

A Cultural Sensitivity Consultancy

BMTY7006

Lucy Campbell Clyne - 1903935

What Is My Proposal

- I am intending to set up a Cultural Sensitivity Consultancy for UK based artists wanting to launch their music and careers in China
- We will offer services that include language lessons, cultural lessons, translation services, cultural advice, social media help and help with visa applications
- There are many other companies that offer similar services for businesses, but nothing that is as specialised as this.

Why China?

- China is the world's most populous country, with an ever growing music market and huge powerhouse celebrities
- However, due to the control that the Chinese Communist Party has over the country, launching a foreign artist in China has added hurdles.
- Despite the moral and ethical considerations of doing business in China, international business will continue and that includes the music industry. My aim is to make sure that if people choose to do business in China, it goes smoothly and does not result in a loss of profit

Why this Project is important

- In a report by the Economist, they asked people what the biggest issues that arose when doing business in a foreign country. Whilst 23% said that it was poor translation services, 51% said that difficulties arose from cultural differences
- There have been cases where foreign celebrities have had major issues arise with promoting in China due to the country's strict policies. Two of the most notable are those of Tzuyu from the Girl Group 'Twice' and John Cena, an actor and former WWE wrestler.
- However, foreign artists are able to be extremely successful in China if given the right guidance

Target Clients

- I will be marketing this consultancy to small to medium UK based organisations, and artists and their teams
- There are already several big companies offering similar advice, but none are specialised for the music industry
- large companies will most likely have their own 'in house' teams for this, so I will not be marketing towards them as much
-

Market Analysis

- The all time best selling singles in China are all by Chinese (including Taiwanese) singers
- However, there are a number of famous western pop songs that are hugely popular in China and South Korean band BigBang became the “highest earning act in mainland China from concert revenue” in 2016, making 70.3 million USD - There is very much a market for foreign acts in China.
- I put together a focus group and, their feedback (from the non-Chinese nationals) was that they were aware of the differences in culture, but did not know enough to avoid unintentional offence, or how seriously instances such as that of Chou Tzuyu could be treated.

Social Media In China

- Social Media plays a huge part in any musician's career and China has its own set of apps that are the most popular
- My consultancy would provide advice, proof reading and mini classes on using the various Chinese social media apps.
- The most common western social media apps are not available in China due to the 'Great Firewall of China' that blocks apps owned by certain companies. Facebook, Instagram, YouTube and Twitter are all banned in China.
- The Most common apps in China are, Weibo, WeChat and Tencent Video.
- China has a pictorial alphabet which can cause confusion, particularly on social media

Location

- We will be working predominantly online, as much of our services will involve contacting people and putting them in contact with others.
- We will also belong to a working hub such as Medius house in Soho. This would allow us to minimise costs as well as having a physical space when needed. Soho is also ideally situated for the UK music industry and we would be able to work alongside other more established businesses in the creative media sectors.
- It is also important that we have both an online space and a physical space as it gives the client confidence in the brand and allows us to represent that brand in the best way possible

Employees and Partnerships

- I will be starting the Consultancy with myself, a part-time assistant and a part-time administrator
- As the consultancy gains clients and becomes more established they will be moved onto full-time and I will look into employing another assistant in the future
- Both employees will need to have basic fluency in speaking Mandarin Chinese and reading simplified Chinese

Employees and Partnerships

- Language classes and tutoring will be provided by freelancers but will be an absolute priority to vet and approve the people we work with personally.
- The same goes for proof reading and translation services
- We would also partner with carefully chosen Chinese based translator agencies for when the artists and their teams are in China
- The other partnership that would be essential to this business would be a visa agency, as getting Chinese visas are time consuming and costly

Funding/Financial Aspects

- The UK government backed loan scheme will make a loan of up to £25,000 for a small business startup
- I will be applying for the UK government backed loan scheme for the maximum amount and also raising money through personal investments and crowdfunding.
- I have calculated the cost of setting up the business and running it for the initial six months will come to approximately £50,000

Equipment:	£2,000
Professional Fees:	£1,000
Insurance:	£500
Rent/deposit (500PCM)	£3,000
Stationary	£100
Marketing	£3,000
Wages/Recruitment	£30,000

Thank You for Listening