# The Vinyl Club

LE VINYLE CLUB

Make your ears happy

# The Vinyl Club

Are you a music lover looking for a convenient and exciting way to discover new vinyl records? Look no further than our vinyl subscription box service!

Our vinyl subscription box service delivers a carefully curated selection of vinyl records straight to your doorstep each month. Our team of music experts selects the best and most exciting new releases, as well as classic albums you may have missed.

With our subscription service, you'll have access to an exciting and ever-changing collection of vinyl records, all delivered to your door with free shipping in europe. Plus, as a subscriber, you'll also get exclusive access to limited edition releases, discounts on additional purchases, and more.

Our vinyl subscription boxes are perfect for both seasoned collectors and music fans just starting to build their vinyl collection. Each box is filled with high-quality vinyl records that will bring joy to your ears and keep your record player spinning all month long.

So why wait? Sign up for our vinyl subscription box service today and start discovering new music in a fun and exciting way!

# The Vinyl Club

## What do we do ?

Receive each month:

- A golden nugget from the 20th century
- A novelty to discover again and again

Also, a booklet with the story of the album conception.

Box of MAY 2022

# The Vinyl Club

## How much do we do it for ?

### Mensuel

**à partir de 46,99€ / mois**

frais de port inclus
sans engagement

Abonnez-vous et recevez, chaque mois, 2 vinyles. Bénéficiez de 20% de remise sur tout le store, tout le temps.

CHOISIR CETTE FORMULE

### 6 mois

**à partir de 281,99€**

frais de port inclus

**6 box de surprises !**

20% de remise sur tout le store, tout le temps.

CHOISIR

### 3 mois

**à partir de 140,99€**

frais de port inclus

**3 box de surprises !**

20% de remise sur tout le store, tout le temps.

CHOISIR CETTE FORMULE

### Annuel

**à partir de 563,99€**

frais de port inclus

**12 box de surprises !**

20% de remise sur tout le store, tout le temps.

CHOISIR

# The Vinyl Club

## Strenghs

- Unique product
- Targeted audience
- Recurring revenue
- Brand loyalty

## Weaknesses

- Niche market
- Cost
- Competition

## Opportunities

- Partnerships
- Expansion
- Personalisation

## Threats

- Digital Music
- Economic downturns
- Shipping delays

# The Vinyl Club

## How much do we pay ?

The cost for a record shop to buy records can vary widely depending on several factors, such as the condition of the records, the rarity and popularity of the artists, and the quantity being purchased.

On average, the wholesale cost of a vinyl record can range from $6 to $15

Curation and staffing: since we are curating the vinyl selection ourselves, we consider the cost of your time or any employees we hire to help with the process.

Shipping and packaging: Generally, shipping costs can range from $5 to $15 per box.

Marketing and advertising: Product placement with musicians and influencers.

# The Vinyl Club

## How much do we pay ?

| BUDGET ALLOCATION | |
|---|---|
| BUYING VINYL | 10,00 € |
| CURATION | 0,00 € |
| PACKAGING/SHIPPING | 10,00 € |
| MARKETING | 7,00 € |
| BOOKLET | 2,00 € |
| PROBLEMS | 1,00 € |
| TOTAL (in €) | **30,00 €** |

Mensuel

**à partir de 46,99€ / mois**

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Abonnez-vous et recevez, chaque mois, 2 vinyles. Bénéficiez de 20% de remise sur tout le store, tout le temps.

CHOISIR CETTE FORMULE

**16,99€ of benefits.**

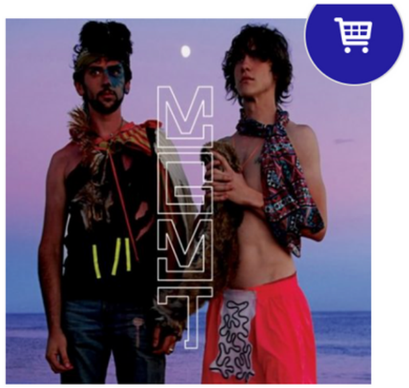
**36% benefit on each box.**

# The Vinyl Club

## Our other services:

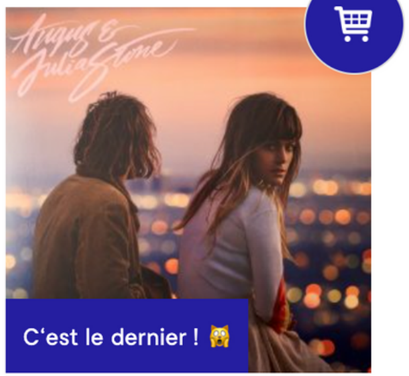
**KAMASI WASHINGTON** 45,00 €
The Epic

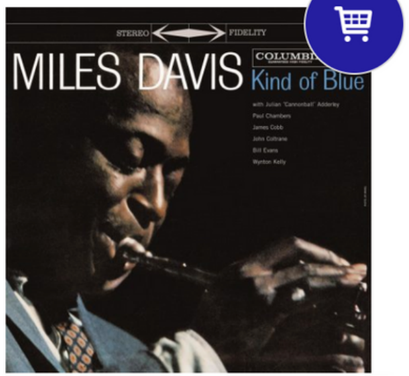
**THE WHITE STRIPES** 27,00 €
The White Stripes




**MGMT** 28,00 €
Oracular Spectacular

Box Février 2023 52,99 €
RYO FUKUI - Scenery
TRISTESSE
CONTEMPORAINE - United



# The Vinyl Club

## Reviews

According to many websites such as:

- Laboxdumois.fr
- Conso-mag.com
- Toutelesbox.fr

### Notre note : 10.0/ 10

De jolies pépites et très belles découvertes. On craque complètement pour les sons du mois de Janvier 2019 qui sont pour nous des découvertes, de jolies découvertes. On aime l'ensemble de la box, du packaging soigné aux petits cadeaux supplémentaires qui nous permettent de prolonger le plaisir !

| | | | |
|---|---|---|---|
| Qualité des produits | 10 | Originalité et émotion | 10 |
| Packaging et livraison | 10 | Rapport qualité / prix | 10 |
| Diversité du contenu | 10 | | |

Toutelesbox.fr

### Notre note : 9.1/ 10

Comme à son habitude, Le Vinyle Club sait nous surprendre et nous séduire avec sa sélection de perle et de pépite incontournable à une collection de vinyles. Encore une fois, je ne peux que vous conseillez de vous abonner à cette box!

**QUALITÉ DES PRODUITS : 9**

**ORIGINALITÉ ET ÉMOTION : 8.5**

**PACKAGING ET LIVRAISON : 10**

**RAPPORT QUALITÉ / PRIX : 9**

**DIVERSITÉ DU CONTENU : 9**

Laboxdumois.fr

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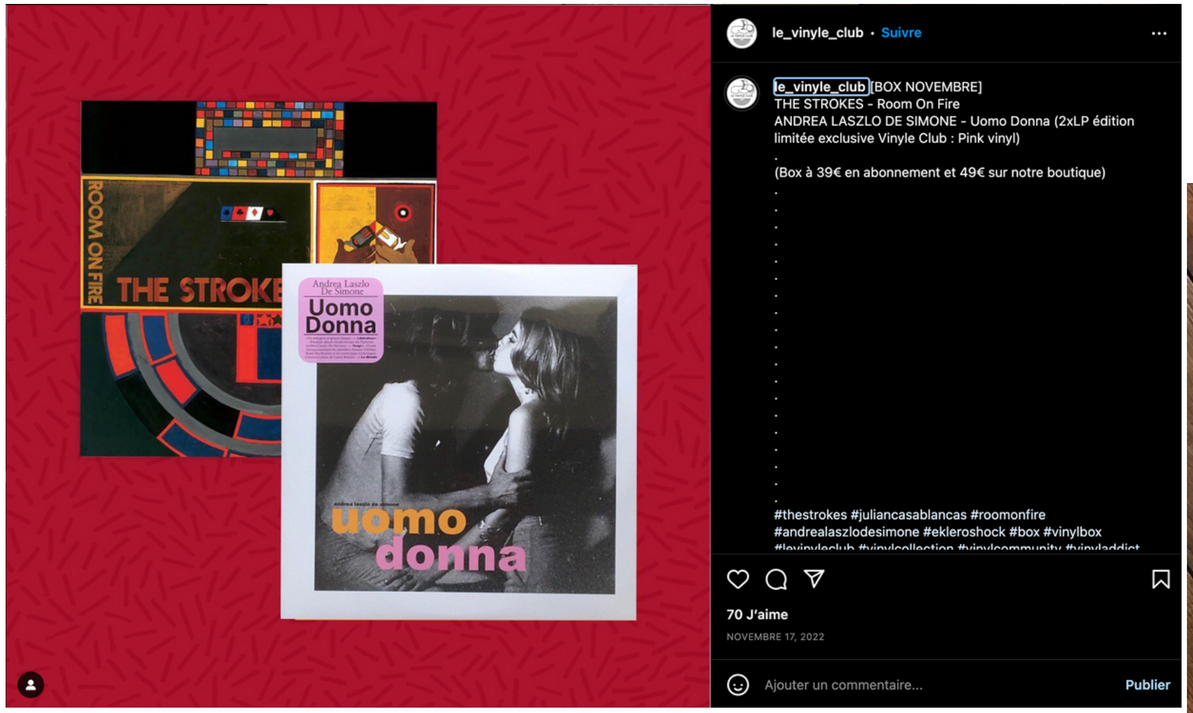
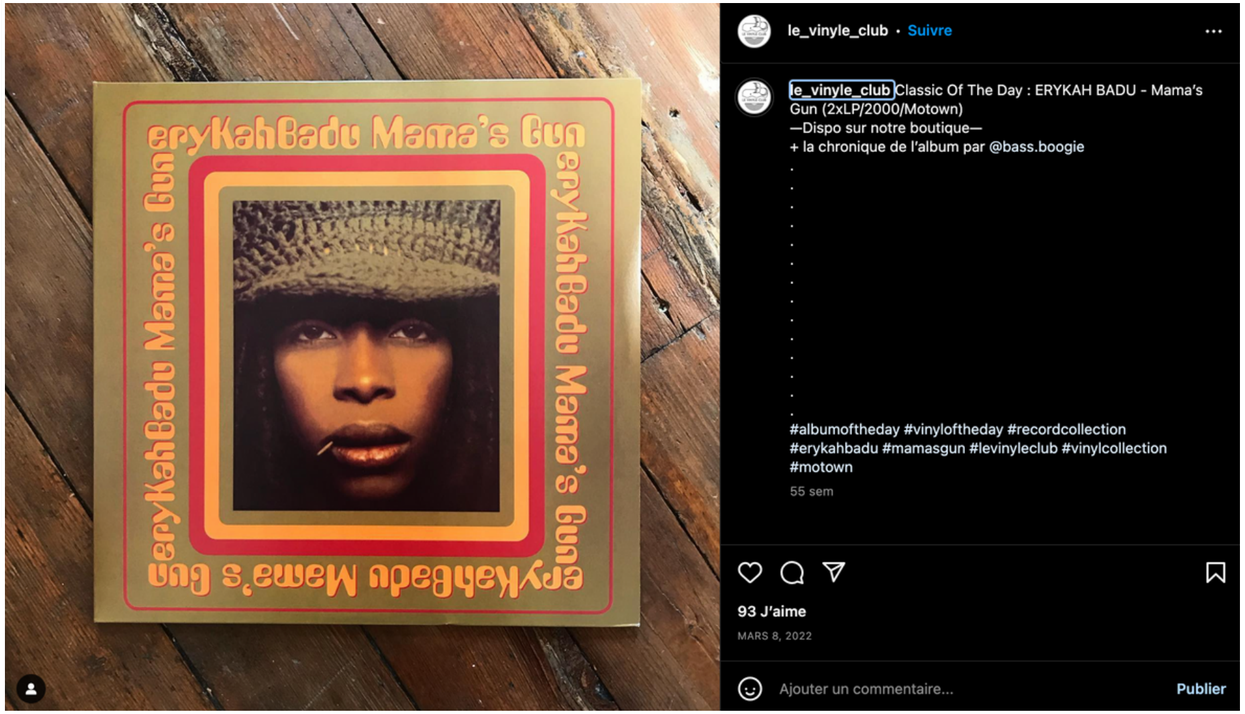
## Example of boxes + Communication on social media



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Overall, the impact of a product placement with an influencer with 430,000 followers can vary depending on factors such as the influencer's reputation, the product's fit with their audience, and the perceived authenticity of the promotion. However, if done well, it can result in increased visibility, credibility, and social proof for the product.

# Thank you

LE VINYLE CLUB

Questions ?

# References


- Le Vinyle Club - Toutes les Box (2020). Available at: https://touteslesbox.fr/le-vinyle-club/#:~:text=Le%20Vinyle%20Club%20c'est,si%C3%A8cle%20%2B%201%20P%C3%A9pite%20du%2021e.&text=Vous%20n'avez%20pas%20de,33%20Tours%2C%20les%20plus%20beaux.

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