

1. Operational Costs: – Venue rental for events and carnivals: \$2000. These services include, but are not limited to, clowns, trampoline games like airbags, climbing walls, sponge cubes, and freestyle zones; games and entertainment activities like bucket tossing, balloon shooting, bird hunting, and ring throwing; in addition to prize vending machines like the claw lifting machine; and of course, the food stalls and mobile restaurants that we will be accompanied by. From cotton candy to chips, soft drinks to instant meals, all in one place to provide the means of well-being that the Palestinian community needs in its places!

Customers The target audience of carnival week is the Palestinian community, whether they are children under the age of five, youth, teenagers, families, the elderly and anyone who wants entertainment and entertainment, specifically we specialize in providing entertainment services to children, their companions and young people in order to strive to provide the greatest and maximum pleasure and entertainment for them, in addition, we seek cooperation from companies, the local community and the population to be able to provide the best of our services and enhance social interaction, not forgetting the importance of tourists and visitors, where they can enjoy our entertainment experiences, so in general carnival week targets all segments of society with different ages and backgrounds because our focus is to provide fun and exciting entertainment experiences for everyone!.

Future of the Company The entertainment industry in particular has a promising future and companies such as carnival week have a share in it, as it has great potential for growth and influence in the entertainment industry in Palestine because it is a unique and distinctive experience in the country, we may have opportunities for expansion and diversification, in addition to partnerships and strategic cooperation that will allow us new opportunities such as cross-promotion with other brands, therefore we are looking forward to the future and success that will accompany us through our strategic vision, commitment to excellence and focus on providing exceptional entertainment experiences, we are preparing to prosper and make a lasting impact on the entertainment scene in Palestine for years to come.

Using social media platforms for marketing campaigns, publishing, and paid advertisements to help people learn more about the project and expand its audience; creating grassroots content through blogs, videos, publishing events, games, etc.; and monitoring user and video feedback to help determine the project's success in an easy-to-understand manner. In order to effectively expand our attractions around the country, we have forged alliances with regional businesses, government agencies, and event coordinator

Key Partnerships In an effort to increase our accessibility and reach, we have established important alliances with regional associations, governments, and event coordinators.

Equipment rental

Cost Structure	Capital Costs	Equipment	\$	One – time Expenses	Permits and Licensing	1000
Logo Design	200	Website Design	800	Ongoing Expenses	Equipment maintenance	1000
Electricity & other infrastructure	3000	Insurance premiums	3000	Marketing expenses	10,000	rental venue
Setting up and dismantling.						

Businesses provide goods and services, artists produce content, service providers assist, venues hold events, talent agencies handle bookings, promoters plan events, viewers watch content, policymakers make decisions, and sponsors contribute money.

Market Share: Carnival Week Company, a recent market entrant, hopes to gain a sizable portion of the Palestinian community's mobile entertainment market by utilizing its creative products, astute alliances, and customer-focused business strategy to achieve long-term expansion and industry leadership. This entails making use of

social media channels, planning giveaways and competitions, and producing interesting material that promotes interaction and sharing on platforms like Facebook, Instagram, and Tik Tok. Our selection of products includes classic carnival games like balloon shooting, ring throwing, and bucket tossing in addition to interactive games like climbing walls, trampoline activities, sponge cubes, and freestyle zones. Copyrights ensure that our creative assets are shielded from unapproved use or duplication by granting the exclusive right to reproduce, distribute, and exhibit copyrighted works.

Design and development: Begin the design and development phase of prototypes and first project concepts, whether for exhibition spaces or mobile entertainment devices, and collaborate regularly and closely with designers, engineers, and suppliers.

Competitor Analysis: **Direct Competitors:** Clowns who perform all over the place, event coordinators, and conventional venues that provide comparable experiences and attractions are the direct competitors of Carnival Week Company. **Indirect Competitors:** Theme parks, movie theaters, recreation facilities, and cultural events that draw similar demographic groupings of our target market are examples of indirect rivals.

Price : Adequate pricing, food reminders, services, and other measures, contingent on the target audience's capabilities and expenses, should be implemented in accordance with Palestinian markets.

Regarding how the event is being carried out, our esteemed staff is still on hand to oversee all sales activities, ensure that customers are drawn to the sales areas, and address any issues or concerns that may come up.

Following up with clients to gather their feedback, address any issues that may still exist, and maintain contact in order to keep developing and refining our services and improving the customer experience in order to maximize customer loyalty is the most crucial step we do after the event.

Refinement and Iteration: Redesign to address any particular problems that have emerged or areas that want improvement; tasks include enhancing features, enhancing performance, and modifying the design to raise the standard of overall quality. Finding sources for materials, negotiating contracts with suppliers, and managing the manufacturing process to guarantee adherence to quality standards and threshold timelines are among the responsibilities.

Challenges and Risks

- Technical intricacy:** One of the biggest obstacles we can encounter is the technological complexity involved in putting our new mobile entertainment concepts and consumer attractions into practice. and accurate execution
- Conformity to regulations:** A significant obstacle confronting Carnival Week is guaranteeing adherence to regulations and safety guidelines.

Research and development expenses: These comprise all of the expenditures associated with carrying out market research, analyzing data, and creating concepts to pinpoint and enhance leisure activities.

Executive leadership: Duaa Qaraqe, Co-Founder and CEO: Duaa is in charge of determining the overall strategic direction of the firm, directing day-to-day operations, and driving growth initiatives.

Launching marketing campaigns: Begin a comprehensive marketing campaign to generate awareness and excitement about the Carnival Week Company and its services, then launch the digital marketing mix and promote through social media and traditional advertisements to reach the greatest number of target audiences.

Collect customer input: Collect feedback from consumers and event participants to discover areas for improvement and utilize customer insights to reproduce offerings they liked and enhance the customer experience.

Continuous improvement and innovation: A commitment to a culture of continuous improvement, promoting innovation, and looking for ways to improve all services

and operations, as well as keeping up with technological advancements and customer preferences, in order to remain competitive and relevant in the market.

Equity Investment: Founders Duaa Qaraqe and Aya Abed al-Jawad made an initial investment of \$100,000 –External investors provide an additional \$100,000 in stock.

Cooperation and Partnerships: Creating strategic partnerships to expand products and attract new customers with nearby companies, towns, and organizations.

5000 Food and Beverage cost 1000 Staffing expenses (fixed) 50,000 sponge blocks (#500) 267 balls (#5000) 250 Taxes 1000 Total USD cost \$138,517

Break-Even point Statement Total cost \$138,517 Average revenue per event(#25) 5000/ event Break-Even Point 25 events

Carnival Week Company aims start making a profit, so we need to host approximately 28 events in one year to break even and cover all the costs incurred. We collaborate with event organizers, community groups, municipalities, and local businesses to locate high-traffic areas and get permissions or agreements for our attractions.

Regulatory compliance and approvals: At this point, we need to make sure that the areas we target adhere to the pertinent laws and safety requirements enforced by the Palestinian National Authority and local governments.

Gathering feedback and remarks from participants, examining the usage statement, and evaluating the impact of entertainment events on patrons' overall pleasure are among the tasks. Additionally, there are game machines like the prize-picking machine and others thirdly, food kiosks that provide several categories of quick and light fare, including drinks and desserts like ice cream, popcorn, etc., in addition to snack vending machines that sell chips and cold beverages.

Department heads: **Marketing Director:** Creates and implements marketing strategies to promote Carnival Week activities, raise brand recognition, and drive consumer interaction.

Clowns, trampoline games, climbing walls, sponge cubes, and freestyle zones are just a few of the entertainment options that Carnival Week Company offers to the Palestinian community. They compete nationally to reach a variety of audiences with their mobile entertainment, which includes games, rides, and interactive aspects.

Industry analysis The entertainment sector in Palestine is a dynamic one that is vital to the community's availability of leisure and recreational opportunities. Conducting a thorough study is imperative for Carnival Week Company as it gets ready to enter this sector and grasp its prospects, difficulties, and dynamics. Sales forecasts show a healthy trend; nonetheless, they are affected by rising disposable income, shifting customer tastes, and a need for distinctive entertainment experiences.

Type of Participants: Companies, performers, service providers, venues, agencies, promoters, customers, regulatory agencies, sponsors, and partners are some of the participants in the entertainment sector. Keeping up with new developments in customer behavior, industry upheavals, and emerging trends enables businesses to rapidly adjust and seize new possibilities.

Community Outreach: To establish ties and develop partnerships with nearby families, businesses, and event coordinators, we give top priority to community outreach programs. We use a combination of online and offline platforms, such as influencer relationships, social media advertising, and conventional advertising techniques like posters and flyers. Since they are crucial in reducing these risks, we work hard to precisely assess consumer demand and preferences and create appealing mobile entertainment spaces that live up to customer expectations.

4-Regulatory compliance and accreditation: The expenses associated with guaranteeing compliance and obtaining the necessary permissions in addition to those needed to initiate the project. Obtaining authorization to utilize music, branding

components, or proprietary technology controlled by third parties may require signing licensing agreements. Carnival Week Company adopts a customer-centric approach to planning, resource optimization, and continual process improvement through innovation and feedback. Aya Abed Aljawad, co-founder and COO: Aya handles the company's operations, which include logistics, event planning, and client interactions. Renting facilities: Renting facilities to keep all equipment and supplies, establishing acceptable locations, and ensuring that they fulfill safety and accessibility criteria. We set out on this adventure with the goal of solving the dearth of entertainment alternatives, especially during the weekends. We work hard to develop over time from a tiny company to a well-known leader in the mobile entertainment sector, affecting people all across the country. [duaa qaraqe, aya abedaljawad], the company's private owners, are committed to upholding the company's goals and principles. (2018–2027)

Industry Structure : The entertainment sector is characterized by a heterogeneous structure, with distinct areas including live events, theme parks, music, cinema and television, and mobile entertainment.

Flexibility and Adaptability: The ability to quickly and strategically adjust to shifting customer demands, industry trends, and legal constraints.

Technology Integration: Production quality, distribution methods, and audience engagement may all be improved by embracing digital platforms, cutting-edge technologies, and technology breakthroughs.

Risk management and compliance with regulations: Respecting the law, business norms, and moral principles is essential to preserving integrity, credibility, and trust.

o Spending Patterns: Both families and individuals set aside a portion of their money for leisure pursuits, such as trips, events, and experiences that make them happy and leave them with enduring memories.

o Social Interaction: Opportunities for community involvement, socialization, and sharing experiences with friends, family, and peers are valued by consumers.

Estimate of Annual Sales and Market Share: Sales Projection: Carnival Week Company projects that, in its first year of operation, it would generate expected annual sales revenue of [\$726,250] , based on market research and industry trends.

Marketing Plan Overall Marketing Strategy The overall marketing strategy of Carnival Week Company is focused on building a strong brand identity and actively engaging our target audience through innovative promotional initiatives. Our main goals are to establish Carnival Week Company as the top provider of mobile entertainment services and to offer families and communities unique experiences during Carnival Week and other festive times.

o Distribution As a mobile entertainment provider, our distribution strategy include selecting and securing appropriate event venues where we may put up our attractions and interact with our target demographic. However, if the client is private, we give him a booking confirmation with all the terms and conditions of the agreement, including payment terms, cancellation policies, logistics, and the provision of any advance payments, as soon as he accepts the offer and uses our services.

o Challenges in logistics: The main difficulty we could have is getting over the logistical barriers that come with moving and setting up equipment at the event locations, as well as any occupations that would prevent the equipment from getting to the cities where the events are being place. Obstacles and delays may also arise from operating the event in accordance with local laws and acquiring the required permissions and licenses. As a result, in addition to doing routine maintenance on all equipment, we are preparing quick reaction mechanisms to troubleshoot and correct faults in order to handle these issues right away and minimize operational disruption.

7–Marketing

and promotion: The costs of advertising and promotional materials are included in the budget allotted for marketing, promotion, and advertising to create a buzz and excitement about the activity week in the target locations.

- o Patents: The Carnival Week Company will determine if it is possible to secure patents for any creative and innovative elements of our brand–new entertainment ideas and attractions, such as the idea of a mobile entertainment area in Palestine. Patents grant us the exclusive right to serve, sell, or lease our patented innovations while offering legal protection against unapproved use or duplication of our intellectual property. We will register trademarks to prevent infringement and carry out exhaustive searches to make sure the selected brand names are accessible for usage.

Project licensing: Providing legal guidance, beginning the process of obtaining the relevant licenses, and completing all of the paperwork and files required to form the company's legal entity.

Marketing Expenses:– \$10,000 for advertising and promotional initiatives to increase awareness and attract consumers.

Established with the conviction that every individual should have access to high–quality entertainment, our mission is to bring cutting–edge and immersive attractions right to communities' doorsteps. Carnival Week promotes a work atmosphere that is conducive to the personal and professional growth of its workers, viewing them as essential resources.

Company History In 2023, Duaa qaraq and Aya abed aljawad formed the Carnival Week Company.

Industry Trends: The entertainment business in Palestine is undergoing several changes due to several trends:

- o Digital integration is the growing use of digital technology for ticket sales, audience participation, and event marketing.
- o Community Engagement: Focus on locally organized festivals, activities, and cultural festivities that support inclusion and social cohesion.

Long–Term Prospects: Palestine's entertainment sector has bright futures ahead of it, full of potential for expansion, creativity, and cultural enrichment.

Competitive Advantage: Carnival Week Company sets itself apart with its moveable setup, varied selection of attractions, easy accessibility, and commitment to offering family–friendly entertainment to the Palestinian community.

Unique Value Proposition (UVP): Our UVP is centered on providing communities and families with unique and unforgettable entertainment experiences. To differentiate ourselves from other traditional entertainment alternatives, we highlight the thrill and convenience of our mobile entertainment offerings.

Word–of–Mouth Marketing: By providing exceptional experiences that motivate clients to tell their friends, family, and coworkers about their experiences, we promote good word–of–mouth marketing. To improve the whole experience, we also provide food kiosks, prize vending machines, and mobile restaurants that serve a range of snacks and meals. We maintain accessibility for our target audience while implementing a competitive pricing approach that represents the worth and caliber of our entertainment offerings.

- o Promotions : Through targeted ads and promotions, we hope to spark interest in and enthusiasm about our mobile entertainment offerings.

Sales process (cycle)

- o Our sales process starts with generating leads through numerous marketing channels, such as social media, internet advertising, word–of–mouth referrals, and community engagement.
- o Our sales team responds quickly to customer questions and inquiries, provides complete information about our services, locations and dates of our presence, as well as our prices, and if the client wishes to organize his own event, we can arrange meetings or visit the site to learn about his own preferences.

Staff and support teams collaborate to achieve objectives and exceed customer

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