TILEYARD EDUCATION

GLOW

BMTY006 I CREATIVE BUSINESS PROJECT PRESENTATION

Kalina Batkova - 2014509

MISSION

“TO MAKE YOUR MUSIC BE FINALLY HEARD”

GLOW

VISION STATEMENT

“To help independent musicians succeed in popularising their music without the need of a label”

GLOW

MAJOR GOALS & AIMS

GOAL (YEAR 1)

To work with at least two clients per month in the first year

GOAL (YEAR 1)

To have an annual profit of 10,000 BGN (4,325 GBP)

AIM (YEARS 1-5)

To become a well-renowned music marketing agency that local independent artists and labels would work with

GLOW

MARKET ANALYSIS

Main genres: pop-folk, pop, rap

Increase in online streaming

Low production costs

Declining population

High levels of corruption

GLOW

Competitors

FACING THE SUN

largest YouTube channel
(1.14 million subscribers)
digital media distribution
channel monetisation

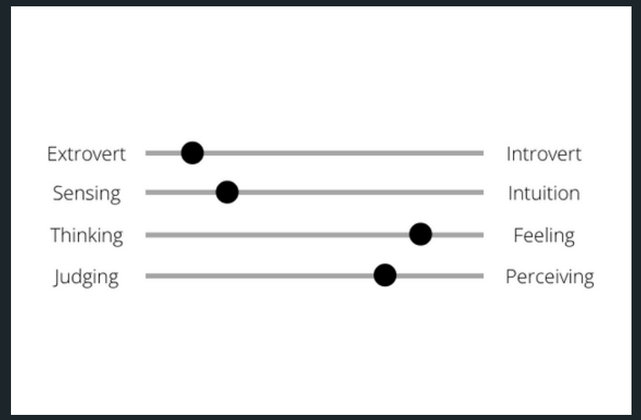
ADAMAND

artist management
music video production
influencer marketing

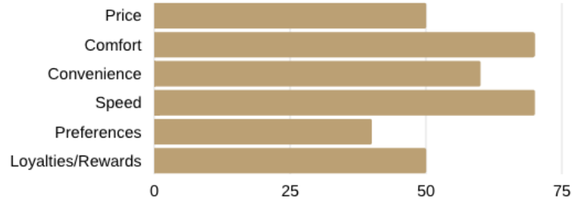
MONTE MUSIC

second largest pop label
event management
production house & studio
equipment rental

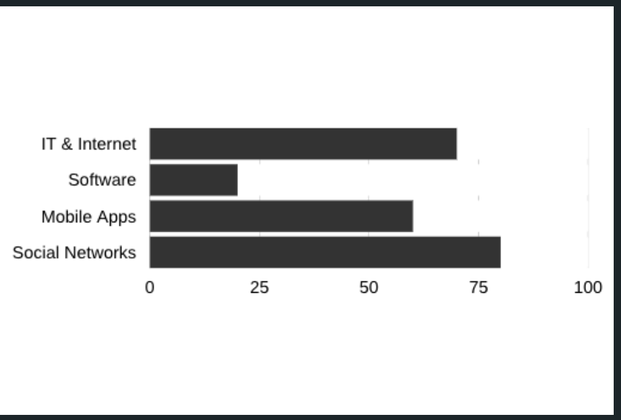
Ideal Customer Profile



PERSONALITY



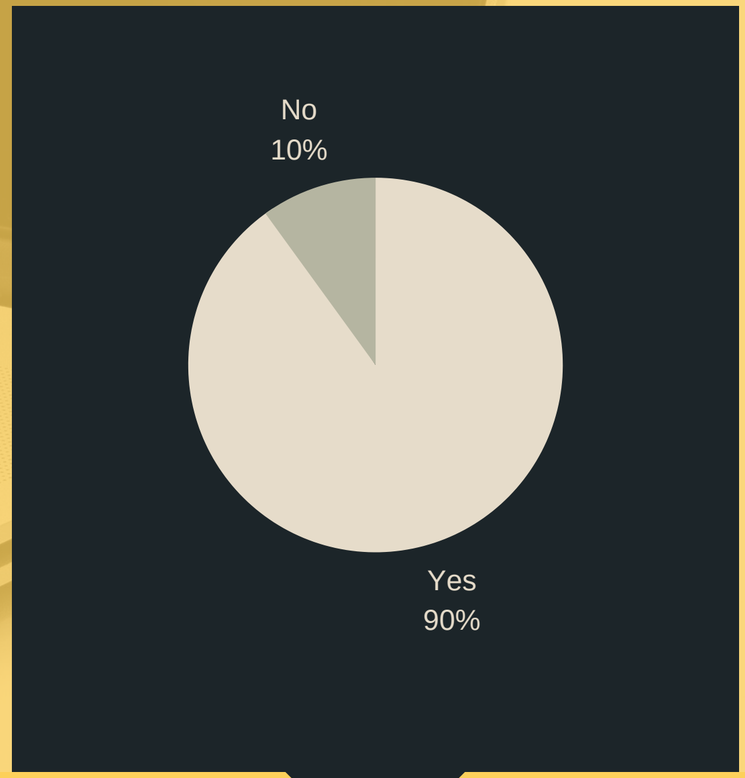
MOTIVATIONS



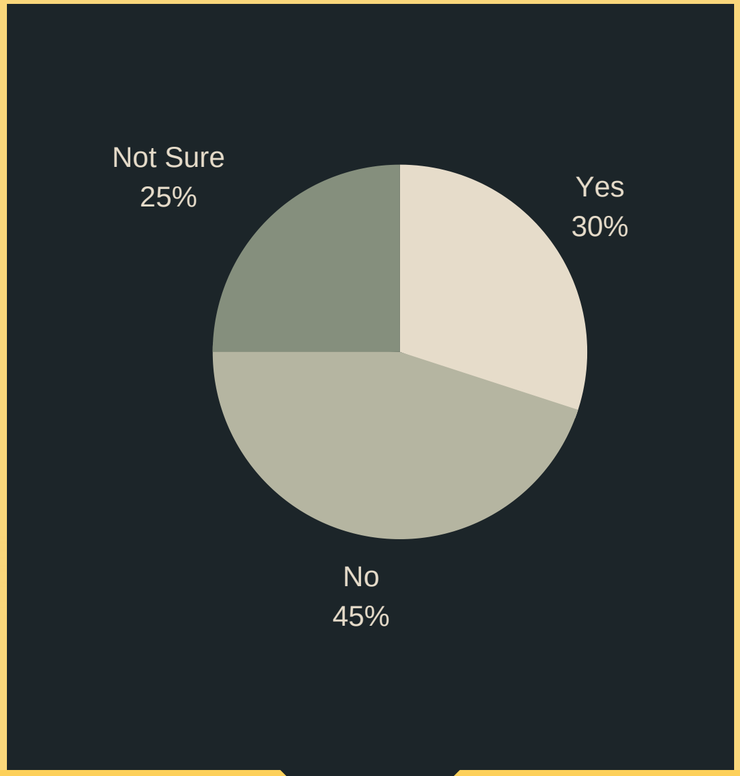
TECHNOLOGY

GLOW

CUSTOMER SURVEY RESULTS



DO YOU PREFER TO WORK WITH A MARKETING AGENCY RATHER THAN SIGN TO A LABEL?



DO YOU BELIEVE YOU'RE CURRENTLY MARKETING AND PROMOTING YOUR MUSIC EFFECTIVELY?

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Customer Groups

ON A BUDGET BULGARIAN INDEPENDENT ARTIST

Their average budget:
1,000 BGN/430 GBP

BIGGER BULGARIAN INDEPENDENT ARTIST

Their average budget:
2,000 BGN/865 GBP

LABEL BULGARIAN ARTIST

Their average budget:
3,000 BGN/1,300 GBP

FOREIGN INDEPENDENT ARTIST

Their average budget:
5,000 BGN/2,160 GBP

FOREIGN INDIE LABEL ARTIST

Their average budget:
10,000 BGN/4,320 GBP

GLOW

SERVICES

Release Campaign
Price:
2,000-3,000 BGN
870-1,300 GBP

Digital & Social Media Strategy
Price:
500 BGN
220 GBP
per month + ad budget

Radio & TV Promotion
Price:
1,000 BGN
435 GBP

Artist Development
Price:
2,000 BGN
870 GBP

Digital Distribution
Price:
500 BNG
220 GBP
per track

Website Design
Price:
500 BGN
220 GBP

Photoshoot
Price:
1,000 BGN
435 GBP

Music Video
Price:
5,000-10,000 BGN
2,170-4,340 GBP

GLOW

- prices set at Bulgarian standards

SALES STRATEGY

Direct Contact to Customer

Email Marketing

Customer Retention Model

GLOW

BRANDING

BRAND PERCEPTION

creative, innovative, and exciting

BRAND VALUES

positivity, openness, and transparency

GLOW

ONLINE PROMOTION

Strong social media presence

Facebook & Instagram ads

PHYSICAL PROMOTION

Networking

Flyer distribution at music-related spaces

GLOW

WEB ASSETS

WEBSITE

www.glowmusicmarketing.com

INSTAGRAM

@glowmusicmarketing

FACEBOOK

@glowmusicmarketing

GLOW

GLOW

ORGANISATION MANAGEMENT

Staff:

initially one member

Partners:

Studio Flickers

Hotel Bankya Palace

Premises:

40 sq. m.

central location

Equipment:

for filming use partner's or hire

START-UP COSTS

EXPENSES	DATE DUE	BUDGET	ACTUAL	UNDER/OVER
ADMINISTRATIVE/GENERAL				
LICENSES		BGN -	BGN -	BGN -
PERMITS		BGN -	BGN -	BGN -
INSURANCE		BGN -	BGN -	BGN -
LEGAL		BGN 500.00	BGN -	BGN (500.00)
FRANCHISING		BGN -	BGN -	BGN -
OTHER		BGN -	BGN -	BGN -
OTHER		BGN -	BGN -	BGN -
OTHER		BGN -	BGN -	BGN -
		BGN 500.00	BGN -	
LOCATION/OFFICE				
SPACE RENTAL/LEASE		BGN 1,200.00		BGN (1,200.00)
INTERNET SET-UP		BGN 40.00	BGN -	BGN (40.00)
TELEPHONE SET-UP		BGN 30.00	BGN -	BGN (30.00)
FURNITURE		BGN 3,000.00	BGN -	BGN (3,000.00)
EQUIPMENT		BGN -	BGN -	BGN -
HARDWARE		BGN 1,000.00	BGN -	BGN (1,000.00)
SOFTWARE		BGN -	BGN -	BGN -
INSTALLATION FEES		BGN -	BGN -	BGN -
INVENTORY		BGN -	BGN -	BGN -
SECURITY		BGN -	BGN -	BGN -
STATIONERY/BUSINESS CARDS		BGN 200.00	BGN -	BGN (200.00)
OTHER		BGN -	BGN -	BGN -
OTHER		BGN -	BGN -	BGN -
OTHER		BGN -	BGN -	BGN -
		BGN 5,470.00	BGN -	

MARKETING				
LOGO DESIGN		BGN -	BGN -	BGN -
BRANDING/IDENTITY DEV.		BGN -	BGN -	
LAUNCH ADVERTISING		BGN -	BGN -	BGN -
WEBSITE v.1.0		BGN 60.00	BGN -	BGN (60.00)
PRINTED MARKETING PIECES		BGN 100.00	BGN -	BGN (100.00)
PROMO MATERIALS		BGN -	BGN -	BGN -
LISTING FEES		BGN -	BGN -	BGN -
INTERNET MARKETING		BGN 100.00	BGN -	BGN (100.00)
OTHER		BGN -	BGN -	BGN -
OTHER		BGN -	BGN -	BGN -
OTHER		BGN -	BGN -	BGN -
		BGN 260.00	BGN -	
PRE-LAUNCH LABOR EXPENSES				
JOB-LISTING FEES		BGN -	BGN -	BGN -
PLACEMENT AGENCY FEES		BGN -	BGN -	BGN -
TRAINING		BGN -	BGN -	BGN -
OTHER		BGN -	BGN -	BGN -
OTHER		BGN -	BGN -	BGN -
OTHER		BGN -	BGN -	BGN -
		BGN -	BGN -	

SALES FORECAST

GLOW

12-MONTH SALES FORECAST for GLOW Music Marketing

FISCAL YEAR START DATE **Jan-22**

PRODUCT NAME		Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	TOTAL
Release Campaign	PRICE PER UNIT	BGN 2,500.00	BGN 2,500.00	BGN 2,500.00	BGN 2,500.00	BGN 2,500.00	BGN 2,500.00	BGN 2,500.00	BGN 2,500.00	BGN 2,500.00	BGN 2,500.00	BGN 2,500.00	BGN 2,500.00	
	UNITS SOLD		1		1	2	1	1		2	1	2	1	12
	TOTAL	**BGN -**	**BGN 2,500.00**	**BGN -**	**BGN 2,500.00**	**BGN 5,000.00**	**BGN 2,500.00**	**BGN 2,500.00**	**BGN -**	**BGN 5,000.00**	**BGN 2,500.00**	**BGN 5,000.00**	**BGN 2,500.00**	**BGN 30,000.00**
Digital & Social Media	PRICE PER UNIT	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	
	UNITS SOLD	2	2	2	3	3	2	2	2	2	2	3	2	27
	TOTAL	**BGN 1,000.00**	**BGN 1,000.00**	**BGN 1,000.00**	**BGN 1,500.00**	**BGN 1,500.00**	**BGN 1,000.00**	**BGN 1,000.00**	**BGN 1,000.00**	**BGN 1,000.00**	**BGN 1,000.00**	**BGN 1,500.00**	**BGN 1,000.00**	**BGN 13,500.00**
Radio & TV Promotion	PRICE PER UNIT	BGN 1,000.00	BGN 1,000.00	BGN 1,000.00	BGN 1,000.00	BGN 1,000.00	BGN 1,000.00	BGN 1,000.00	BGN 1,000.00	BGN 1,000.00	BGN 1,000.00	BGN 1,000.00	BGN 1,000.00	
	UNITS SOLD	2		2	1		2			1	2		1	11
	TOTAL	**BGN 2,000.00**	**BGN -**	**BGN 2,000.00**	**BGN 1,000.00**	**BGN -**	**BGN 2,000.00**	**BGN -**	**BGN -**	**BGN 1,000.00**	**BGN 2,000.00**	**BGN -**	**BGN 1,000.00**	**BGN 11,000.00**
Artist Development	PRICE PER UNIT	BGN 2,000.00	BGN 2,000.00	BGN 2,000.00	BGN 2,000.00	BGN 2,000.00	BGN 2,000.00	BGN 2,000.00	BGN 2,000.00	BGN 2,000.00	BGN 2,000.00	BGN 2,000.00	BGN 2,000.00	
	UNITS SOLD				1				1		1	1		4
	TOTAL	**BGN -**	**BGN -**	**BGN -**	**BGN 2,000.00**	**BGN -**	**BGN -**	**BGN -**	**BGN 2,000.00**	**BGN -**	**BGN 2,000.00**	**BGN 2,000.00**	**BGN -**	**BGN 8,000.00**
Digital Distribution	PRICE PER UNIT	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	
	UNITS SOLD	2	2	1				1	1			1	2	10
	TOTAL	**BGN 1,000.00**	**BGN 1,000.00**	**BGN 500.00**	**BGN -**	**BGN -**	**BGN -**	**BGN 500.00**	**BGN 500.00**	**BGN -**	**BGN -**	**BGN 500.00**	**BGN 1,000.00**	**BGN 5,000.00**
Website	PRICE PER UNIT	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	
	UNITS SOLD			1					2				2	5
	TOTAL	**BGN -**	**BGN -**	**BGN 500.00**	**BGN -**	**BGN -**	**BGN -**	**BGN -**	**BGN 1,000.00**	**BGN -**	**BGN -**	**BGN -**	**BGN 1,000.00**	**BGN 2,500.00**
Photoshoot	PRICE PER UNIT	BGN 1,000.00	BGN 1,000.00	BGN 1,000.00	BGN 1,000.00	BGN 1,000.00	BGN 1,000.00	BGN 1,000.00	BGN 1,000.00	BGN 1,000.00	BGN 1,000.00	BGN 1,000.00	BGN 1,000.00	
	UNITS SOLD	2		2				1	1		2			8
	TOTAL	**BGN 2,000.00**	**BGN -**	**BGN 2,000.00**	**BGN -**	**BGN -**	**BGN -**	**BGN 1,000.00**	**BGN 1,000.00**	**BGN -**	**BGN 2,000.00**	**BGN -**	**BGN -**	**BGN 8,000.00**
Standard Music Video	PRICE PER UNIT	BGN 5,000.00	BGN 5,000.00	BGN 5,000.00	BGN 5,000.00	BGN 5,000.00	BGN 5,000.00	BGN 5,000.00	BGN 5,000.00	BGN 5,000.00	BGN 5,000.00	BGN 5,000.00	BGN 5,000.00	
	UNITS SOLD							1					1	2
	TOTAL	**BGN -**	**BGN -**	**BGN -**	**BGN -**	**BGN -**	**BGN -**	**BGN 5,000.00**	**BGN -**	**BGN -**	**BGN -**	**BGN -**	**BGN 5,000.00**	**BGN 10,000.00**
Premium Music Video	PRICE PER UNIT	BGN 10,000.00	BGN 10,000.00	BGN 10,000.00	BGN 10,000.00	BGN 10,000.00	BGN 10,000.00	BGN 10,000.00	BGN 10,000.00	BGN 10,000.00	BGN 10,000.00	BGN 10,000.00	BGN 10,000.00	
	UNITS SOLD		1			1				1				3
	TOTAL	**BGN -**	**BGN 10,000.00**	**BGN -**	**BGN -**	**BGN 10,000.00**	**BGN -**	**BGN -**	**BGN -**	**BGN 10,000.00**	**BGN -**	**BGN -**	**BGN -**	**BGN 30,000.00**
		MONTHLY TOTALS												
	UNITS SOLD	8	6	8	6	6	5	6	7	6	8	7	9	82
	TOTAL	**BGN 6,000.00**	**BGN 14,500.00**	**BGN 6,000.00**	**BGN 7,000.00**	**BGN 16,500.00**	**BGN 5,500.00**	**BGN 10,000.00**	**BGN 5,500.00**	**BGN 17,000.00**	**BGN 9,500.00**	**BGN 9,000.00**	**BGN 11,500.00**	**BGN 118,000.00**

GLOW

P&L STATEMENT

COMPANY NAME
GLOW Music Marketing

TIME PERIOD COVERED
1 January 2022 - 31 December 2022

INCOME		
Sales Income (including Deductions for Returns and Discounts)	BGN	118,000.00
Other Income	BGN	-
TOTAL INCOME	**BGN**	**118,000.00**

COST OF GOODS SOLD		
Photoshoot	BGN	4,000.00
Standard Music Video	BGN	9,000.00
Premium Music Video	BGN	27,000.00
Artist Development	BGN	2,000.00
Digital Distribution	BGN	1,200.00
TOTAL CoGS	**BGN**	**43,200.00**

NET INCOME | Income minus CoGS	**BGN**	**74,800.00**

Net Income minus 10% Income Tax (PROFIT)	**BGN**	**10,827.00**

NET INCOME		
Net Income minus Total Expenses (Before Income Tax)	**BGN**	**12,030.00**

EXPENSES		
Wages	BGN	36,000.00
Rent	BGN	7,200.00
Utilities	BGN	1,320.00
Accounting	BGN	2,400.00
Phone	BGN	360.00
Web Hosting	BGN	360.00
Broadband	BGN	480.00
Online Ads	BGN	1,200.00
Social Benefits	BGN	10,000.00
Subscriptions	BGN	1,500.00
Depreciation	BGN	950.00
Administrative Expenses	BGN	1,000.00
TOTAL EXPENSES	**BGN**	**62,770.00**

PROJECTED BALANCE SHEET

GLOW Music Marketing

71 Knyaz Boris I St

Sofia, Bulgaria 1000

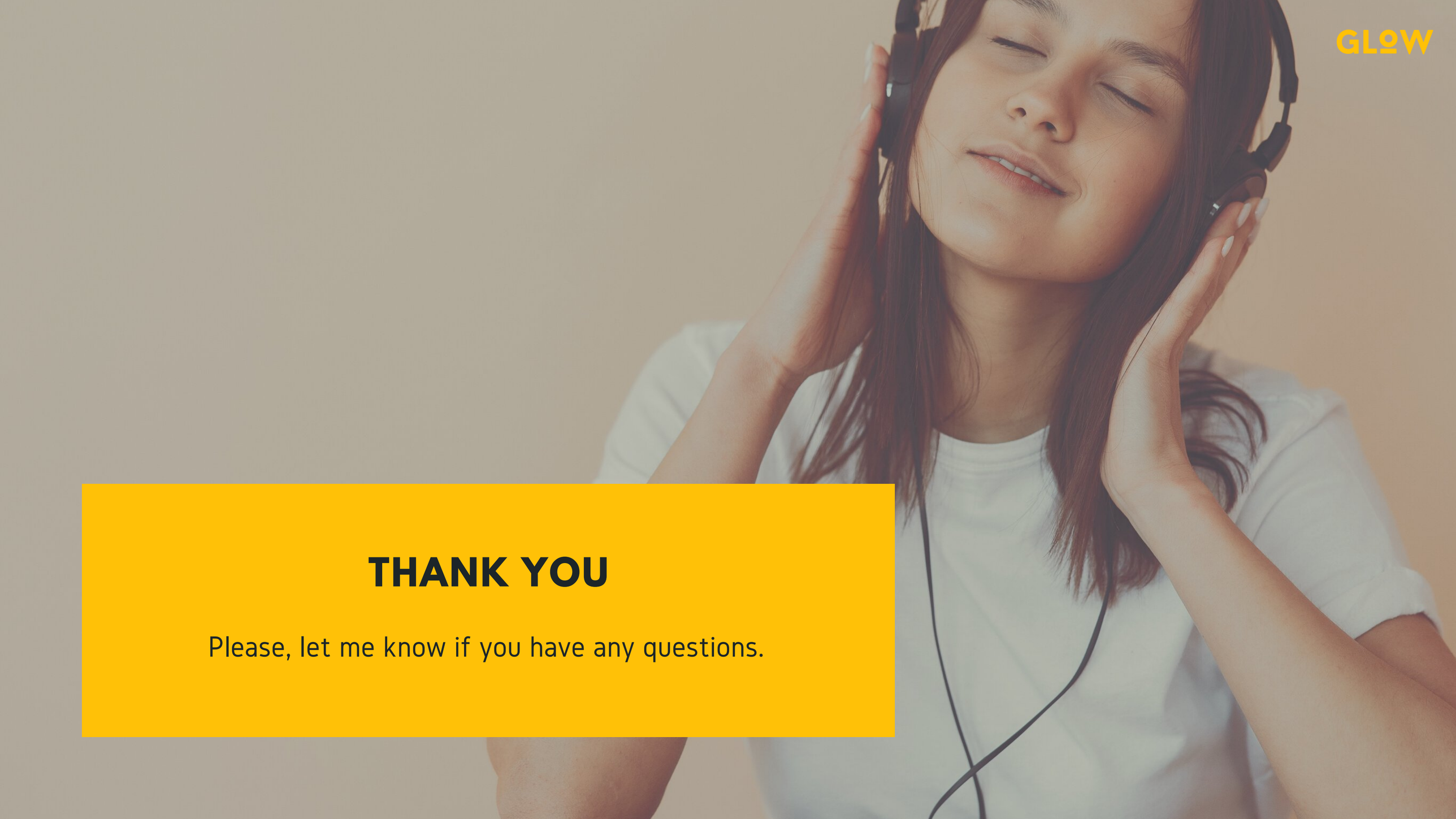
Phone: +359 884-189-072

DATE PREPARED	21.10.2021
START YEAR	2022
END YEAR	2024

ASSETS		2022		2023		2024
CURRENT ASSETS						
Cash	BGN	7,777.00	BGN	9,810.00	BGN	11,450.00
Accounts Receivable	BGN	-	BGN	-	BGN	-
Inventory	BGN	-	BGN	-	BGN	-
Prepaid Expenses	BGN	-	BGN	-	BGN	-
Short-Term Investments	BGN	-	BGN	-	BGN	-
TOTAL CURRENT ASSETS	**BGN**	**7,777.00**	**BGN**	**9,810.00**	**BGN**	**11,450.00**
FIXED (LONG-TERM) ASSETS						
Hardware	BGN	1,000.00	BGN	1,000.00	BGN	-
(Less Accumulated Depreciation)	BGN	(500.00)	BGN	(1,000.00)	BGN	-
Furniture	BGN	3,000.00	BGN	3,000.00	BGN	3,000.00
(Less Accumulated Depreciation)	BGN	(450.00)	BGN	(900.00)	BGN	(1,350.00)
Intangible Assets	BGN	-	BGN	-	BGN	-
TOTAL FIXED (LONG-TERM) ASSETS	**BGN**	**3,050.00**	**BGN**	**2,100.00**	**BGN**	**1,650.00**
OTHER ASSETS						
Other	BGN	-	BGN	-	BGN	-
TOTAL OTHER ASSETS	**BGN**	**-**	**BGN**	**-**	**BGN**	**-**
TOTAL ASSETS	**BGN**	**10,827.00**	**BGN**	**11,910.00**	**BGN**	**13,100.00**

LIABILITIES AND OWNER'S EQUITY						
CURRENT LIABILITIES						
Accounts Payable	BGN	-	BGN	-	BGN	-
Short-Term Loans	BGN	-	BGN	-	BGN	-
Income Tax	BGN	-	BGN	-	BGN	-
Current Profit	BGN	10,827.00	BGN	11,910.00	BGN	13,100.00
Unearned Revenue	BGN	-	BGN	-	BGN	-
Current Portion of Long-Term Debt	BGN	-	BGN	-	BGN	-
TOTAL CURRENT LIABILITIES	**BGN**	**10,827.00**	**BGN**	**11,910.00**	**BGN**	**13,100.00**
LONG-TERM LIABILITIES						
Long-term debt	BGN	-	BGN	-	BGN	-
Deferred income tax	BGN	-	BGN	-	BGN	-
Other	BGN	-	BGN	-	BGN	-
TOTAL LONG-TERM LIABILITIES	**BGN**	**-**	**BGN**	**-**	**BGN**	**-**
OWNER'S EQUITY						
Owner's Investment	BGN	-	BGN	-	BGN	-
Retained Earnings	BGN	-	BGN	-	BGN	-
Other	BGN	-	BGN	-	BGN	-
TOTAL OWNER'S EQUITY	**BGN**	**-**	**BGN**	**-**	**BGN**	**-**
TOTAL LIABILITIES AND OWNER'S EQUITY	**BGN**	**10,827.00**	**BGN**	**11,910.00**	**BGN**	**13,100.00**

FINANCIAL RATIOS						
Debt Ratio (Total Liabilities / Total Assets)	BGN	1.00	BGN	1.00	BGN	1.00
Current Ratio (Current Assets / Current Liabilities)	BGN	0.72	BGN	0.82	BGN	0.87
Working Capital (Current Assets - Current Liabilities)	BGN	(3,050.00)	BGN	(2,100.00)	BGN	(1,650.00)
Assets-to-Equity Ratio (Total Assets / Owner's Equity)						
Debt-to-Equity Ratio (Total Liabilities / Owner's Equity)						



THANK YOU

Please, let me know if you have any questions.

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Images: Canva