

# Executive summary

[Business](#)



Executive Summary – Jazz Music Industry Music industry, especially, the Jazz music industry is one of the lucrative industries today, as envisaged in the future. Customers, products and services are the key driving factors that maintain this business. It is also envisaged that, technological advancement and internet threatens the success of this industry. This paper aims at analyzing modern situations in the Music retail industry, by providing an overview of the business and the business plan. In addition, the paper shall succinctly provide the SWOT analysis and identify the key stakeholders in the business, assess the competitors and the competitive advantage, the financial plans and projections and offer a Mission /Vision Statement that determines the success of this business.

For the music industry to thrive well and secure a large market segment, it must identify itself with a tumultuous and high velocity market because of the nature of its products. In order to avail music to everyone at considerate prices, one must identify the target market and the type of music required. Jazz music originated from America, and stems from the Atlantic slave trade whereby Africans were shifted into United States. The Africans had a strong passion for traditional music and they developed their own Jazz music. They had exceptional rhythm and used various instruments that helped them create the Jazz music, for instance, piano, and violin among others (Roberts 64).

In most cases, Jazz music is played whilst drinking and dancing. Even though, most people have a desire to join Jazz music industry, there are a lot of discouragements along the way. For instance, it is pretty expensive to hire a producer or even produce and launch music. For this reason, most people end up burying their talents. This is the reason that I plan to launch a music <https://assignbuster.com/executive-summary-essay-samples-9/>

production center in order to cater and fight with such challenges. I plan to run the Music production center with my family in order to get both financial and moral support from them. The business shall exclusively deal in production of Jazz industry, because this is the only music that does not required a lot of expertise in creating and producing. Also, the technology used is accessible at considerable amounts (Roberts 64).

Within this Production center, I plan to set up a small restaurant where people will enjoy the music and delicious food. Most of the foods in the restaurant shall be Japanese traditional foods as these mints well with the Jazz music. The central aspect of the services offered will be based on the blending of the food, drinks and music. The restaurant will assist in boosting the business, financially and also market the business. I choose to work with my family, especially my father because he has some expertise in management, and myself I have passion in music, especially, Jazz music. I believe working with my family will give me synergy to maintain the business to greater levels. In order to attract and draw most customers towards the business, I will have some special offers on Food, drinks and music for those customers that come first.

In additional, I will offer free drinks once in a fortnight and during this time I will have time to advertise the business and even sell some music to them at affordable prices. Together with that, I will also arrange on having live performances from top performing Jazz artists, possible on every weekend. With this in place, I am assured that this business will thrive regardless of the vast business that has similar operations (Roberts 64).

#### Works Cited

Roberts. Richards. A Strategic Business Plan for the National Jazz Hall of  
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Fame and Museum, Pittsburgh, Pennsylvania, National Jazz Hall of Fame and Museum, 1995.