

# *Princess Tea Party Business*

## Alternative Ways to Launch Your Business without Leasing Space on Your Own

If you love the idea of a weekend Princess Tea Party business, but are not prepared to lease a space right away, there are creative options available which allow you to get started and develop a clientele.

If you do a great job and deliver on your all-inclusive, hassle free promise, your clientele will follow should you choose to lease a space. Why wouldn't they?

Regardless of where the parties are held, the party packages and features are most important, and have to be well defined and consistent, distinguishing your parties from any others.

Your job is to make a princess dream come true for a little girl in a happy atmosphere, by offering simple, all-inclusive, hassle free services.

Parents will be thrilled by giving a unique birthday experience for their child and will still pay you well for it. You don't necessarily have to be in your own space to make that happen.

Done the right way, you can really minimize the risks in starting up! Start with what you have and re-invest profits as you learn what works best for you.

***The PRINCESS TEA PARTY BUSINESS IN A BOX Handbook and toolbox is the blueprint to ensure that you get started the right way.***

Here are some good alternatives for launching your business without leasing a space on your own:

1. **Sublet during the week.** Since this is weekend business, you might find an ideal space for your business, however, only securing the space if you have a firm commitment from another **weekday oriented business** to sublet the space from you during the week when you won't use it. This should be something compatible like a sewing or arts and crafts, tutoring, photography studio, or a like business. Something that can be rearranged easily to accommodate your weekend party business. It is reasonable that you may be able to collect enough rent by subletting to make it work for you.
2. **Search for a Shared Space.** Again, based on your needs for weekend use, you may be able to arrange a sublet **from someone** else who operates during the week, and would be delighted to share space on weekends and generate a little income from it. Some examples might be cafes,

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restaurants with small side rooms, small meeting rooms, the local YMCA, Community Rec Centers, retail stores with flexible space, kids, gyms, dance and ballet studios, hotels, inns, etc. Your food preparation facility will determine your menu, and you need to be mindful of health and sanitation restrictions.

3. **Go Mobile.** Many party venues offer **PARTIES ON THE GO** to their customers and this approach has already gained market acceptance. The most likely scenario involves transporting all party related inventory and accessories to the location, setting up and breaking down when the party is finished. I have offered this service on a select basis to higher end clients, and it is a very feasible approach. In pursuing this, you might focus on higher end clientele and charge higher prices since you may not be able to book as many parties as you would if customers were coming to you. You might also think about setting up a “Princess Party Bus”, with much of the equipment set up inside to make transporting easier.
4. **Operate from a Home Based Venue.** This is somewhat the same as if you were leasing a space, however I recommend it **only** if your home is set up in such a way to have a clearly defined space to hold your parties. It means you would really need to be organized and prepared to have lots of kids and parents in the house on weekends, but the number of bookings you take is strictly up to you and your financial goals. It may be a quicker way to reach a point where leasing a space fits your business plan.
5. **Start Children’s Enrichment Etiquette Courses.** This is geared to younger children, ages 6+, focusing on **the basic building blocks of appropriate behavior** in social situations. It introduces the concept of cause and effect in relation to their interaction with others. Parents are always interested in enhancing the social skills of their children, and we have found they learn best with their peers. This does not require much of a facility except for table and chairs, for a classroom type set up. Princess Tea Party Business also offers the Etiquette Training Handbook, which is easy to use and requires no formal training on your part, just a love for children.

There definitely is flexibility in choosing how to host your Princess Tea Parties or Etiquette Classes that best fit your start-up budget. Your offering in terms of party packages or Etiquette sessions is the same regardless of whether you are in a permanent location or not.

## ***Flexibility is the beauty of this business!***

Do what is best to ensure a successful launch!

This is a wonderful business that can provide supplemental income if that is your goal, with lots of growth potential without requiring a large start-up investment.

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You'll need to make some investment in dress inventory, business set-up, accessories, and other items, but with hard work and determination it can be started on a tight budget and you'll recoup your investment quickly.

The PRINCESS TEA PARTY BUSINESS IN A Box, and Etiquette Handbooks are just about all you need, regardless of venue.

As with any business endeavor, be sure to check with your local licensing agencies to make sure you meet all requirements.



Lisa Zakar is a wife and mother of 3. She is the owner of Lisa Rose, a popular Princess Tea Party venue. She has a 17 year track record in the Princess Tea Party business. Lisa had a 10 year history in higher end retail with Nordstrom before launching her business. Lisa Rose is an award winning party venue with Best of Honolulu/children's parties/Honolulu Magazine, and, Winner of Best Children's Parties/Island Parent Magazine. Lisa Rose has locations in Honolulu and Cornelius, North Carolina.

