

Skills for the Workplace

Module Assignment Submission

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Module No:	BMSK4006
Module Title:	Part 1 Business Plan

Statement of Confirmation of Authenticity

By the act of making this submission, the student declares that this is the work of the student named above. The work has not, in whole or in part, been knowingly presented elsewhere for assessment, or where assessment has been built on a previous assessment, this has been identified. Where materials have been used from other sources it has been properly acknowledged. If this statement is untrue, the student acknowledges that an assessment offence has been committed.

Attention is drawn to the plagiarism and unfair practice policies of both the University and of ILM.

Table of Contents

Title Page	Error! Bookmark not defined.
Executive Summary	3
Business/Industry Overview.....	Error! Bookmark not defined.
Market Analysis and Competition.....	Error! Bookmark not defined.
Sales and Marketing Plan	Error! Bookmark not defined.
Product or Service Offerings	Error! Bookmark not defined.
Pricing Strategy	Error! Bookmark not defined.
Sales and Distribution	Error! Bookmark not defined.
Advertising and Promotion	Error! Bookmark not defined.
Ownership and Management Plan.....	Error! Bookmark not defined.
Operating Plan.....	Error! Bookmark not defined.
Financial Plan	Error! Bookmark not defined.
Appendices.....	Error! Bookmark not defined.

TOMMY-GUNN-COMEDY



Email:

tommy.gunn.comedy@gmail.com

Phone number: 07916004858

Facebook: Tommy Smith

My name is Tommy Smith.

I am a stand up comedian,

my business plan is for myself only.

I will be travelling around S.Wales and southern England
performing live comedy for various venues and occasions.

My business plan is a straightforward proposal, using my skills and previous experience that I have gained.

I am a stand up comedian, I shall be attending pubs, clubs, festivals, private parties and social events performing stand up comedy. I shall be travelling and performing ACROSS SOUTH Wales and southern England. I shall be paid by each gig I attend and perform. I am starting to get myself know and thought highly of around the comedy circuit and starting to get paid for my services. I have been in this trade for over 2 years and have established many contacts and met numerous people of importance by attending various comedy nights and networking across South Wales and across southern England. from May to July 2019 I attended an 8 week course on how to be a stand up comedian and how to present myself on stage. This course was run by ULTRA COMEDY to raise money for cancer research. I was taught by the well established comic Ignacio lopez. At the end of the of the eight week course I then had to perform at the Glee club, Cardiff in front of a 400 paying audience.

Within my marketing strategy I have used the aid of PESTEL (appendices 1) taken from a format I found on the internet. (business to you.com) As my business idea should pan out, I will be scouring the internet searching for potential clients, clubs , pubs, events , looking for available work, as well as speaking to them direct , whether that be over the phone, through email or messaging via txt/ whatsapp/ text messaging. When contacting potential customers I always give them the vital details in which they can contact me and also a way that my potential customers can follow me and get familiar with me. I do a lot of networking through facebook, contacting comedy clubs and comedy promoters that hold comedy nights, usually weekly bi-weekly and monthly at certain pubs/clubs on certain dates.

I am in regular contact with one of Wales most established and up and coming promoters and head lined acts (asked me not to use his name),

Though he is headlining a show at the Morgan Plaza club in ebbw vale and I'm also on the bill, this is great networking for me as he will meet to see me perform live, then he will promote me further.

I have set up a works email address, tommy.gunn.comedy@gmail.com

I have also set up my facebook account to the email above, so that its linked more to my comedy work and not my personal life.

I have set up an instagram account and linked it to my facebook account under my name Tommy Smith.

I have set up a snap chat account for my potential clients to see my work and follow my journey. Username: TGScomedys

As well as performing regular I shall be attending various comedy nights in order to meet new people, gain facebook status, create fresh ideas to push and promote myself further along in my career.

From being part of the comedy circuit before the pandemic hit in spring 2020, I was able to keep in contact with a lot of comedians through lockdown, constantly involved daily in comedy groups on facebook and know the urgency for comedy to get back to what it was and even more so after lockdown restrictions have eased and the interest from the public just wanting to be able to attend a comedy night, the interest I have had alone is astonishing. Up until lockdown started in 2020 I had done over 20 shows and not got paid for any, since lockdown has eased over the past few weeks to months, I have offers coming up left, right and centre. Offering me paid gigs, people, the public are so keen and eager to get out and enjoy themselves.

I am taking part in 2 sell out gigs on 23rd July and 31st of July in which I will take a percentage of ticket sales.

I am on the emailing list of Geoff Whitting agency, where all available paying gigs will come through him first, and then be sent out on generic email, these gigs will run from the day of the email as far as a year in advance so booking gigs will be in my diary for months at a time.

I am also part of Open Comedy LTD website, where you can find online and live stream comedy gigs, able to Find local stand up comedy gigs, where potential customers / clients can find comedians and also watch stand up comedy. By having my own profile on here, potential customers / clients can look me up, or even browse and just come across my profile, they can then read my bio, watch clips of me when I have performed and can also get in touch with me. As well as this, When there are gig set up and advertised through open comedy website, there is a generic email sent out to those who have opted for emails to be sent to them. Though there is never a guarantee that I'll be booked, it does then enforce networking, by speaking to the promoters of the gigs posted and also knowing they now know who you are, will be able to search and watch my videos and also pass my name on to other promoters. Even though you may not get picked for the gig posted, there is a much higher chance that they will pencil you in for their next event to come. As the main part of my business is performing comedy and this is what I shall be paid for and taking into consideration that in order for my self employed business to succeed I must give it my best every time. I will take many hours per week to sit down and write new material or even to update my material, I will research every event and every venue that I have coming up in order to shuffle my material, write new material and incorporate the area I am performing at into my comedy set. It is also a must do, to do research on the type of event, make sure I adhere to their policies, their likes and don't likes. I must research and take into consideration the type of occasion. For example, is it a work man's club or a birthday party? It could be a wedding, if so what culture and what background are the bride and groom that I'm catering for? What ages are my audience going to be? I only do adult entertainment, but the material

I'd use for a stag do maybe need to be different to the material I'd perform for a 50th wedding anniversary. All these variations must be taken into account, in order to fulfil my contract and promote future bookings and to gain respectable reviews, which again will only lead to more bookings and more income. And not just for these reasons but because I want to be able to give the best performance I can and give people what they have paid for and the effort they made to come to watch me. As a sole member of my business, I have very little travel restrictions. However, the need to travel is a very important part of my business as I need to travel in order to perform which is the only way to get paid, don't perform, don't get paid. I will have to put a budget aside for emergencies that could arise with having car problems, for example, breakdowns, tyre punctures etc. also mandatory issues like MOTs and car servicing, though there will obviously be a need to be able to fill the car with fuel. All these will be taken into Account when I do the budgeting side of things a bit later on. Time keeping is imperative, so I will need to leave earlier than need be in order to arrive at gigs in plenty of time, I will also need to do regular traffic updates and use a fully up to date sat nav, which I have one built in. I must update the sat nav regular. I will be explain further on help I can get from government funding as to milage allowance and anything else I can have from the government relating to travel.

Theres the major **risk** involved to covid 19 restrictions, as it stands, I am able to travel to my target destinations as long as I follow any government regulations regarding covid 19.

Though you may think that with the current covid regulations, where establishments are limited to the amount of people they can allow in to these venues at any one time, in order to attend the shows that I shall be part of, compared to before the pandemic hit, that this would then actually lower my chance of earning the same amount as before, this is not the case. As a stand up comedian, I don't get paid by the amount of seats sold. I have already made an agreement with the show's promoters on how much the gig will pay, before tickets have gone on sale, or even if it's a case of another comedian has pulled out at the last minute and I have been asked to fill in, the price for booking the comedian will stand. It doesn't matter if it's a sell crowd or if no one turns up, I have to perform with the same attitude and professionalism. This will be stated in any contract.

I have set up a bank account with the branch I already use for a temporary business account until I am up and running efficiently.

As a student of UWTSD I have used money from loans they have given me, to loans myself money to start me on my way and for any travel costs and car maintenance I may need in order to travel safely.

The money I get from universal credit will cover living costs such as rent, gas and electric etc, so the profit I make to start can be saved in the business account.

I have used a swot analysis (appendices 2) to template to help me explain My potential strengths, weaknesses, opportunities and threats.

Strengths: I am very funny, I know how to form and write comedy material, I have had training and have also performed at various venues across south Wales and southern England which is my target area and have had some good reviews (see appendices 1) my strengths are my ability and my want to succeed, my commitment to succeed , my ability to improve, my commitment to comedy, the fact I have a licence and a car, which is a new model and very reliable, I'm very outgoing and find it easy to communicate with potential clients and build up a great rapport through networking.

Weaknesses: I am a single parent and not always to take any gig that comes my way, I have to plan ahead and usually I am unable to take a gig at the drop of a hat. I struggle with my nerves and can suffer with anxiety.

Opportunities: I scour the internet several times a day, looking for work, I am on many facebook groups where I get notifications on upcoming availability. I am part of generic emails where I get frequent information regarding availability. I also visit venues and watch other comics, this is good for networking and also forming ideas.

Threats: the biggest threat I would say would be the possibility of cancellation. If my show gets cancelled then I don't get paid. there are many factors as to why my shows could be cancelled. The biggest threat is the corona virus. Other reasons could be to do with tickets sales or even venue closer. More threats could be traffic, roadblocks, accidents on the road which could make me late and potentially be cancelled I am now going to be going through my marketing and sales. I will be giving the customer (venue managers and hosts) exactly how I perceive myself, in the way I perform and my professional attitude and exactly how offer my services. I will be offering competitive but fair rates. It would be pointless to charge higher than other comedians, as customers would only go ahead and find cheaper comics, this way as an average price across the sector, customers know where they stand and what to expect for their money. On the other hand, where in many businesses it may be a good idea to lower prices to beat competitors in that trade, it's not a good idea to do this in the comedy or performing arts industry as your only degrading and devaluing your potential and I am striving to get better at what I do and be more known to the wider community and in time be able to charge more and work more, overall earning a higher income. Also this could lead television and radio work, potentially gaining high earnings.

I have been in touch with professional and semi professional comedians, and one in particular (asked not to be named) on his earnings, his regular gig pattern and what he is striving to gain in the long run. He was happy to divulge such information, as he put it

"I am happy to share my knowledge as there is plenty of work out there for those who are willing to do the work and research to find work and for those who are willing to travel".

The main threat of any competitor is simply that they are better than what I do, there will be acts that will undercut me but as I stated, this will only benefit me in the long run, as weaker acts will lower prices to get work, their talent cannot not be hidden, they cannot sugar coat It they will be found out, reviews will be written and venue managers, hosts, comedians attending the shows and the general public word of mouth will spread and their work will dry up. customers need great performers, to get bums on seats for tickets sales, as well as food and beverages purchased from their establishments. Threats from competitors can also come in the form of no childcare commitments, family commitments, which means they are more likely to be able to drop what they are doing and head off at a drop of a hat to fill in. also where I live in the south Wales valleys, there is not as much work available compered to the cities and pretty much the whole of southern England, this means they can easily be more accessible. Though again at the end of the day I will be travelling 3-4 hours at the most and like I said you pay and hire the best in order for them to make money from ticket sales, food sale and beverage sales.

I will now do a brief breakdown of the 7 Ps of marketing.

(appendices3)

PRODUCT: My Product is simple, to provide a well rehearsed, well written and a deliver a great performance. To be professional and adhere to the venues policies and take into consideration what material will best suit the audience that I will be performing for.

PRICES: Although I have a fixed price I will continuously check and research my competition and what they are charging. As my experience and stature grows, the better reviews I get then I shall review my prices. I aim to be doing bigger shows in the future will generate a lot higher income. There will also be the chance where certain venues will be willing to pay my petrol money in order to make sure you attend the booking. This will have to be included if and when it happens.

PROMOTION: I am forever pushing to promote myself and my business. Every gig I perform at, I will get photos taken, short video clips and a review written from venue manager and or host. I will always look over all three of these before using them to promote myself as not all reviews are good reviews. Even though I am very confident in my ability, there are people and critics out there ready to crush you. I use social media, email and contact potential customers and use word of mouth to promote myself. Each gig that I perform at will always posters/flyers which I will share share share!

PLACE: my business will mainly be sold by use of social media, by email, contacting potential customers and speaking to people. My place of business will be the venues at which I perform.

PACKAGING: I am the package. I will always dress to impress, I wear a shirt, jeans and smart trainers. I don't drive to the gig in these clothes, I get changed before entering the venue. I walk into the venue smiling, make myself present to the venue manager and host. I speak clear and don't swear. I don't speak like I would with my friends. I don't drink alcohol before going on stage as it can change my mind set and I don't drink alcohol after I perform as I have to drive home and this is illegal and can be used against me.

POSITIONING: my positioning is very similar to my product, its all about how I present myself. How customers see me. How customers perceive me. Its about getting into the customer's head. Getting them to love me to ensure they rebook me, recommend me to other customers and put out great reviews.

PEOPLE: I shall be the only employee as I will be doing all the work myself, obviously the performing but also the research, the booking gigs and the driving. I will be managing my own services, money and bookings. I have videos and photos of past performances, I will continue to take more, edit and provide potential customers. By editing I mean to only show parts of my shows otherwise, if you've seen it, then what will be the point of hiring me?

I will be charging £100 per show. I will be doing 2 shows per week.

So I aim to be earning £800 over every 4 weeks.

I will be subtracting 40% from each gig that I perform to cover fuel costs, each venue is at a different distance though from experience 40% is the highest I have had to subtract from travelling across southern England. Where I do shorter run's I will continue to take 40% from each performance that I get paid and what I don't use

I understand that 40% of a £100 income doesn't sound much but over a 4week basis it will be £480 income. Though according to HMRC I will be taxed £13.46 per month so I will have to take that into consideration also. The £13.46 also includes national insurance.

I will have to take account tax (see appendices 4).

I will be targeting venues and hosts across South Wales and southern England as a starting ground for my business.

I will be sticking to these hours and pay forecast for up to 6 months.

After this time I will re-evaluate the situation. I have aims that in 12months time I will have gained enough stature and good reviews that I will start to get the ball rolling and put into place my own show for 6 months after that, where I will be expecting to make around £1,500 to £2000 profit from a one off show over one night.

The memo theatre in Newbridge, S.Wales. I rang and spoke to a member of staff. She informed me that they charge where they charge £876 to hire the hall and with that I will get 300 seated theatre, a lighting technician and 2 bar staff. I will sell each ticket at £10 each and claim the profit. But that has got a lot more work and thought to go into it. Advertisement etc, also I will be looking to local businesses for sponsorship for help with start up costs in exchange for advertising their business.

I do not have a place of business as far as a location goes, it will be a different venue each night.

I will however be working 2 nights a week for the foreseeable future.

Regarding personal equipment, I will not require anything as the venue provides all I need, if there are any preferences that I may need, then I will just inform the venue manager the week prior to the gig. All I need is a stage, a microphone and a sound system which will all be provided for me.

I will have to adhere to health and safety of any establishment that I shall be performing at. I will always ask prior to leaving home. Even more so with the everchanging restrictions due to covid and the fact that I will be entering England from Wales which do and will have slightly different covid restriction laws.

Appendices 1

P	E	S	T	E	L
- Government policy - Political stability - Corruption - Foreign trade policy - Tax policy - Labour law - Trade restrictions	- Economic growth - Exchange rates - Interest rates - Inflation rates - Disposable income - Unemployment rates	- Population growth rate - Age distribution - Career attitudes - Safety emphasis - Health consciousness - Lifestyle attitudes - Cultural barriers	- Technology incentives - Level of innovation - Automation - R&D activity - Technological change - Technological awareness	- Weather - Climate - Environmental policies - Climate change - Pressures from NGO's	- Discrimination laws - Antitrust laws - Employment laws - Consumer protection laws - Copyright and patent laws - Health and safety laws

Appendices 2

SWOT ANALYSIS

Strengths

- Strong capital position
- Low debt
- Defensible intellectual property
- Best salespeople

Weaknesses

- Branding could be better
- Products not differentiated enough
- Recent scandal from product failure

Opportunities

- Use strong financial position to make acquisition
- Acquire market share through branding
- Hire more talent

Threats

- Competitors could leverage brand strength
- Lack of differentiation could lead to price war
- May lose talent

COMPETITIVE FUTURES

Appendices 3



Appendices 4

Self-employed ready reckoner results

1. Monthly profit results

Monthly Profit	Monthly Tax and Class 2 and 4 NI	Yearly Profit	Yearly Tax and Class 2 and 4 NI
£800.00	£13.46	£9,600.00	£161.48

2. You told us:

Estimated net monthly profit: £800.00

3. Further help and guidance

[Understand your Self Assessment tax bill](#)

[Self-employed National Insurance rates](#)

[Business records if you're self-employed](#)

[If you can't pay your tax bill on time](#)

[Start your own business](#)

[Trade and property income allowance](#)

Webinars

HMRC offer a series of free online presentations or 'webinars' to give tax help to businesses and the self-employed.

For more information visit: [Online seminars for businesses and the self-employed](#)

Please note: the above result is based on the information you entered in the calculator. If any details you input are incorrect you should re-enter the correct details and recalculate.

We recommend that you print these results for your personal record.

HMRC cannot be held liable for incorrect output from this calculator.

Appendices 5

PERSONAL SURVIVAL BUDGET

Tommy Smith
Tommy-Gunn-Comedy
13/07/2021

Personal income	Description (as required) income (£)	Monthly net income (£)	Annual net
	Employment (net income)	£800	£9,600
	Benefits payments	£1,100	£13,200
	Total income across all sources:	£1,900	£22,800

Personal expenses	Description (as required) expenses (£)	Monthly net expenses (£)	Annual net
	Rent or mortgage payments	£500	£6,000
	Council tax	£80	£960
	Utilities	£100	£1,200
	Phone and internet	£60	£720
	TV Licence	£12	£144
	Personal and property insurance	£0	£0
	Grocery shopping	£100	£1,200
	Transport costs	£360	£4,320
	Car tax and insurance	£40	£480
	Subscriptions	£0	£0
	Clothing	£0	£0
	Leisure and entertainment	£50	£600
	Money put into savings	£0	£0
	Total expenses across all areas:	£1,302	£15,624

YOUR MONTHLY BALANCE

£598

YOUR ANNUAL BALANCE

£7,176

References

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