

***“At this modern climate where every organisation is obsessed with outsourcing to obtain comparative advantage, individuals too have turn to outsourcing to materialise dreams which with their own limited effort, will never see the light of day...”***

To:  
Jonathan Goh  
Wedding Acts

24 June 2004

Dearest Jonathan,

Perhaps it is appropriate to begin this letter with an immense heartfelt gratitude from the both of us to you for making our wedding an intensely memorable one. Which till today, our colleagues and friends are still talking about it. It is certainly not the most lavish wedding, nor is it the most exotic. It is neither star-studded with celebrities nor flooded with paparazzi for a day of fame.

But it is certainly the most beautiful and romantic wedding anyone has ever been to. For the first time perhaps, no one cares too much about the food, about the parking spaces or chatting up with friends whom you only meet occasionally at events like weddings. They have witnessed what a proper wedding should be, which is not an event where gluttons fight over the biggest bowl of shark's fin.

It was a relatively small but solemn wedding, sparkled with generous touches of romance and mystic. We have comments from people who thought that this is what a serious wedding should be like. The decoration, the music, the lighting, the smoke, the mist, the leaves, the smell, all reeked of exquisite tastes and class. Those who attended the wedding thought it cost us more than what we actually paid.

And all these could not have been possible without you, Jonathan.

As a wedding planner, you have proved your mark certainly. Your talent and taste are unquestionable. You being surrounded by talented people is clearly not a coincidence either. It was perhaps the best \$2,000 we ever spent on any service. And frankly, you should start charging more for your subsequent couples.


But it is you, as a friend, who has proved more worthy than your work. Your diligence, your eye for details, your reassuring words, and your delivery gave us tremendous confidence that everything would turn out fine eventually. Those late nights especially when you accompany us to meet up with the various stakeholders did not go unnoticed, I can assure you. With our never-ending list of demands and changes, we were quite sure you have found our \$2,000 extremely painful to earn. Still, your service was nothing short of excellent.

Before you, nobody we know believed in the merits of a wedding planner. After witnessing our wedding, they become concerned with whether they can afford a wedding planner, not what a wedding planner can do. Having little idea of how much we actually spent on the wedding, our colleagues are still spreading the words that our wedding was expensively romantic and unique. This was the magic you have delivered to us by your hands.

I think my praises must stop here, lest your wife thinks I may be having a crush on you. We sincerely hope more couples will come your way and enjoy the merits of your excellent work. Had it not been for you, we are certain our memories of our wedding will never be as beautiful.

Thank you very much for going through this with us. Thank you.

Yours sincerely,

  
  
**Jen & Lily**