

# National music studio essay

[Art & Culture](#), [Music](#)



National Music Studio has a good reputation based on the method of teaching they used. NMS gained a good reputation as a music school with high caliber instructors who provided individualized instruction.

The teaching method used by the school was also considered unique and had led to good feedback from its students. They also provided instruction in voice training and a variety of instruments as well as in various styles of music. On top of that, NMS train their students for the Royal Conservatory of Music exams and its students, who had taken these exams, had been very successful. In general, NMS had a reputation for having a good program in modern music. NMS started a music awareness program for pre-schoolers. Several pre-schools in the twin city area had agreed to have a music instructor from NMS come to its school to conduct a program for pre-school children. This could result in children joining the NMS when they went to elementary school. They also developed good relations with the music instructors in the public schools in which many music instructors in the public schools recommended NMS to their students who were serious about music or had interests that the public school programs could not satisfy.

This, combined with student's exposure to NMS's successful pre-school program, minimized the threat to NMS from the public school music programs. Weaknesses A major weakness that NMS is facing is that the awareness of their company is low compared to other branches of larger chains. The student survey seemed to indicate that awareness of NMS in the suburbs was rather low. Only five out of 180 respondents remembered its name in the unaided recall question.

Even with prompting, only 68 of the respondents recognized the school. This problem may be caused by NMS heavily relying on word-of-mouth communication and the contacts that its instructors had established with music teachers in the public school system for stimulating demand for its services and spending relatively little on promotions. Although there's been a very positive response in terms of an increase in inquiries and registrations after Paul increases the company's promotional expenditures but NMS still has too little money for a mass campaign.

Another restricting factor for NMS was that parking has always been a problem in their current location for their store in Dartmouth in which parents could not drop off their children and do some shopping like other retail outlets. This problem is a consideration for the new branch that they were planning to add. Overall, we consider NMS a weaker company based on the evidence provided in the internal analysis. Despite the reputation that NMS has gained over the past and the awareness that they were currently building, the overall company awareness for NMS outweighs the reputation. Less than 3 percent of respondents remembered NMS name in the unaided recall question and even with prompting; only 68 of the respondents recognized the school.

Therefore, no one would recognize NMS reputation or the service they provide if customers could not name NMS on top of their head.