

MUSIC PRODUCTION Co. BUSINESS PLAN OUTLINE

1.0 EXECUTIVE SUMMARY

- 1.1 COMPANY OVERVIEW**
- 1.2 THE MARKET**
- 1.3 MARKETING & SALES**
- 1.4 THE MANAGEMENT**
- 1.5 FINANCIAL SUMMARY**

2.0 COMPANY OVERVIEW

- 2.1 MISSION STATEMENT**
- 2.2 THE BUSINESS OPPORTUNITY**
 - 2.2.1 COMPANY DESCRIPTION**
 - 2.2.2 STUDIO DESCRIPTION & LAYOUT**
 - 2.2.3 VALUE PROPOSITION OF THE BUSINESS**
 - 2.2.4 INDUSTRY BACKGROUND**
- 2.3 CAPITAL REQUIREMENTS**
- 2.4 REVENUE MODEL & GROWTH STRATEGY**

3.0 THE MARKET

- 3.1 U.S. MUSIC PRODUCTION MARKET ANALYSIS**
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 - 3.1.2 TRENDS**
 - 3.1.3 INDUSTRY ANALYSIS**
- 3.2 TARGET MARKET ANALYSIS**
- 3.3 PROFILE OF DIRECT COMPETITORS**
- 3.4 COMPETITIVE ANALYSIS**
- 3.5 COMPETITIVE STRATEGY**

4.0 THE SERVICES

- 4.1 MUSIC PRODUCTION**
- 4.2 MUSIC PUBLISHING**
- 4.3 MUSIC MANAGEMENT**
- 4.4 MERCHANDISE LICENSING**
- 4.5 CONCERT PLANNING**
- 4.6 TO BE DETERMINED**
- 4.7 PRICING STRATEGY**

5.0 MARKETING PLAN

- 5.1 MARKETING OVERVIEW & STRATEGY**
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6.0 OPERATIONAL PLAN

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- 6.4 SUPPLIES**
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7.0 MANAGEMENT & STAFF

- 7.1 EXECUTIVE MANAGEMENT**
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8.0 FINANCING & GROWTH STRATEGY

- 8.1 CAPITAL REQUIREMENTS**
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- 8.3 GROWTH STRATEGY**
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- 8.5 EXIT STRATEGY**

9.0 FINANCIAL PLAN

9.1. REVENUE ASSUMPTIONS

9.1.1. PRICING ASSUMPTIONS

9.1.2. SALES ASSUMPTIONS

9.1.3. GROWTH ASSUMPTIONS

9.2. EXPENSE ASSUMPTIONS

9.3. USE OF PROCEEDS

9.4. PRO-FORMA FINANCIAL STATEMENTS (MONTHLY YR 1; QUARTERLY YR 2-5)

9.4.1. YEAR 1-5 PRO-FORMA INCOME STATEMENTS

9.4.2. YEAR 1-5 PRO-FORMA STATEMENT OF CASH FLOWS

9.4.3. YEAR 1-5 PRO-FORMA BALANCE SHEETS

9.4.4. YEAR 1-5 REVENUE MODEL

9.4.5. YEAR 1-5 OPERATING EXPENSE MODEL