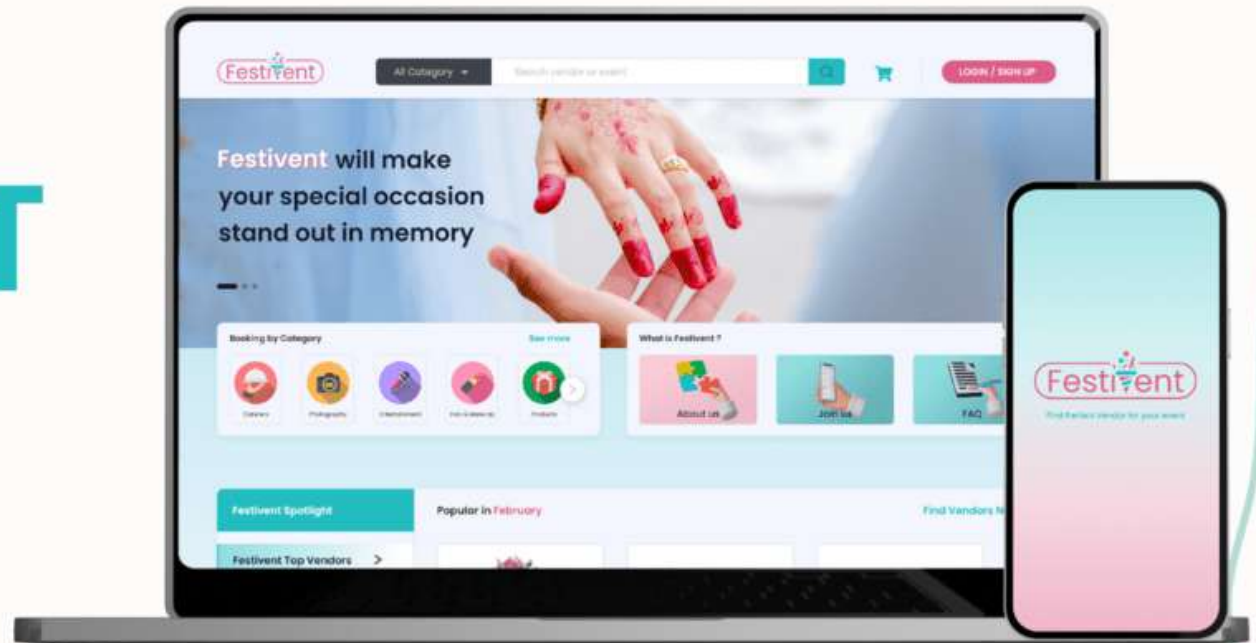


# FESTIVENT

Festivent Group Enterprise (RA0093272-P)



# CASE STUDY

## PROBLEM STATEMENT





# THE EVENT PLANNING CHALLENGE

- **Customers struggle to find suitable event vendors.**
- **Deposits and full payments pose refund concerns.**
- **Risk of no-show vendors and unsatisfactory services.**



# REAL WORLD CASE STUDY

**The Star**  
StarPlus News Asean+ Business Sport Metro Lifestyle Food Tech Education Opinion Video

TOPICS : StarExtra Flood Alert StarESG Urban Biodiversity True or Not SOBA 2023 Covid-19 Watch

## Bride-to-be scammed after wedding planners go MIA

By JUSTIN ZACK

NATION #  
Monday, 07 Feb 2022

KUALA LUMPUR: Two wedding scam victims filed a police report that her wedding planners have anything to show for it.

The victim reported that she was conned by two wedding planners who had taken her RM20,000 deposit and disappeared.

**The Star**  
StarPlus News Asean+ Business Sport Metro Lifestyle Food Tech Education Opinion Video

TOPICS : StarExtra Flood Alert StarESG Urban Biodiversity True or Not SOBA 2023 Covid-19 Watch

## Kota Kinabalu caterer loses over RM23,000 in business deal scam

By STEPHANIE LEE

SABAH & SARAWAK  
Saturday, 03 Jun 2023  
7:19 PM MYT

KOTA KINABALU: A caterer lost over RM23,000 after getting cheated over a business deal recently.

The victim, a man, had received a call from a person impersonating to be a member of the armed forces, claiming that there was a three-day event and that they needed food catering.

**SOCIAL STORIES**

## M'sian Scammed By Party Decorating Company After They Cancelled Event & Refund

Published 1 year ago July 11, 2022  
By Hariz

WhatsApp chat conversation showing a scammer asking for a QR code to transfer money. The scammer claims to be a member of the armed forces and needs food catering for a three-day event. The victim has transferred the amount and is asking for a receipt.

Photo showing hands holding a QR code card at a party, illustrating the scammer's request for a QR code to transfer money.

# OUR COMPANY



Find Perfect Vendor For Your Event

INTRODUCING FESTIVENT:

# TRANSFORMING EVENT VENDOR SERVICES



## Customers

- Addresses vendor-finding challenges.
- Refund eligibility
- Premium vendor services.



## Vendors

- New revenue stream.
- Wider customer reach.
- Secure bookings.

# OUR VISION AND SOLUTION



**Streamlined booking experience.**



**Diverse budget-based event options.**



**A win-win scenario for both vendors and customers**

# HOW FESTIVENT WORKS?







# ELEVATING EVENT PLANNING FOR CUSTOMERS

- **Free bookings, and secured transactions.**
- **Simple selection, booking, and secure payments**





# EMPOWERING VENDORS TO SUCCEED

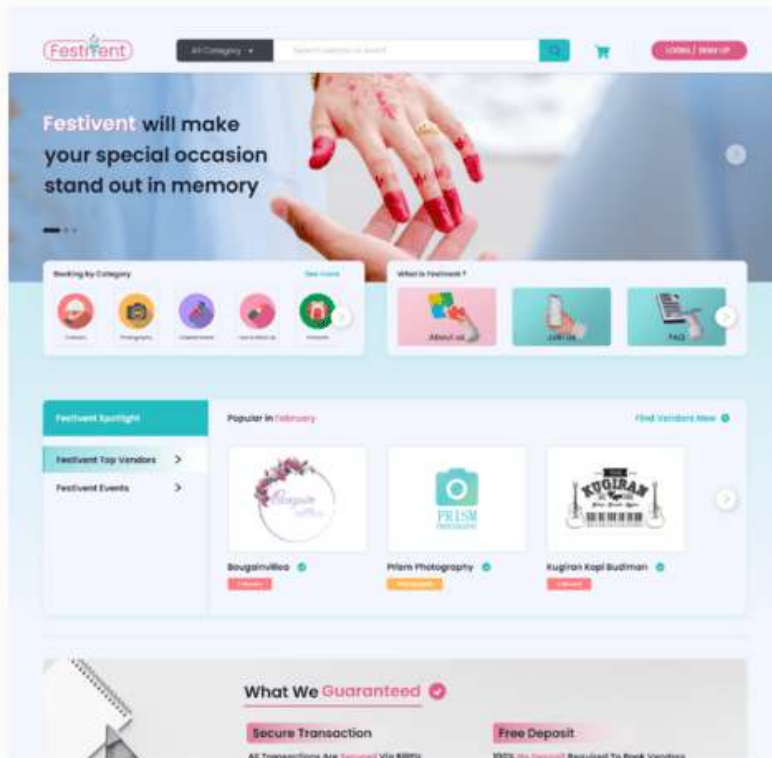
- Robust vendor management system.
- Personalized sales page.
- Automated notifications and reminders.
- Delivery services.
- Profits from bookings.
- Ranking System.



# SEIZING THE EVENT VENDOR MARKET POTENTIAL



\*Note: Data excludes private events



# WHY US ?

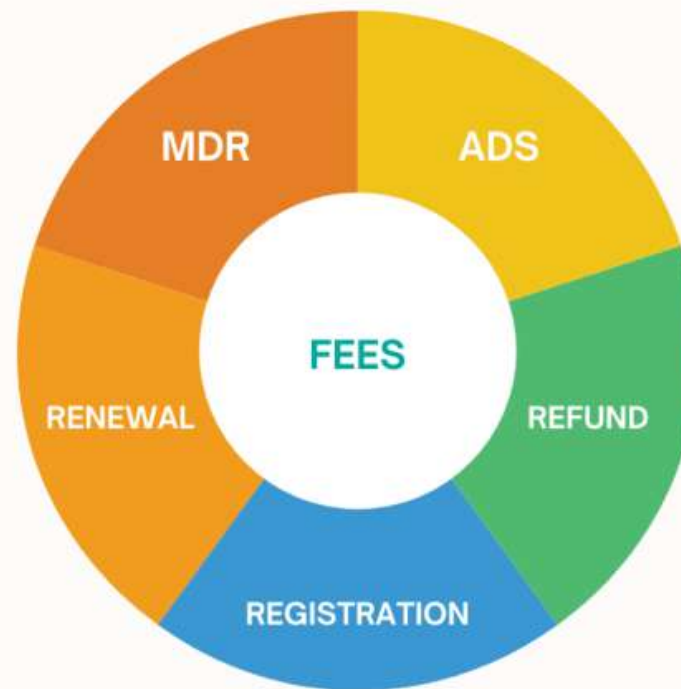
What Makes Us Unique and Competitive

# WHAT MAKES US UNIQUE AND COMPETITIVE

- **First Malaysian event service marketplace.**
- **Customization for diverse budgets.**
- **Wide range of event categories.**
- **Refunds for both parties.**
- **Single booking open to multiple vendors.**
- **Vendors designated as primary or backup.**



# UNVEILING OUR INCOME GENERATION STRATEGY



# SHAPING THE FUTURE OF EVENT VENDOR SERVICES



**Elevate B2B interactions  
with event organizers**



**Marketplace innovation  
for event services.**



**Exclusive services  
from Festivent**



**Live-streaming platform  
for events and concerts.**

# THE FACES BEHIND FESTIVENT'S VISION



**SAFWAN HAKIM**  
Developer



**SYAMIN YUSOFF**  
Marketing



**AGIEB GHIFARE**  
Operation



**AIRIL NAZMI**  
Creative Design



# LET'S CONNECT AND COLLABORATE



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[Festivent-MY](https://www.youtube.com/Festivent-MY)

TELL US YOUR FEEDBACK

