

# A Marriage of Convenience for Middlesex Hire Business

North London-based marquee hire company Avari Events has seen bookings soar since the business started to cater for pre-wedding events, particularly popular amongst Asian families.

Upesh Patel started Avari Events just over six years ago, offering a complete service for weddings, which ranged from marquees with all internal decorations, plus music, entertainment and catering. Business began to boom, however, when the local business man spotted an opportunity to hire out marquees for pre-wedding functions, keeping the company busy during the week a typically quiet time for wedding suppliers.

Over 70% of our marquee business now comes from 'Mendhi' nights, a pre-wedding celebration that is similar to a hen party and well known for the females of the house decorating their hands with henna.

Starting out with just three marquees, Avari Events now offers a choice of over 20 marquees that can cater for events of any size along with everything from lighting to flooring and furniture. The business has built a strong reputation in Edgware in North London with many customers returning to the company again and again for birthday celebrations, anniversaries, religious occasions, charity events, BBQs and many more.

Upesh Patel, owner of Avari Events, said: "When we started offering marquee hire for weddings we were overwhelmed with the positive response and quickly realised that there was a demand for marquee hire for the functions held in the days leading up to an Asian wedding. It can become very costly for couples and their families to cater for all these events, so hiring a marquee is ideal as it saves money on hiring a venue and can bring the cost down by at least 15 per cent."

Upesh benefited from the start-up support on offer from Gala Tent, one of the UK's leading designers and manufacturers of marquees and gazebos. By becoming an approved Gala Tent hire business, Avari Events, receives priority sales leads, automatic discount off every purchase, exclusive offers throughout the year that are available to members only and ongoing support with marketing.

Upesh added: "We chose to use Gala Tent marquees after visiting the company's showroom in Yorkshire and seeing the quality of their products. Since then we've only ever used Gala Tent marquees and we've always been impressed by how they're continually improving and innovating their products. We also like the fact that it is very easy to order their products and their next day delivery service has really helped us."

Jason Mace, Managing Director of Gala Tent said: "Marquees are proving extremely popular for Asian weddings, which tend to be large, vibrant celebrations, where decoration and individuality is all important. Marquees offer a great deal of flexibility as there are no restrictions on decoration, as there would be in a function room or other venue, and couples are free to choose their preferred catering supplier."

