

Marketing Study

The Hiding Place Banquet Hall seeks to promote itself as more than an upscale caterer for the Arlington Heights area. With its upcoming addition of an upscale event venue, it will be able to offer full services event planning and vendor services. Its image will be represented through visual elements and its high quality of service. We seek to expand sales significantly, doubling over the next three years via implementation of this integrated marketing plan.

We are looking to ease the worries of private and corporate event planners by providing an upscale one stop shop solution for everybody needs. We are looking to target the corporate market, non profit market and the private market.

The corporate market is all the businesses which hold at least one off site event each year and a lot of meeting all year long.

Whether entertaining the press, clients or board members, businesses require professional execution, delicious food and drinks, and easy understanding between the event managers/ caterers and their business objectives for the event.

Private market, all the people in the area and also other areas are constantly looking to host their event. Their special day, birthday party, wedding reception or anniversary. In these special moments you need someone to feel and know what are you looking for and make it easy on you by creating your menu, drinks helping with the whole event, leaving you no worries, all we count on is people leaving satisfied and ready to host their next event with us.

The non profit market is defined as non profit organizations which hold at least few off site events each year. Very price conscious the non profit market looks for in kind donations and discounted services whenever possible.

The Hiding Place will create a temporary competitive edge in Arlington Heights area by becoming a true one stop shop for all inclusive events. Clients will not have to work with multiple vendors, but can work directly with us to organize their event needs.

Currently, competitors in the area, do not offer same combination of upscale catering, flexibility of different cuisine, flexibility of event size, beautiful venue which we will be able to offer.