



BAHRIA UNIVERSITY

MBA FINAL PROJECT



Floating Celebrations

Design and Implementation for Rawal lake

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Executive Summary

Floating Celebrations, with the concept of "Don't dream...just live it" is a project , on a main focus of changing trends, and life styles of the living with the emergence of innovative new taste look with the little integration of traditional styles of celebrations. The concept of Floating Celebrations is not new as many of the countries have being celebrating their event through this project, but it is really new in the Pakistan market and this concept has not being generated before. This project deals with the celebration of events on a Cruise providing the customers with all kinds of facilities as provided in halls and other hotels for the special events like birthdays, weddings, musical shows, meetings, lunch or dinner parties, etc.

This report presents the detailed introduction of the Floating Celebrations project that is to be introduced in the Rawal Lake Islamabad mainly targeting the people of Islamabad as it is the capital of Pakistan and the home of elite class people who are easily adoptable to changes and are very conscious about their events. This report discusses the main goals and objectives on which the complete project is based on with the clear definition of the mission and vision statement. Further, the report indicates the marketing plans and actions that can be utilized for the execution of the unique and creative project in the business market of Pakistan targeting elite class people of Islamabad after the deep analysis of business market by analysts and management consultants.