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Hospitality Management Department

Program Award: Advanced Diploma in Hospitality Management

Module Title: MICE

Credits: 3








Class: Year Three

ANSWER SHEET(Guideline) FOR ASSIGNMENT 2

Question 1

A. Company Name: THE YOUTH INNOVATIVE MICE ORGANIZER

We're aimed on the obvious facts which are; bringing together top professionals from every single sector towards enhancement of hospitality events appropriately.

-  To become the event Planners in Africa
-  To build Quality brand throughout strengthening a good reputation
-  To offer ultimate services and unforgettable experience for our delegates
-  Contributing to the growth of both local and global economy
-  Creating a job opportunities for the Africans
-  To work with Partners and different sponsors in respective manner as source of MICE development
-  Design ,produce ,Monitor ,and control financial budget for a convention or meeting covering both expenses and potential income

✚ To establish Automated systems of risks management and explore its application to conventions, meetings, and events

✚ To host several kinds of ceremonies including wedding, Birthdays, Festivals, shows etc.

VISION

Our vision is to become a leader in the MICE industry through satisfied customers. We believe in the perfect moment and create memories with great and small details that remain. No challenge is too big and no event too small. We rely on sustainable experiences not only in the form of lasting memories. Every event has the potential to make a contribution in terms of sustainability, be it socially, economically or ecologically.

MISSION

We want to offer the outstanding event service, tailor-made for each customer. The customer should sit back, relax and trust us with peace of conscience. It is **THE YOUTH INNOVATIVE MICE ORGANIZER** mission to go the extra mile for every customer and to turn a great event into a fantastic experience. For us, this includes:

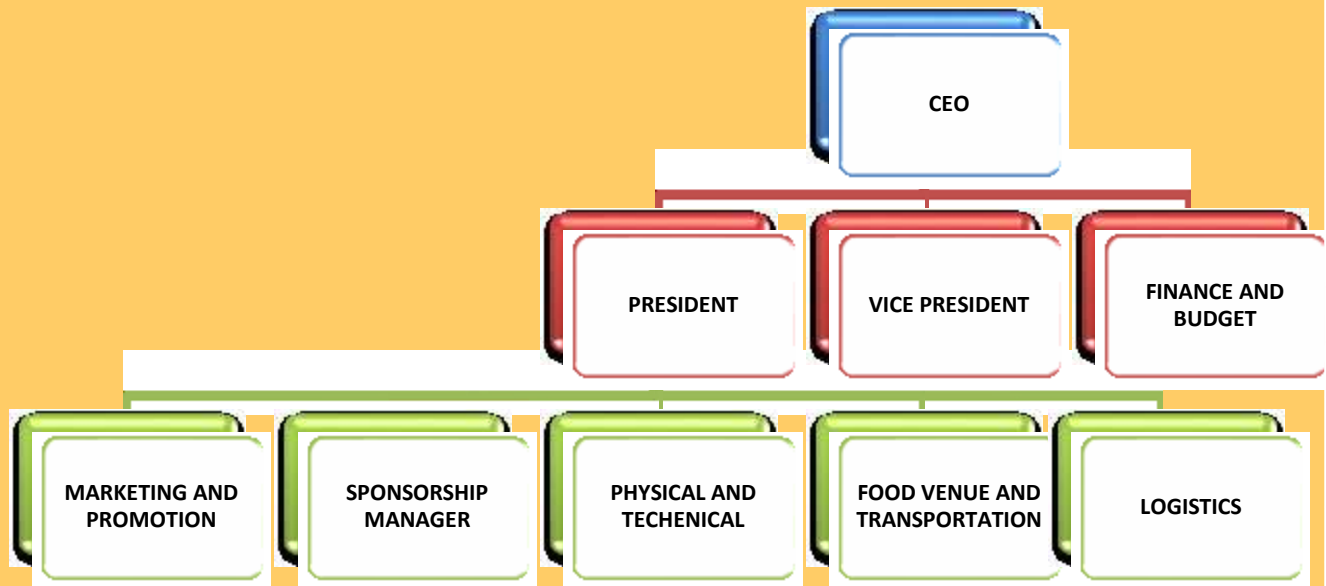
Personal support: From the first inquiry up to the final invoicing, there will be one permanent contact person.

Alternatives: preparing proposals we always show different possibilities for individual event components and explain them in terms of criteria such as budget discipline, sustainability and dramaturgy of the event.

Corporate Responsibility: whenever links between requested events and good causes can be established, we present them skillfully and encourage our customers to make a contribution to society together with us.

Sustainability: at events, we see it is our responsibility to use sustainable options whenever available, and to minimize the environmental footprint of our logistics.

B) THE EXECUTIVE COMMITTEE OF OUR COMPANY AND RESPONSIBILITIES OF EACH MEMBER OF THE COMMITTEE



CEO

The CEO is responsible for:

- ✚ Making major corporate decisions.
- ✚ Managing overall operations.
- ✚ Setting the company's strategic direction
- ✚ They are accountable to the board of directors or stakeholders of the company and are often the public face of the organization.
- ✚ Mobilizing the business through its leaders
- ✚ Connecting with stakeholders, and managing personal effectiveness.

PRESIDENT RESPONSABILITIES

- ✚ setting short and long term goals,
- ✚ Strategic view of the YOUTH INNOVATIVE MICE ORGANIZERS Ltd activities
- ✚ Application of doctrines management and leadership

- ✚ Plans and policies routinely exercising discretion and independent judgment in the performance of job duties

VICE PRESIDENT RESPONSABILITES

- ✚ Support president in need for the sake building strong organization
- ✚ Work sometimes on the behalf of President where he/she is absent

FINANCE AND BUDGET RESPONSABILITIES

- ✚ Creating economic forecasts,
- ✚ Reviewing opportunities for equity and debt financing
- ✚ Recording the revenues and expenses of our Company
- ✚ Prepare balance of payment
- ✚ Develop financial and budget report
- ✚ To determine the amount of required budget

MARKETING AND FINANCE RESPONSABILITIES

- ✚ They are responsible to make advertisement
- ✚ Distributes several products sample ,Brochures as well as flies
- ✚ Creating appositive image of our company
- ✚ Demonstrate and provide clear information on promoted product or services
- ✚ To create awareness of the organization
- ✚ Manage and collaborating with media organizations

SPONSORSHIP COMMITTEE RESPONSABILITIES

- ✚ Develop fund rising plans
- ✚ Identify potential source of funds eg: sponsorship or grants
- ✚ To ensure the fund raised are used for designated purpose
- ✚ Maintain relationship with Donors ,grand agents as well sponsor

PHYSISICAL AND TECHNICAL COMMITTEE RESPONSABILITIES

- ✚ Troubleshooting technical issues
- ✚ Speaking to the customer so as to find out the roots of occurred question
- ✚ Identifies,investigates,and resolves users problems with computer software and hardware
- ✚ Assuring that local context is defined and integrated into the project

- ✚ Communicating and adhering to the new procedures
- ✚ Performing scheduled staff reviews
- ✚ Coordinator(people oriented this means to sit with other specialists to share experience
- ✚ Developing report based the malfunctions that occurred and suggest decision making strategies.

FOOD & VENUE AND TRANSPORTATION RESPONSIBILITIES

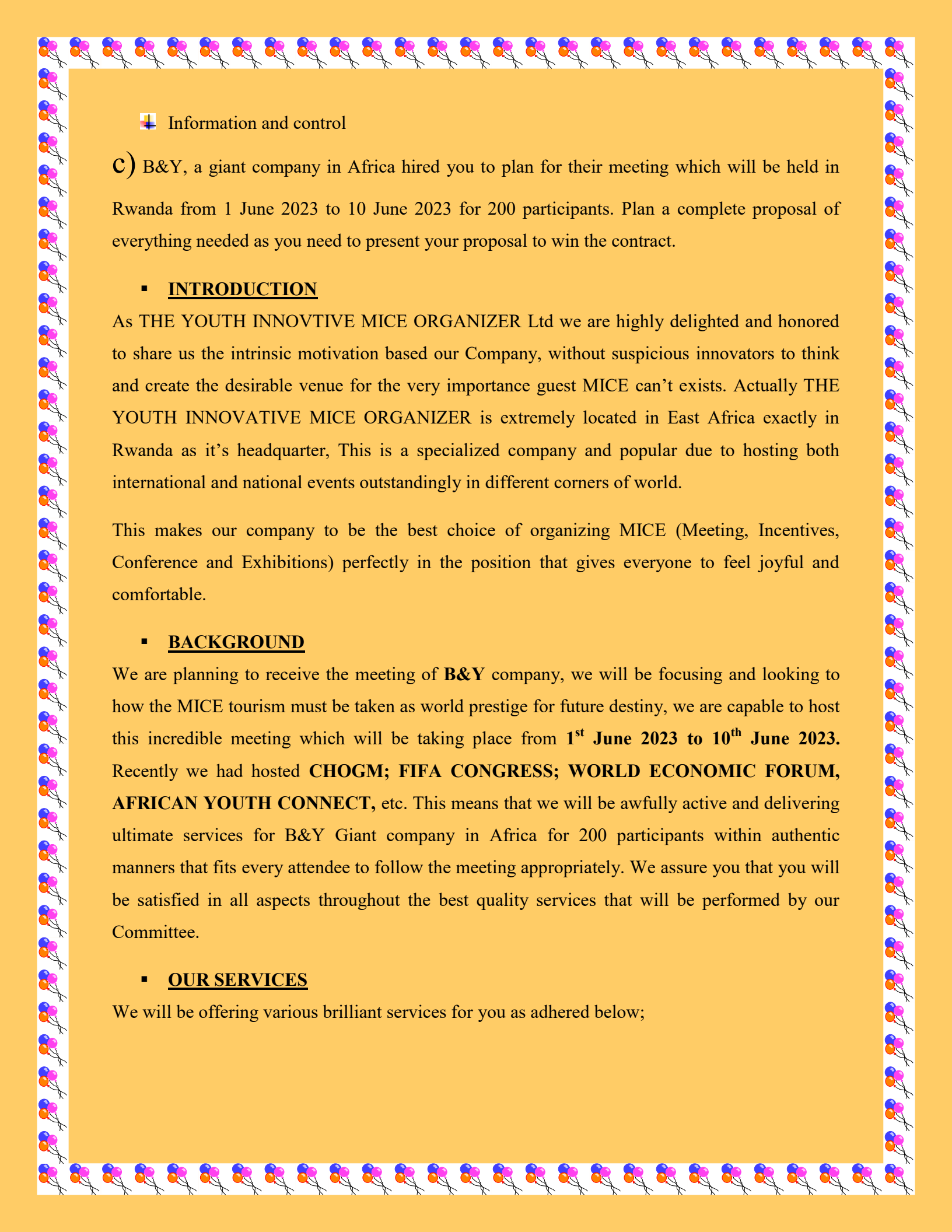
- ✚ To choose and provide main entrée and drinks
- ✚ Provide menu information
- ✚ Time management
- ✚ Selection of quality
- ✚ Carrying capacity of venue
- ✚ Decoration Equipment's availability
- ✚ Considering modes of transport,
- ✚ Directing the attendees to the designed venue
- ✚ Protocol and ensuring the security of the attendees
- ✚ Serving the buffet and cocktail to the attendees
- ✚ Offering different soft beverage, not alcoholic beverage
- ✚ Ensuring if the right product are received at right time
- ✚ Monitoring the floor

LOGISTICS COMMITTEE

Within our company logistic will be accountable to deal with the efficient forward and reverse flow of goods, services and related information from the point of origin to the point of consumption according to the need of customers.

DUTIES are the following:

- ✚ Assembling of a variety of our services
- ✚ Order processing
- ✚ Transportation
- ✚ Package design
- ✚ Material handling



Information and control

C) B&Y, a giant company in Africa hired you to plan for their meeting which will be held in Rwanda from 1 June 2023 to 10 June 2023 for 200 participants. Plan a complete proposal of everything needed as you need to present your proposal to win the contract.

▪ **INTRODUCTION**

As THE YOUTH INNOVATIVE MICE ORGANIZER Ltd we are highly delighted and honored to share us the intrinsic motivation based our Company, without suspicious innovators to think and create the desirable venue for the very importance guest MICE can't exists. Actually THE YOUTH INNOVATIVE MICE ORGANIZER is extremely located in East Africa exactly in Rwanda as it's headquarter, This is a specialized company and popular due to hosting both international and national events outstandingly in different corners of world.

This makes our company to be the best choice of organizing MICE (Meeting, Incentives, Conference and Exhibitions) perfectly in the position that gives everyone to feel joyful and comfortable.

▪ **BACKGROUND**

We are planning to receive the meeting of B&Y company, we will be focusing and looking to how the MICE tourism must be taken as world prestige for future destiny, we are capable to host this incredible meeting which will be taking place from **1st June 2023 to 10th June 2023**. Recently we had hosted **CHOGM; FIFA CONGRESS; WORLD ECONOMIC FORUM, AFRICAN YOUTH CONNECT**, etc. This means that we will be awfully active and delivering ultimate services for B&Y Giant company in Africa for 200 participants within authentic manners that fits every attendee to follow the meeting appropriately. We assure you that you will be satisfied in all aspects throughout the best quality services that will be performed by our Committee.

▪ **OUR SERVICES**

We will be offering various brilliant services for you as adhered below;

1. Transport services;

By arriving at KANOMBE airport we will immediately be picked up by our classic cars to the **RADISSON BLUE HOTEL**. (Five star), throughout enjoying the scenic view of the greenest city known as Kigali you will be driven by our Cars.

At departure time our specialized team drivers will carry you to the Airport for flight.

2. Accommodation services;

All 200 participants from **B&Y giant company** will be accommodated in **RADISSON BLUE HOTEL** with 5 stars in Kigali City. This hotel provides quality services by well-trained workers in hospitality to receive and treat customers effectively.

3. Food and Beverages;





Food and beverages will be available all times both in meeting hall and accommodations, Full board will be offered to meeting attendees (Breakfast, Lunch and Dinner). Special orders for some lives with diabetes and other health issues are warmly welcomed in all aspects.

N.B: For drinks, only Soft drinks will be available in a package but alcohol also might be ordered particularly.

4. Venue;

This meeting will be hosted in the biggest MICE facility in Rwanda known as Kigali Convention Center; this is a beautiful place for meeting in East Africa based on how it is really attractive. Actually this building is a good place for the best choice and it has an incredible inside with amazing facilities such as meeting rooms, swimming pool, Bars, Gyms, and others all intended to offer the excellent services. The transfer will be easy as this biggest MICE facility is located nearly next to **RADISSON BLUE HOTEL**. This venue is well known to heavy big events we hope without hesitation that you will meet your desires.

5. Extra services

-  Free WIFI connection
-  Gifts
-  Shopping
-  Water bottles

✚ Snacks

✚ Accessible banking services

▪ **COSTING**

Transports			Accommodation(food & beverages)			Venue(Meeting room)	
PP(1day)	PP(10Days)	200 persons (10days)	PP(1day)	PP(10Days)	200 persons (10days)	1 Day (200Persons)	10 Days (200Persons)
40\$	400\$	80000\$	400\$	4000\$	800000\$	5000\$	50000\$

TOTAL: 930000\$

❖ VAT=18% $\Rightarrow 930000 * 18/100 \Rightarrow 167400$$

❖ PROFITS= 10% $\Rightarrow 930000 * 10/100 \Rightarrow 93000$$

❖ **GRAND TOTAL: 1190400\$**

Question 2

A) Wedding Ceremony Reception

Event proposal name: Kelly and Benitta wedding reception

Introduction

This wedding ceremony of Kelly and Benitha, will took place in Kigali City at 25th December 2023.

Ideally positioned in the centre of Rwanda, Kigali extends across several hills and valleys, with good road links to the rest of the country. The verdant capital city is pleasantly low key yet dynamic and progressive, with just over one million inhabitants.

First-time visitors to the bustling and colourful centre often remark how clean the streets are, a matter of pride across every community throughout the country

THE REQUIREMENTS

- 1) Venue
- 2) Transportation
- 3) Foods and beverages
- 4) Protocols and gifts
- 5) Staffs
- 6) Entertainment
- 7) Photographer

BUDGETING DETAILS

VENUE BUDGET

Items	Quantity	Price per unit	Total	In	Rwandan
			Francs		
Wedding ground	1	400000	400000		
Tent	3	100000	300000		
Chairs(VIP)	20	1000	20000		
Plastic chairs	200	500	100000		
Venue setting	5	15000	75000		
			Grand		895000
			total		

TRANSPORTATION

Item	Quantity	Price per unit	Total in rwf
Cars V8	5	100000	500000
BUS(COASTER)	7	200000	1400000
Lorry	1	100000	100000
Fuels Bus	Full tank	80000	80000
V8	Full tank	50000	50000
LORRY	Full tank	100000	100000

Drivers All	13	20000	260000
		Grand total	2490000RWF

FOOD AND BEVERAGES

Items	Quantity	Price per unit	Total in rwf
Stater(Buffet)	220	2500	550000
Main dish(Buffet)	220	4000	880000
Dessert(Buffet)	220	3000	660000
Cocktails of soft drinks	220	2000	440000
		Grand total	2035000

PROTOCOLS AND GIFTS

Items	Quantity(persons)	Price per unit	Total in Rwf
Decoration	5	10000	50000
Gifts design	50	3000	150000
Budges	20	800	16000
Dressings	20	7000	140000
Installations	3	12000	36000
Technical and system	2	50000	100000
		Grand total	492000

STAFFS

Items	Quantity(persons)	Price per unit	Total in RWF
Waiters	5	30000	150000
Cookers	7	10000	70000

MC(Master of Ceremony)	1	70000	70000
DJ	1	40000	40000
		Grand total	330000

ENTERTAINMENT

Items	Quantity	Price per unit	Total in RWF
Entertainer (Yveryy)	1	200000	200000
Ambassador choir	1	310000	400000
		Grand total	600000

PHOTOGRAPHERS

Items	Quantity	Price per unit	Total in RWF
Camera man	1	100000	100000
		Grand total	100000RWF

WEDDING BUDGET ALLOCATION

ITEMS	AMOUNT IN RWF	
VENUE	895000	
TRANSPORTATION	2490000	
FOOD AND BEVERAGES	2035000	
PROTOCOL AND GIFTS	492000	
STAFFS	330000	
ENTERTAINMENT	600000	
PHOTOGRAPHER	100000	
GRAND TOTAL		6942000 RWF

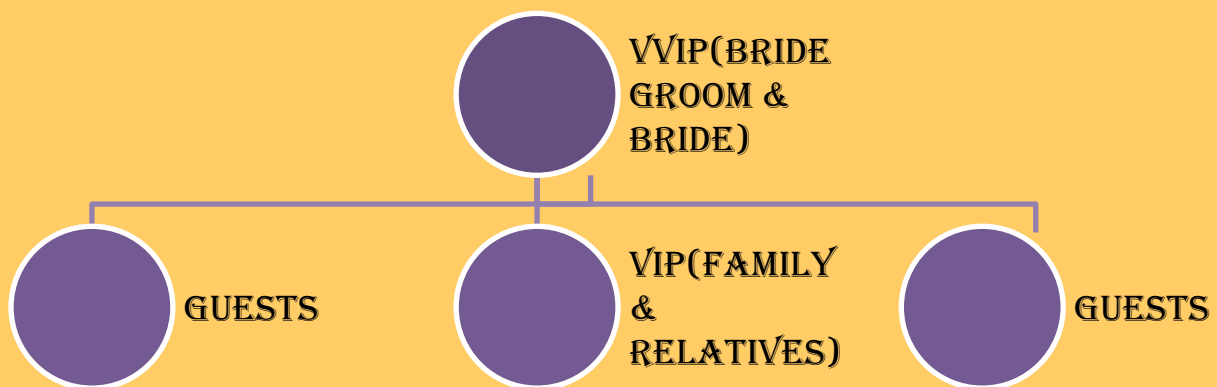
THE TABLE REPRESENTS VAT AND PROFITS

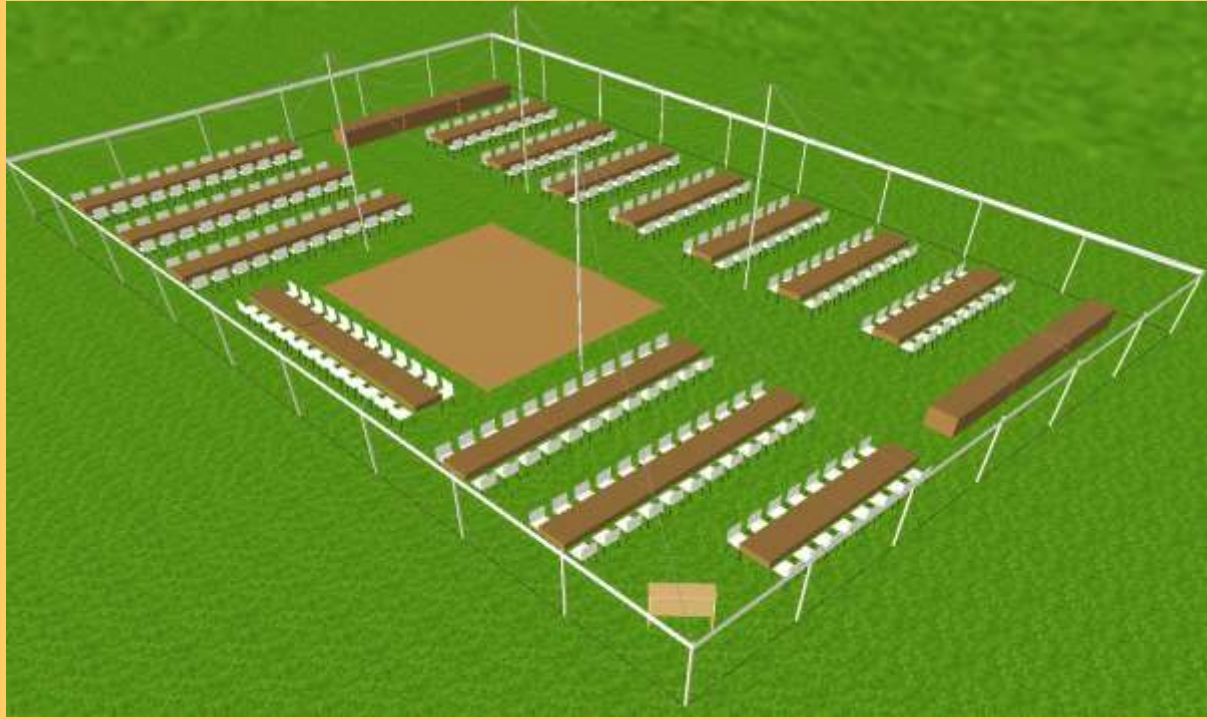
VAT(Value Added Tax) 18%	PROFITS 10%
VAT=6942000RWF*18/100	P=6942000RWF*10/100
VAT=1249560RWF	P=694200RWF

TOTAL AMOUNT TO BE PAID BY BENITHA AND KELLY FOR WHOLE EVENT

ITEMS	AMOUNT IN RWF
TOTAL ALLOCATION	6942000
VAT	1249560
PROFIT	694200
GRAND TOTAL 8885760RWF TO BE PAID	

b) With drawing, illustrate the seating arrangement that you plan to use in your venue





End!