(Received by but not limited to Red Book, Douyin, Weibo, WeChat, NetEast Music, Aranya, Ins, and Facebook. Also received by relevant departments and organizations of colleges, especially Beijing-based.)

Section Seven. Operations

7.1 Key Players

In this venture, the identifiable key players include music and art celebrities, critical channels, sponsors and parties of interest, colleges, art produce and music produce manufacturers, the Beijing government, etc.

First and foremost, celebrities ensure the critical factor that young people will come and visit the event. These celebrities are essential forces that pull young people to this place, like magnets attracting scattering pins to their vicinity. Also, art and music celebrities contribute to high-quality works that elevate the quality of the event,

making it attractive to those with refined tastes. This discussion is further extended in other sections.

Critical channels are key factors because they ensure a steady flow of visitors to this event. Without these media channels, our team will have difficulty keeping a desirable number of visitors. These channels will also have other effects; to wit, people who download short videos or posts from these channels will promote the event to their friends and acquaintances, thereby making our project more popular. In fact, positively employing these media channels can attain much more benefit than expected; in other words, using them and delivering elaborate promotions to them will generate more than expected returns.

Sponsors and parties of interest are essential players because the event will rely on them for initial funding. It is estimated that more than three sponsors are required to make the project start its preparation. During the process, we also need more sponsors on entitled products, specific projects, official titles, and official cooperation to make the project launch smoothly. Efforts have been made to acquire at least two sponsors in the initial stage, but we still need to work on a third and some more. We are confident that with the accumulation of the popularity of this event, more sponsors and relevant parties will cooperate with us.

Moreover, colleges are crucial in this market ecosystem because they have the best consumer base of excellent young people. Many college students will be huge fans of this event, and because college activities are often group activities involving a number of students (e.g., a dorm of six people or a club of twenty), they will tend to take more peers and friends with them to this project. Thus, promoting the project to major colleges in Beijing will be a great way to help build popularity and attract visitors. Also, because young people love to share their experiences with others on social media, they will help promote this event both beforehand and in the process.

Product manufacturers are important in this market ecosystem because they are responsible for the quality of our products in the cultural tourism aspect. The products will be so crucial because they are the most powerful influencers of how visitors feel about this event and how people think about potential purchase or their already-bought items. We need to make quality cooperation with responsible and meticulous manufacturers and their teams to ensure excellent quality throughout the six days of the project duration.

Furthermore, the Beijing government will be especially critical in this scenario. Because it is currently promoting domestic consumption, citizen spending, and short trips to appealing places in the close suburbs and towns, it is an exceptionally welcoming project that aligns with these ends (Culture China, 2023). Our project is

one of its favorite types in that it perfectly fits almost all the categories mentioned above. Therefore, the Beijing government will release information on this project and help fund the initial preparation. Via the process, it will also initiate a press release to officially announce the inauguration date of the project and its similar ones. The government promulgation will be critical to attract people and build popularity.

7.2 Success Factors

The first success factor is celebrity. The project will invite a number of famous musicians and artists. Popular star singers will stage each day of the event. If three prominent singers can perform live at the event, it will be a critical success factor. We intend to invite three prominent ones and some others of general knowability as well.

Popularity is an essential success factor. This will be focused to a large extent on paid media, earned media, and owned media. Additionally, colleges in Beijing will be chosen grounds for increasing popularity. Meanwhile, CBD and other major business areas (including their shopping centers) will be covered as well. The aim is to get more young people involved and achieve a rippling effect from them.

Quality and reasonable pricing for our products and goods is also a critical success factors. We are selling cultural tourism artifacts per se, but the mere category won't produce a steady flow of commercial sales: the product should be of admirable quality that they sell for themselves. Also, the pricing should be based on the fair market. Some high-quality works would enjoy good pricing, which is certain, but such pricing would not extend to other products and goods.

Government support is an equally pivotal factor at play. Based on the above-mentioned discussion, government support largely shapes the ideas and investment focus of large businesses, which tend to pay special attention to platforms and events endorsed by the government. Many potential investors hold their investment because they have neither confidence nor certainty of a certain something. With the help of the government, my event will have both a confident status and certainty, so potential investors and sponsors will be more willing to make investments.

7.3 Risks

Risks could come from a number of facets. Technological-wise, the risk is a lack of technologically innovative products. Because it is especially demanding to blend modern technology with traditional art and culture, it could be that the products and goods we present are insufficiently appealing to tech fans. This poses a potential risk. Other technological factors include the establishment of a user-friendly and convenient app that encompasses e-tour functions and all sorts of information. This

app could also be a technical challenge. This type of risk is a thorny issue to mitigate, but we'll at least try to develop an excellent app in this area. The app should incorporate a number of utilities and convenient tools to make this project look more appealing, such as some visual guides, a map of what's going on, and queuing information.

There is currently no organizational risk since the team for this project is relatively small and close-knit. We'll only be inviting intimate and familiar people to the team and cooperate. Thus, no foreseeable risk exists. But for the next stage, we are going to make the team reach 50 members, and some level of organizational risk can exist. If that happens, we'll look into it and try to streamline the management process, making things as swiftly executed as possible.

Competitive risks do exist. A number of art centers, exhibition centers, and similar venues will be having their promotions at various locations. There will be risks of some serious competition. However, one vital edge of this project is that its appeal to cultural tourism is unique. This focus will stay attractive to those who specifically seek out this type of experience. Again, this type of risk is quite difficult to mitigate because such competition will occur regardless of what could or will be done. The focus is to sharpen my project and make it have an excellent competitive edge.

Regulatory risks could also arise. The thing is, on major national holidays like Labor Day in China, metropolitan regions often employ more rigorous rules regarding people's safety, venue use, fire control, medical aid, medical service, etc. There could be unexpected occasions where a specific something does not meet the requirements or standards of relevant departments. To tackle this potential problem, we'll be actively seeking governmental support and working closely with the Beijing government to make sure that all standards are met.

Other risks like extremely terrible weather or a natural disaster are unlikely to happen, thereby being eliminated from future consideration.

7.4 Milestones

Products should be technologically innovative. A milestone in this aspect is a total of 10 kinds of technologically innovative products in the next two years. We do not aim high in this respect because it takes much time for a technologically innovative product to materialize. Ideas may abound, but the process of materialization is challenging. Thus, this number is far from something despondent.

Commercial success is a vital measurement. In the next two events, the project should at least reach more than 200,000 people; put in another way, the project should have

more than 200,000 visitors in total for the next two events. This can be challenging for the several phases of the project. Since we aim to have about 80,000 visitors for the May 2024 phase one and 200,000 or so visitors for the summer 2024 phase two, we are pretty confident about commercial success for the next two events. But extending the time to two years would mean that we need to continue to stage at least three events. Given the trend of this market and this project, I need to set a total of one million visitors as the standard for commercial success in the following two years after the phase one event. We will have to work on it to make the goal attainable (Zhihu User, 2022).

Great cooperation should be achieved. Our team scale should be more than 50 people, and our cooperation parties should exceed 10. These are the milestones for the next two years of operation. This aspect is not hard to achieve: we will stay with about 50 core team members, but we will embrace as many cooperation parties as possible. Anyway, who would turn from a potential commercial success? So to say, it is still considered that when we achieve 20 cooperation parties, we will maintain this scale before making future changes.

A robust profit of more than 1.5 million dollars should be the milestone for the next two years. Hopefully, this could be realized in two projects. The initial project is expected to yield about 500,000, and we hope the second project can double this profit. But making a profit can be harder than anyone thinks, so we set a not ambitious goal of 1.5 million dollars for the next two years. Anyway, the goal is multi-leveled and goes beyond simply making more money. This level of profit is sufficient for us to carry on our endeavor.

7.5 Costs and Revenues

We plan to spend about 250,000 dollars initially in the preparation stage and 100,000 dollars during the process. The money will mainly be directed to different channels and platforms mentioned in the above sections. The spending is well-justified because we've done some research into how much it takes to make relevant deals with these major media and platforms (Internet Operation, 2022). We'll work on how to reduce costs in this respect. But the amount of 300,000 dollars is a must. The extra 50,000 goes to discretionary costs and spending on marketing.

Specifically, the preparation stage shall use the money on different major social media, and the latter amount is directed to pull in media to the project and make on-the-spot and live broadcasts. We highly value the power of live broadcasts, especially when the event attracts many visitors and has famous stars present.

The total cost is close to 800,000 dollars. Revenues are expected to be about 1,300,000 dollars.

The total cost is mainly divided into three parts. First, inviting celebrities to give stage performances should be about 250,000 dollars. The cost is not huge because some of the celebrities invited will be family friends and acquaintances who will not ask for much, or even show up free of charge. This significantly cuts down costs in this respect.

Next arrives the spending on market promotion, such as media channels and platforms. As indicated above, this part is estimated to be about 250,000 dollars in the preparation stage and 100,000 throughout the duration of the project. This includes all sorts of market promotion. The cost is 600,000, adding up to this point.

Then, there will be spending on venue use, which is expected to be 50,000 dollars. Operation and personnel fees should be about 100,000 dollars. A 50,000-dollar limit allowance is used for other expenditures incurred. Since there will not be many other expenses, such a number should sufficiently cover this respect.

7.6 Steps

The contact and finalization of the venue, Grassroad Park, is to be negotiated in October 2023.

Negotiation of support from the Beijing government is expected to be held in October 2023.

Designated managers for each major channel or platform of promotion should begin in November 2023.

Celebrities and guests of honor will be contacted in November 2023.

Sponsors and cooperations will be initiated in November 2023.

Preparation starts from December 2023.

These aspects will be six months prior to the event. For the subsequent events, a similar but shorter period of timeframe will be applied.

Section Eight. Execution Timeline

8.1 Key steps Pre-post Launch

The key steps pre-launch are listed as follows. Because crucial time points are already presented, this part only lists the necessary steps. First, we'll contact the venue. This makes sure the event will take place as planned. When the venue use is set, we'll seek governmental help, which shall happen in October or November. Because applying for relevant funds and communicating with government officials would take much time, we'll extend this period to about two months. To make the process less likely to meet hindrances, we'll work on the required material beforehand.

In Nov, we'll simultaneously communicate with sponsors, celebrities, and media. These will be performed separately but also in an integrated style. Because we share a limited budget, the whole thing needs to be addressed together to work out viable and more plausible plans. Three groups of people, each about 3 to 5 people, will be operating these different works. The selection process ensures that they will be familiar with their assigned work content and communicate with different figures. The process will be 1 to 2 months. In the first month, which is Nov, we'll finalize a generally viable plan. In the first two weeks of Dec, we'll make adjustments accordingly.

When step two communication is coming to an end, we'll be making preparations and plans for the project. This we do not have a quite clear picture right now, and it would have to be discussed at length. The general idea now is that it's going to be more gruesome than we think. However, the team is all prepared to tackle hardships, so obstacles will be removed by our collective effort. This step will start in Dec and continue to Jan 2024. But since we're utilizing the entire wisdom of the team, the process should at least be workable.

Subsequently, we'll be simultaneously nailing down types of products and goods, contacting sales and agents, contacting artists and calculating the number of works desired, and contacting manufacturers. This will be a huge step and tons of work. We'll be designating about 20 people to do this work. Another five people will be allocated in this period to help out in unexpected situations. Our prepared sum of discretionary spending will be used to work on this process. From the initial selection to the arrival of final products, this process would take about three months, from Jan to March 2024. April will be used to compensate for any unexpectedness and make the entire thing work on schedule.

Before the event, we'll make some establishment and adjustments to the venue. The work will be about one to two months, starting from Feb 2024, after the Chinese Spring Festival (the most important festival in China where everyone takes a break and absolutely no one works, so construction in this period would look ridiculous),

and ends at about the middle of Apr. This work will not be demanding, and we already have choices of a team to do the work.

After all this preparing, the event will unfold. After the six days of the event, a lot of other things also need to be addressed.

The first thing after the event is to calculate sales, revenue, cost, and profit. This will take days. A great deal of information is to be calculated. The numerical statistics step will coincide with the promotion of exciting moments and memorable events of the project. This will be directed and promulgated via different platforms and channels. After this, we'll study the feedback. There will be thousands, even more of them. The team will spend approximately a week on them. But since the feedback will be tremendously important, we'll thoroughly go through them to the end.

When the above missions are settled, we will move on to the steps of reflection, growth, and personal change. This will be a hard part but a worthy step as well (Yuan Lu, 2022). Reflection is key to any event of scale, or any event in general. Through reflection, the team knows where to strike and how to reach there. It will also create cohesion and collective vision. Growth, especially personal growth, is vital. Individuals glean harvest from this project both internally and financially. Often, the internal and spiritual ones are more valuable. However, should there be necessary changes in personnel, there will be accordingly. The aim is to sharpen the strike and march upon phase two.

And this brings us to the final step: the promotion and preparation of phase two. The two projects are pretty closely linked in time, so the preparation should not be demanding.

8.2 Financial Model Consistency

The above-mentioned steps and arrangements are consistent with my financial model. In fact, each step is set based on the financial viability of the model, with costs and figures carefully planned for each step. First, the list of steps in the previous discussion is an excellent indication of how these steps correspond to the financial model, with details presented and discussed in each section above. The financial model helps shape the steps and make sure that subsequent plans do not deviate from the central goal. At the same time, the financial model is also used as a guideline for our planned arrangements. To make the process align more closely with the model, we have specifically studied the crucial time points of the model and have made arrangements accordingly. In this way, the model is in high consistency with the carrying out of the project. Thus, the financial model is expected to work well in this proposed schedule.

Section Nine. Conclusion

In brief, this proposal is detailed, viable, data-based, and reasonably comprehensive. It has high practicality and a good success rate. A full-fledged analysis is delivered and a number of relevant facets are covered. The bulk of the analysis is carefully divided into sections to discretely address all the related issues, encompassing products, customers, market, plans, operations, etc. Our team is confident in working concertedly and collectively toward realizing this project and achieving the above-mentioned details. It is promising that our conscientious work will make my Moment of Beijing project a success, and a potent inspiration for future cultural tourism events in Beijing.

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Appendix

May 2024 Event	Costs (USD)	May 2024 Event	Revenue (USD)
Marketing before event	250,000	Ticket	400,000
Marketing during event	100,000	Sponsor	500,000
Celebrity stage fee	250,000	Government	100,000
Personnel	100,000	Sales	200,000
Venue	50,000	Shows and exhibitions	50,000
Others	50,000	Others	50,000
Total	800,000	Total	1,300,000