

Sol y canto essay



**ASSIGN
BUSTER**

1. How does Sol y Canto define its business? Identify the offer, the target market, and the product and delivery capability.

Sol y Canto define its business by creating “ music and performances that move, delight, excite and connect—connect that audience to the richness of Latin American culture; connect individuals, Hispanic and non-Hispanic, to each other through shared experience of music, poetry, humor and a joyful, playful vibe; and connect us all to our hopes and visions of a better world.”

They have a wide target market ranging from preschoolers to senior adults in a wide variety of settings. Depending on the number of performers, the events can last anywhere between 45 minutes to two hours. They perform primarily in the US and Puerto Rico at concert halls/venues, school settings, and senior centers as part of their nonprofit’s mission to serve the community.

2. Describe the culture of the Amadors’ business.

Amadors’ culture is very simple. They are a small company of six that communicates regularly. They are all extremely close and have developed a strong sense of respect, consideration and open communication with one another. They hold weekly staff meetings to ensure that all issues are resolved quickly.

3. Which methods of deciding upon business opportunities did Rosi and Brian Amador pursue?

Rosi and Brian saw opportunity in their voice over business, so they began focusing on pursuing voice over work out of their home. They used their twin

daughters to help with the voice-overs, as well as kept costs low by staying at home. This led them to succeed.

4. What competitive advantages does Amador Bilingual Voice-Overs have in the voice-over field? List them and indicate whether each is based upon quality, price, location, selection, service, or speed/turnaround—or a combination of these.

Amador Bilingual Voice-Overs have a competitive advantage because their pricing is competitive, their onsite facilities eliminate the cost of studio fees, they guarantee their service, they offer 24 hour turn around for small projects and one week on larger ones, and they are native speakers of Spanish. This has allowed them to offer translation services for scripts if they see that the script has errors.

5. If you were consulting to the Amadors, what advice would you give them?

If I were consulting to the Amadors, my only advice would be to start looking for a couple more employees because their business is going to expand and they need to be able to still offer the top-notch service, but won't be able to keep up with such a small team.