

Program : MA Music Business

Module : Creative Business Project

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Assignment title : Proposal

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Hong Kong International Saxophone Society (HKISS)

Using HK as the Society base, I would like to create the largest saxophone organization which is also considered the central source for information and networking for saxophone players of all ages. Special attention will be paid to professionals & students of the instrument especially from Asia due to the limited information & connections they can received from the other part of the world where saxophone education & information are more reachable & adequate.

Through HKISS, our mission is to inspire, educate & support saxophonists throughout the world in their pursuit of higher level of performance and our vision is to become the global leader in saxophone by providing unparalleled and interactive resources and experiences in saxophone education, performance, and research.

Current Saxophone music market landscape

Unlike many other classical music instruments, saxophone has quite a short history. It was just invented in early 1840 and was being patented in 1846 (Wikipedia, 2022). It first gained popularity in military bands and later was introduced into the concert band. However, the largest body of chamber works for saxophone are from the modern era of classical saxophone initiated by Marcel Mule in 1928. With less than 100 years of history from getting more popularity, it was not surprised to find that there are not many representative international organizations taking the lead in educating & supporting the saxophone players throughout the world.

There are many examples of well-organized societies worldwide for classical music instrument with long history including but not limited to National Flute Association, found in 1972 (NFA, 2022), International Clarinet Association, (ICA, 2022), (ICA Wikipedia, 2022) found in 1973, Percussive Art Society, found in 1961 etc. However, there were not many saxophone organizations involving saxophonists throughout the world. North American Saxophone Alliance - NASA (NASA, 2022) organised events & taking care of saxophone players in America; International Saxophone Academy was just created in 2020 due to pandemic focusing on education via online lecture & masterclasses. There are also some

individual saxophone entities organising once off saxophone event or saxophone teaching in their own region. (SSS, 2022), (HKSA, 2022)

What are the gaps that HKISS can fill in the market place

Because of this, HKISS is aimed to become an organization which can support all the saxophonists throughout the world, it will be the first place that the saxophonist can think of when they would like to

1. look for information about updated saxophone news & events worldwide;
2. get connected with other saxophonists from the other parts of the world;
3. learn from saxophone maestros and
4. know anything about all things saxophone.

Special attention will be paid to saxophone players in Asia which Chinese translation will be incorporated in all the communication to better served the Chinese community especially in China which has a huge population of saxophone players but they lack of information from the outside world due to language barrier. This part certainly is a big market to be tapped which currently no formal Chinese translated website or communication platform is available for this purpose.

Goals of HKISS

HKISS will be a central platform to provide :

1. High standards & sharing resources for saxophone teaching, performing and research
2. Opportunities to current and future generations to experience music making and music appreciation
3. Connection among saxophonists and the music industry, throughout the world while still building bonds with local communities
4. Money marking opportunities for saxophonists who can share their knowledge or innovation to bigger group of target audience

Measurement of success

Different KPIs will be set to measure the success of HKISS

1. Membership :
 - a. 1st year : 500 members will be target in the first phase (NFA, ICA & PAS got ~5000 members currently) skewing more towards Asia countries
 - b. 2nd – 3rd year : 1000 members extending into other parts of the world
2. Social awareness :
 - a. Facebook & IG follower : 1000 followers from each of Facebook & IG for the HKISS account
 - b. HKISS website will be created to facilitate the communication of HKISS, 1000 subscription of mail list will be targeted for the first year
3. Participation :
 - a. 1st year : ~30-40% participation rate vs target for activities arranged e.g. competition, masterclass, lecture, concert etc
 - b. 2-3rd year : 50-70% participation rate vs target from members / non members
4. Financial target :
 - a. 1st year : Breakeven with the support from sponsorship or government grant
 - b. 3rd year : Breakeven under self-funded business model

Research approach :

Primary research :

1. Personal interview will be conducted with renowned saxophonists for their opinion about this worldwide platform & what elements should be incorporated.
2. Personal communication with saxophonists from different countries will be made to collect suggestions, comments, ideas about the acceptance & feasibility of HKISS among the saxophone players in different countries, especially in Asia.

Secondary research :

1. Websites with similar natures (both saxophone and non-saxophone related) will be investigated & analysed to find out the best elements to be incorporated into HKISS to serve the worldwide saxophone population.

Risk assessment :

A milder development process with fewer elements at the beginning can be considered if a holistic approach of HKISS is not workable at the initial stage due to budget, unforeseeable events or tight timeline. This can help to reduce the financial burden but can still lay down the backbone of the platform to be expanded in the later stage.

Timeline :

August 12 , 2022 :	Business Plan proposal submission
On or before Aug 19, 2022 :	Proposal feedback and approval
August 21, 2022 :	Work out business Plan content and respective elements
August 22 – Sept 4, 2022 :	Conduct Research & consolidate feedback
September 5 – 30, 2022 :	Report materials preparation
	1) September 5 – 11, 2022 : i. Description of product ii. Mission & vision iii. Goal & objective iv. Target audience v. Market analysis vi. SWOT analysis 2) September 12 – 18, 2022 : i. Marketing plan ii. Branding & image designs iii. Marketing & promotion materials iv. Web-based assets 3) September 19-25, 2022 : i. Operation plans 4) September 26-30, 2022 : i. Financial plan ii. Executive summary
October 1-10, 2022 :	Report writing
October 10 – 16, 2022 :	Presentation preparation
October 17-21, 2022 :	Presentation week
October 21, 2022 :	Report submission

Reference list :

HKSA (2022), *The Hong Kong Saxophone Association Company profile*. Available at : <https://www.sax.org.hk/chi/individual/%E6%88%90%E4%BA%BA-adult/beginner> (Accessed : 7 August 2022)

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