

DEAD OR ALIVE
MEDIA ARTS INTERNATIONAL



BUSINESS PLAN FOR INVESTORS



Why Start a Media Production Business?

A media production company requires moderate start – up capital, but it is indeed a very profitable venture to go into especially where the *demographic composition* has enough young adults within the *age range of 16 – 35 years*. This group of people *are ready to buy what is excellently produced* and which touches on a theme which they understand.

What Does It Take to Start a Media Production Business Successfully?

Much more than being skilled in creative artistry, video production or mixing sounds, or even having the required capital to set up a music recording studio, you would also need to be socially inclined if you must truly do well in this kind of industry. Dead Or Alive Media Arts International® (DOAMAI) is able to go all the way to promote artists that sign under our label. *The truth is that, once you are able to raise one celebrated music superstar under your label, you will struggle less to have artists to work with. As a matter of fact, you will be screening artists so that you can work with only the best.*

Media Production Industry Overview

Media and the music production business are without a doubt a thriving business group that has loads of players making huge profits within the industry. ***One thing is certain, if a music production company can successfully produce a major hit song / album, it wouldn't be too long before musicians and corporate organizations (for commercials and jingles) come calling from all over the UK, United States and beyond.***

Statistics have demonstrated that the global music industry revenue was estimated at 15 billion U.S. dollars in 2013. Statistics also show that in 2013 the three largest markets in the music industry, measured by the revenue they generated were the USA, Japan and Germany.

The Media and Music production industry is indeed witnessing a steady growth over the years especially in developed countries such as the United States. Though for some underdeveloped countries where piracy is still on rampage, the growth is a bit redundant.

One good thing about starting a media or music production business is that even if you decided to start it in the United Kingdom, United States or EU, your potential market will not be restricted; the world will be your oyster. This is thanks to the emergence of the internet that has made the world a global village, with its own virtual high street, replete with vendor stalls as domains.



Executive Summary

Dead Or Alive Media Arts International® is based in Bristol, United Kingdom. Our aim is to work in tandem with both established and upcoming musical artists and record labels in the UK, USA and other countries around the world to produce excellent music that can compete with the best in the industry. *Although we are situated in Bristol, UK, we have an active presence in New York; we also position our agents in strategic cities in the UK and Europe* to help us source for production deals.

Dead Or Alive Media Arts International® is not just about music production, we ensure that we play our part in marketing and promoting any project that we produce. Our mission is to become one of the leading media and music production companies in the UK and in the future to compete with the leaders in the music, arts and media business in the UK and on a global platform.

We are quite aware that a standard music production business requires a huge capital base especially for the purchase of world – class studio equipment (music production devices), which is why we already have secured a professional 24 – 48 track analogue and digital recording studio where we can work on any project we are undertaking. **We would like to secure plans for a steady flow of cash from private investors who are interested in working with us.** We can confidently say that we are ready to take on any challenge that we encounter in the industry.

Our team comes from a pool of talented and highly creative people with ears for good music and visual arts in the UK, EU and the US. We make sure that we take on members of our team because they can meet the expectations of our mission, and are more than competent to compete with other players throughout the globe.

At Dead Or Alive Media Arts International® our client's best interests come first and everything we do is guided by our values and professional ethics. We ensure that we hold ourselves accountable to the highest standards by meeting our client's needs precisely and completely. We cultivate a working environment that provides a human, sustainable approach to earning a living, and living in our world, for our partners, employees and for our clients.

Dead Or Alive Media Arts International® is a company started by Michael Meldru. Michael has been an engineer, designer, and a producer of music and video throughout a 30+ year career. Michael has cut his teeth in the arts and music industry both at national and international levels. He has appreciable years of experience working with some of the leading international music production companies in the USA, UK and EU prior to starting DOAMAI.



Our Product and Services

Dead Or Alive Media Arts International® offers a variety of services within the scope of the music industry. Our intent is to make profits from the music industry and we do all that is permitted by the law to achieve our aims and ambitions.

Our business offerings are listed below:

- Music Recording
- Music Video Shoots
- Sound Production
- Studio Session
- Marketing and Sales Music
- Setting up of Recording Studios for Clients
- Music / Sound Consultancy and Advisory Services

Our Vision Statement

Our vision is to become a highly recognised media and music production company globally.

Our Mission Statement

Our mission is to become one of the leading media and music production companies in the UK and in the future to compete with the leaders in the music, arts and media business in the UK and in the global arena.

Our Business Structure

The fact that we are to compete with other leading media and music production companies worldwide means that we must build a business structure that can support our business goal.

We ensure that we take on board people that are qualified, hardworking, creative, customer centric and willing to make the effort to build a prosperous business benefiting all the stake holders; the owners, workforce, and customers.

As a matter principle, profit-sharing arrangements will be made available to all of our staff and it will be based a cooperative system.



Below is the business structure planned for Dead Or Alive Media Arts International®;

- Chief Executive Officer
- Entertainment Lawyer / Legal Secretary
- Studio Manager
- Music / Record Producer
- Sound / Recording Engineer
- Admin and HR Manager
- Marketing and Sales Executive
- Accountant
- Front Desk Officer

ROLES AND RESPONSIBILITIES

Chief Executive Officer:

- Increases management's effectiveness by recruiting, selecting, orienting, training, coaching, counselling, communicating values, strategies, and objectives, assigning accountabilities, planning, monitoring, and appraising job results, developing incentives, developing a climate for offering information and opinions.
- Creating, communicating, and implementing the organization's vision, mission, and overall direction.
- Responsible for signing checks and documents on behalf of the company
- Evaluating the success of the organization

Entertainment Lawyer

- Responsible for drawing up contracts and other legal documents for the company
- Advise artists and the organization accordingly before production begins.

Legal Secretary

- Welcome clients at meetings with lawyer, greeting them in person, on the telephone; answering or directing inquiries.

- Produce information by transcribing, formatting, inputting, editing, retrieving, copying, and transmitting text, data, and graphics; coordinating case preparation.
- Provide historical reference; develop and utilize data filing and retrieval systems; recording meeting discussions; maintaining transcripts; documenting and maintaining evidence.
- Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.

Studio Manager

- Responsible for tracking hours during studio session and billing clients.
- Responsible for managing the company's recording studio, maintain digital and analogue stock, placing orders, evaluating new products, Maintenance of equipment.
- Part of the team responsible for selecting the songs that will be promoted and the songs that will be sold as singles.
- Handles any other responsibility as assigned by the Chief Executive Officer

Music / Record Producer

- Responsible for recording and producing music for music artists and clients
- Part of the team responsible for selecting the songs that will be promoted and the songs that will be sold as singles as well as the order the songs will play in throughout the album.
- Involved in concept of a production, and as an advisor and inspiration to artists.
- Responsible for design and referrals for album cover for music artists
- Handles any other responsibility as assigned by the Chief Executive Officer

Sound / Recording Engineer

- Responsible for handling any sound related job for the company; help to achieve certain specific sounds or effects necessary for a production. Maintenance of Equipment.
- Responsible for mixing and producing beats and sounds for our clients; work with producer to mix the songs into the final version for the project.
- Part of the team responsible for selecting the songs that will be promoted and the songs that will be sold as singles.

Admin and HR Manager

- Responsible for overseeing the smooth running of HR and administrative tasks for the organization
- Maintain office supplies by checking stocks; placing and expediting orders; evaluating new products.
- Ensures operation of studio equipment by completing preventive maintenance scheduling; calling for repairs.
- Define job positions for recruitment and managing interviewing process
- Carry out staff induction for new team members, training, evaluation and assessment of employees
- Responsible for arranging travel, meetings and appointments
- Regularly hold meetings with key stakeholders to review the effectiveness of HR Policies, Procedures and Processes
- Facilitate and coordinate strategic sessions.
- Work directly with clients in a non-advising capacity, such as taking questions, scheduling appointments and making sure all client and staff concerns are properly taken care off
- Oversee the smooth running of the daily office activities.

Marketing and Sales Executive

- At Post production, and if required during production, our marketing team will market and promote the product.
- Identify, prioritize, and reach out to new partners, and business opportunities
- Identify business opportunities; follow up on development leads and contacts; participate in the structuring and financing of projects; assure the completion of projects.
- Responsible for supervising implementation, advocate for the client's needs, and communicate with clients and artists
- Develop, execute and evaluate new plans for expanding and increasing sales
- Document all client contact and information
- Represent the company in strategic meetings
- Help increase sales and growth for the company

Accountant

- Responsible for preparing financial reports, budgets, and financial statements for the organization
- Provide management with financial analyses, development budgets, and accounting reports; analyse financial feasibility for the most complex proposed projects; conduct market research to forecast trends and business conditions.
- Responsible for financial forecasting and risks analysis.
- Perform cash management, general ledger accounting, and financial reporting for one or more projects.
- Responsible for developing and managing financial systems and policies
- Responsible for administering payrolls and Ensure compliance with taxation legislation
- Have knowledge of all financial transactions of the company
- Serve as internal auditor for the company

Client Service Executive (Field Agents)

- Ensure that all contacts with clients (e-mail, in person, SMS or phone) provide the client with a personalized client service experience of the highest level
- Through interaction with clients on the phone, use every opportunity to build client's interest in the company's products and services
- Manage administrative duties assigned by the Marketing Manager in an effective and timely manner
- Consistently remain informed of any new information on the company's products, promotional campaigns etc. to ensure accurate and helpful information is supplied to clients when they make enquiries

Front Desk Officer

- Receive Visitors / clients on behalf of the organization
- Receive parcels / documents for the company
- Handle enquiries via e-mail and phone calls for the organization
- Distribute mails in the organization
- Handle any other duties as assigned my the line manager



SWOT Analysis Business Plan

Dead Or Alive Media Arts International® (DOAMAI)

- **Strength:**

Our core strength lies in the power of our team and availability of the state of the art music studio and its associated equipment that we already have available. We have a team that can go a long way to give our clients value for their money; a team that can produce world class musical recordings and mixes along with very excellent videos. We are well positioned and we know we are an attractive team of professionals who have satisfied our clients from the first day we opened our production company for business. ***Another strength is the Safety copy #05 of David Bowie's 1975 "FAME" in our library available for use in the remaking of a derivative using all or some of the tracks.***

- **Weakness:**

As a newer global production company, it might take some time for our organization to break into the market and attract some well – established music artists to sign under our label; that is perhaps our major weakness. Another weakness is that we may not have the required cash to promote our business the way we would want to.

- **Opportunities:**

The opportunities in the international media, arts and music industry are massive and we are ready to take advantage of any opportunity that comes our way. *The opportunity to invite artists to be a part of a project using Bowie's 1975 "FAME" is an attractive opportunity, for both emerging and established artists alike.*

- **Threat:**

Technology and the internet are both key tools for the advancement and gains achieved in the music industry, but they can also pose a threat to the industry. The truth is that with the advancement of technology, it is now easier for individuals to mix up their sounds and even form videos and soundtracks with the help of video and music production software applications.

So also, just like any other business, one of the major threats that we are likely going to face is economic downturn. It is a fact that economic downturn affects purchasing / spending power. Another threat that may likely confront us is the arrival of a new music production company in the same location where our target market exists and who may want to adopt our business model.

MARKET ANALYSIS

- **Market Trends**

Entrepreneurs venturing into the entertainment, media, arts and music industry are usually coming in with **novel, creative, transferable business skills**. The fact that revenue is tight in the industry does not in any way alter the fact *that many recently established production companies are declaring profits year in year out.*

The trend in the media, arts and music production industry is that most music production companies are trying as much as possible to recreate themselves on a regular basis and also to be on top of their game. This is so because it is easier to find **music production software applications** that a newcomer to the process, especially from the younger generation, **can make use of to produce a solid, masterful and unique composition or music video that is ready to go to market.**

- **Our Target Market**

When it comes to music and media production, *there are no limits or exemptions as to who you can market your services to.* There are loads of people out there who are interested in releasing a single, a music video or even a full musical album. There are *corporate organizations* that need the services of a standard media and music production company to help them *produce jingles or soundtracks, advertisements and promotions.* There are *authors* who need the services of a music production company to help them *produce audio books* and the list goes on.

Over and above, our target market as a media / music production company, cuts across people of different classes and people from all walks of life and corporate organizations.

In view of that, we have created strategies that will enable us to reach out to various corporate organizations and individuals who we know will appreciate and value our services. We have conducted market research and surveys to ensure that our media and music production company is well placed in the market place.

Below is a list of the people and organizations that we will specifically market our services to;

- Music Artists
- Record Labels
- Advertising Agencies
- Corporate Organizations
- Churches
- Radio and TV stations



Our Competitive Advantage

We are aware that there is stiff competition in the media and music production industry; hence we seek to engage some of the best business developers to handle our sales and marketing.

Dead Or Alive Media Arts International® might be a new entrant into the media and music industry, but we are coming into the industry with core professionals and of course a standard world – class recording studio with some of the best equipment in the industry.

Lastly, our employees will be well taken care of, and their welfare package will be among the best within our category (start-up production companies) meaning that they will be more than willing to build the business with us and help deliver our set goals and achieve all of our aims and objectives.

SALES AND MARKETING STRATEGY

The media and music production business is not a business like retail products, which is why we must do all we can to maximize any opportunity that comes our way. Our sales and marketing team will be recruited based on their knowledge of and experience in the music industry and they will be well equipped to meet their targets and the overall goals of DOAMAI.

We will also ensure that our excellent media and music production / top class music choices speak for us in the market place; we want to build a production company that will leverage on word of mouth advertisement from satisfied clients / artists.

Our business goal is to have our production company become one of the top 10 production companies in the world, which is why we have mapped out strategies that will help us take advantage of the available market and grow to become a major force to reckon with on the world stage.

Dead Or Alive Media Arts International® is set to make use of the following marketing and sales strategies to attract clients;

- Introduce our business by sending introductory letters alongside our brochure to organizations and key stake holders in the media/ music industries in the UK, EU and USA.
- Advertise our business in relevant entertainment magazines, newspapers, TV stations, and radio stations.
- Attend relevant international and local media/music expos, seminars, and concerts et al
- Create different packages for different categories of artists, authors and corporate clients in order to work within their budgets and still produce top notch music, videos, jingles, audio books and soundtracks for them.
- Leverage on the internet to promote our business, maintain an active Web presence.
- Engage in direct marketing approaches, and internet based, retail promotion.
- Encourage word of mouth marketing from our loyal and satisfied clients

Sources of Income

Dead Or Alive Media Arts International® is established with the aim of maximizing profits in the media and music industry and we are going to go all the way to ensure that we do all it takes to attract clients and artists that will sign under our label.

Dead Or Alive Media Arts International® will generate income by offering the following services;

- Music Recording
- Music Video Shoots
- Sound Production
- Studio Sessions
- Video
- Production of Jingles and Soundtracks for Organizations
- Marketing and Sales Music
- Setting up of Recording Studios for Clients
- Production of Audio Books
- Music / Sound Consultancy and Advisory Services
- Music Consulting Services

Sales Forecast

One thing is certain when it comes to music; music never dies. The demand for good music will continue to grow. This goes to show that any music production company that is known to always produce good music will continue to attract talented musical artists and that will surely translate into increased revenue generation for the business.

We are well positioned to take on the market, and we are quite optimistic that we will meet our set target of generating enough income / profits from the first year of operations and grow the business and our clientele base in the global market. We have a history already in the music production market, have analysed our chances in the industry and have been able to come up with the following sales forecast. The sales projection is based on information gathered in practice, in interviews in the field and some assumptions that are particular to start-ups.

Below is the sales projection for Dead Or Alive Media Arts International®, it is based on the location of our studio, business and other factors as it relates to record label start – ups;

- **First Year-:** £200,000
- **Second Year-:** £450,000
- **Third Year-:** £950,000

N.B: This projection is done based on what is obtainable in the industry and with the assumption that there won't be any major economic meltdown and there won't be any major competitor offering the same music production services as we do within the same location. Please note that the above projection might be lower and at the same time it might be higher.



Our Pricing Strategy

It is important to point out that, though, music studios charge by the hour, day and week so it is the responsibility of the music producer to ensure that set targets are met within the stipulated times. The more time you spend in the studio, the more money you would have to pay.

No doubt, hourly billing for music studios is a long – time tradition in the industry. However, for some types of music / record contracts, flat fees are adopted. As a result of this, Dead Or Alive Media Arts International® will charge some clients (artists) a flat fee and charge other clients (new music artists) hourly when they make use of our music studio to record their music or produce beats for their projects.

At Dead Or Alive Media Arts International® we will keep our fees below the average market rate for all of our clients by keeping our overhead low and by collecting payment in advance. In addition, we will also offer special discounted rates to start – ups, non-profits, cooperatives, and small social enterprises who engage our services to help to produce projects.

Payment Options

At Dead Or Alive Media Arts International®, our payment policy will be all inclusive and we are quite aware that different people prefer different payment options as it suits them.

Here are the payment options that we will make available to our clients;

- Payment by via bank transfer
- Payment via online bank transfer
- Payment via check
- Payment via bank draft
- Payment with cash
- Payment via PayPal

We have chosen banking platforms that will help us achieve our plans with little or no glitches.

Publicity and Advertising Strategy

We will work with a brand and publicity specialist to help us map out publicity and advertising strategies that will help us walk our way into the heart of our target market. We are set to take the media and music industry by storm which is why we have made provisions for effective publicity and advertisement of our music production company.

Below are the platforms we intend to leverage on to promote and advertise our media/music production company;

- Place adverts on both print and electronic media platforms
- Acquire placement in relevant TV shows and radio programs
- Maximize our official website to promote our business
- Leverage the internet and social media platforms; YouTube, Instagram, Facebook ,Twitter, LinkedIn, Soundcloud, Pandora, Spotify, iTunes, Badoo, Google+ and other platforms (music online forums) to promote our business.
- Offer Pro Bono services as part of our community social responsibility
- Brand all our official cars / buses and ensure that our trademark label is boldly printed in all our music album covers and CDs et al

Financial Projections and Costing

The cost of setting up a media and music production business to a large extent has reduced from what it used to be; many thanks to the advancement of technology and perhaps the internet. These days it is now easier to see people set up a music production studio in their house. All they need to do is to register a business and set up a mini studio in their apartment!

Basically, it is not expensive starting a media/music production company except for the price of setting up a standard studio. The amount required to start a production company may vary slightly from country to country. Some factors that can influence the start-up cost of a production company could be the amount needed to rent or lease a facility, the cost of the equipment you would need and the money needed to brand your business.

Essentially, these are the areas we are looking towards spending investment start – up capital on;

- The Total Fee for incorporating the Business in the UK and New York, USA – £2750
- The budget for Liability insurance, permits and license – £2,500
- The Amount needed to acquire a suitable Office facility – £25,000
- The Cost for equipping the office (computers, printers, fax machines, furniture, telephones, filing cabinets, safety gadgets and electronics et al) – £15,000
- The cost for running the music studio for 6 months – £34,750
- The Cost of Launching an official Website – £1600
- Budget for paying at least 5 employees for 6 months and utility bills – £50,000
- Additional Expenditure (Business cards, Signage, Adverts and Promotions et al) – £15,500
- Miscellaneous – £3,000

A total investment is sought in the sum of - £ 150,100

Going by the report from the research and feasibility studies, one would need about £150,000 to set up a medium scale but standard media/music production company in the UK. Here are some of the key equipment and musical instruments and effects that we have at our disposal already for our record label company; they are an investment as funding in kind of £250,000.

- Headphones
- Mixing console
- Multi – track recorders
- Microphones
- Reference monitors, which are loudspeakers with a flat frequency response
- Keyboards
- Acoustic drum kit
- Digital audio workstation
- Music workstation
- Outboard effects, such as compressors, reverbs, or equalizers
- Cables
- Pre amps
- Computers and Software
- Audio interfaces
- Monitors
- Effects racks
- CD duplicator
- CD printer
- Supply of CD



Generating Funding / Startup Capital for Dead Or Alive Media Arts International®

Dead Or Alive Media Arts International® is at the moment a private business that is solely owned by Michael Meldru and Marina Moreno. Both of them will be principals in the new business, but we welcome other partners which is why we have decided to restrict the sourcing of this start – up capital to 3 major sources.

These are the areas we intend generating our start – up capital;

- Generate part of the start – up capital from investors seeking a 7% share of the business for each investment of £75,000 (a limit of 4 investors in total = 28%) for £300,000
- Investment as Funding in kind for exclusive studio use for projects with Bernard Indeau at: Studio des Collines, owning a 20% share
- Michael Meldru and Marina Moreno, owning 52% share

BUSINESS GROWTH: Sustainability and Expansion Strategy

It is easier for businesses to survive when they have steady flow of business deals / customers patronizing their products and services generating a cash flow. We are aware of this, which is why we have decided to offer a wide range of production related services and also to work with visual and musical artists, corporate organizations and authors.

We know that if we continue to produce hit songs, albums, audio books, soundtrack and jingles, there will be steady flow of income for the organization.

Our key sustainability and expansion strategy is to ensure that we only hire competent employees, create an effective and creative working environment and offer attractive employee benefits for our staff members.

We know that if we implement our business strategies, we will grow our music business production business beyond Bristol to other countries in the EU and on to the U.S in record time.

Check List / Milestone

- Business Name Availability Check: **Completed**
- Business Incorporation: In Progress
- Renting of Office Facility: In Progress
- Building of Music Studio: **Completed**
- Intellectual Property Protection and Trademark: **Completed**
- Opening of Corporate Bank Accounts various banks in the UK and United States: In Progress
- Opening Online Payment Platforms: In Progress
- Application and Obtaining Tax Payer's ID: In Progress
- Application for business license and permit: In Progress
- Purchase of All form of Insurance for the Business: In Progress
- Conducting Feasibility Studies: **Completed**
- Generating part of the start – up capital from the founder: **Completed**
- Applications for Loan from our Bankers: In Progress
- Writing of Business Plan: **Completed**
- Drafting of Employee's Handbook: In Progress
- Drafting of Contract Documents: In Progress
- Design of The Company's Logo: **Completed**
- Graphic Designs and Printing of Packaging Marketing / Promotional Materials: In Progress
- Recruitment of employees: In Progress
- Purchase of the Needed studio / musical gadgets: **Completed**
- Purchase of the furniture, office equipment, electronic appliances and facility facelift: In Progress
- Creating Official Website for the Company: **Completed**
- Creating Awareness for the business (Business PR): In Progress
- Health and Safety and Fire Safety Arrangement: In Progress
- Establishing business relationship with key players in the industry: In Progress