

Basic enterprise planning (bep) report

Business, Strategy



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What planning can do for my business that a proper business plan will and can help me manage and organizes the business properly and efficiently, so that it will reach the customers demand and will build a better bigger customer base for my business. What goes to my business plan will be discussed through this report. My main plan is to open up my own business, a Music Recording Studio that offer services only, where potential customers could record music of their own likes.

By opening my business, the probability of my business to be a successful one is high, as music industry is very big. But in order for my business to run smoothly and efficiently, I will need a good and efficient business plan.

The company name for my business is Bush Production, consist of 3 workers only, and our business will runs at my house, located at No14, Spg 206-47, Jalan Ban 3, Kampung Sengkurong B, Mukim Sengkurong.

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The service offered in our business is a Music Recording Studio, where customers are able to record, or send their recording to us to be edited, to make it sound better.

To make our business, we are targeting customers that have the talent in singing, as they will be interested in making their very own songs.

My plan on how my business can grow bigger is that, when my business gain enough profit and a big customer base, my company will be looking for more potential workers to work with us, and open up another branch for my business, located at different place.

Business Objectives

Our business goals is to gain consistent profitability, have a good customer services, where we can achieve this by providing enough assistance regarding the service I have provided, and by developing consistency on my service and never forget to ask for feedbacks from customers regarding the service. Finally, to increase my knowledge and skills on both editing and making music.

Our business Mission Statement is: “ To offer you the best music service at a fair price as possible.”

Our business Vision Statement is: “ To make music industry as big as possible in our country.”

Description of products/services

What is unique about our business is that our company offers the best music recording service at the highest quality as possible, as good and full equipment for recording and software is used. The benefits to the customers who purchase our service is that they can produce music or any recording of music at its highest quality as possible.

The main reason why customers purchase our service is because customers who purchase our service is that they can record songs for their entertainment or it is their hobby, and also to make money out of it as they can post it in video or music sharing website, and to make profit out of it too.

Company name and logo

The name of this business is: “ Bush Production”.

The tagline for our business is: “ Dream. Record. Quality.”

What is meant in our tagline is, firstly potential customers have the dreams to have their own music. Second, they can ask us to create their very own songs, and lastly, we, BUSH Production will be creating their music sound as good as possible, at its highest quality possible.

Management plan

Every business owners must consist of a workers. For our business, we are consisting of 3 workers only, one working as a leader (CEO) which will be talking directly to the customers regarding their requests. The other 2 worker will be an assistant for the leader. Both these 2 workers will do the same job. They will be assigned by the leader to create or edit task as

requested by the customers, and all financial management is controlled under the CEO of this company.

Below is the chart showing the position of our company:

On our business, we offers a wide variety of choices any customer can purchase, such as offering the customer the ability to create and record a full song depending on the customer's taste and wants, or for making advertisement too. Editing a song to make it sound better is also a service that we offer. We also offer mixing and mastering music, where we blend all individual tracks to create a version of song, or combine collections of songs and turn it into an album, with good quality, by making it sound as good as possible.

Operational plan

Regarding day-to-day operation for our business, a one to one appointment have to be conducted with the CEO of this company, to discuss about their requests, so a booking system is used for this company's service.

Every business ran should have a contingency plan, where for our business, our contingency plan would be opening up a studio where customer are able to rent the studio depending on how many hours they wanted, usually for a group to go jamming and play as a band, or a school where the students are able to learn on how to play music instruments.

Marketing plan

Our target market would be potential customers at any age, the ones who can sing, especially customers who is well known because of their singing talent.

The 4 P's (Product, Price, Place and Promotion) of our business:

Service we offer (Product): Offers Music Studio Service, where customer would be able to request to make their own songs according to their preference.

Price of services that we offer: Service Price Full Song \$250 Advertisement 30 Sec \$100 Mixing Per Song \$100 Mastering 10 Tracks \$100.

Place of our business: This company will be opened in only one location.

Promotion: For promotion, to reduce the cost, we will be doing a poster where we will spread these posters through social media platform, for example:

- Instagram
- Facebook
- Twitter
- WhatsApp.

We will also make a short advertisement to promo our business, and will be advertised through radios and televisions.

Financial plan

For our source of capital will all be through our very own money, and also from family and relatives. Our targeted sales is to reach \$11, 000 revenue in total, by December 2019.