

BUSINESS PROPOSAL

Creative Business BMTY7006



Chasney Maturine 1910394

Club FRSHRZ Creative Business Plan

Founded in 2016 by Chasney 'SKANDOUZ' Maturine as a platform for the FRSHRZ, a Hip Hop super group consisting of Emcee/producers SKANDOUZ, Artcha and Dray Styles, along with affiliate artists Earth2tom (Production Duo), Juke 84 (Producer), Daak Martin (Emcee), Chrom3(Singer/Song writer – Who has a Number one record with Dizee Rascal), Keesha Simpson (Singer/Songwriter) and Queens Edition (6 Piece All-Female Rap collective) as a means to create an umbrella to release material and collectively grow together with the more seasoned artists building with the lesser experienced artists in the club. In 2017 Club FRSHRZ signed a digital distribution deal globally renown digital distribution company Believe Digital.

My Intentions for my creative business project is to launch an independent HIP HOP record label with A&R, branding, marketing and promotion, distribution, contracts, publishing and sync departments.

This should communicate the context and scope of the project, and how it aligns with the academic and learning outcome aspects of the assignment.

Although this element is formative, it is mandatory. It is designed to give you the opportunity to receive and act upon feedback.

A complete fit for purpose business model for a record label that defines all relevant aspects such as structure, A&R, branding, marketing and promotion, distribution, contracts, publishing and sync ethos, planning and eventual release schedule.

The development of a music label or publishing company with evidence to support the design, structure, repertoire, ethos, contractual format, market approach (i.e. library, sync, writing commissions etc.) and final execution

Ideal Clientele

Club FRSHRZ aims to provide consistency and innovative, dynamic music with timeless qualities on the label. Supporting new and established independent artists that will continue to build and challenge boundaries in the music industry.

Club FRSHRZ aims to present equality and diversity by representing positivity. We aim to encourage artists from primarily but not exclusively from BAME backgrounds. However, our clientele would be someone who buys into our vision, appreciates quality music and visuals which is part of the full Club FRSHRZ experience, which is not just about the music but merchandise, live shows and edutainment.

We pride ourselves in being constant in everything that we do.

Creating music that will stand the test of time and leaving a legacy.

Club FRSHRZ Vision statement

The long-term vision for Club FRSHRZ is to live up to the motto of being “The Constant” having a solid library of critically acclaimed projects. Bringing through the next generation of artists in search of the next global superstar then expanding to working with artists on a global scale not just within the UK. We also aim to expand from releasing singles, Eps, Playlists, Soundtracks, Albums and Instrumental Albums outside of music into Documentaries, Film, TV, Live Music Festivals and clothing.

Mission statement

Club FRSHRZ has a mission to expand and have a dedicated hard-working team all driven to building a brand that has a positive impact on people’s lives and help encourage and spark a positive change in the world.

We also wish to expand our creative network around us. This would be done either by word of mouth, recommendations along with hiring apprentices who are passionate and have an understanding of our mission and what we plan to build.

Value proposition

Club FRSHRZ is a label of artists from a unique and diverse background. We aim to make music of high standard and would like to give artists creative freedom along with the opportunity to further their artistry, help elevate them further by being associated with a successful brand and team around them.

Club FRSHRZ will resonate with quality music, visuals, merchandise. Associates with artist such as SKANDOUZ, Artcha and Dray, Juke84 and Earth2Tom who are a collective of artists and producers.

Our main competitors are 4ncurrency, High Focus records, Potent Funk, YnR Productions & Blah records.

Club FRSHRZ Goals

In the coming months, I plan to further develop the brand and put out new music with the artists on the label. Update the website and build up our database, build an online store and start putting out monthly newsletters, to keep our fan base updated. As well as redesign our logo and develop a new line of merchandise.

I would like to start developing both publishing and sync departments on the label. We will be open to the possibly partnering up with other companies to realise these goals. I will seek consultation on how rebrand Club FRSHRZ to make this more consumable to a diverse range of audience. This will be done by naming our clothing

Club FRSH (Formally FRSHRZ) in order to spread a more inclusive and relatable message.

Continue to build the number of subscribers and fanbase. Grow a e-website so that we sell merchandise directly to the consumer.

Our Ultimate goal is to get Club FRSHRZ signed to a major label.

Funding of Club FRSHRZ

There are plans to take out a small business loan as well as gather funding through crowd funding and match funding and look for aid from venture capitalists or even a major record label.

Marketing

Club FRSHRZ will plan to market through the use of product placements using the logo and merch. We would market across the socials of all the artists and affiliates of Club FRSHRZ and use sponsored advertisement (Google ads, Instagram, Facebook and Twitter).

Budget permitting, we would additionally invest in a PR campaign, blogs and promotions through live events and finally our clothing line we will be self-promoting our brand.

Conclusion

I conclude that for this business proposal for my final project I submitted a full business plan along with full album campaigns for actual releases from My Intentions my creative business project is to officially launch an independent HIP HOP record label with A&R, branding, marketing and promotion, distribution, contracts, publishing and sync departments.

This project aligns with the academic and learning outcome aspects of the assignment. Through A complete fit for purpose business model for a record label that defines all relevant aspects such as structure, A&R, branding, marketing and promotion, distribution, contracts, publishing and sync ethos, planning and eventual release schedule.

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