

CREATIVE BUSINESS PROJECT PROPOSAL



STUDENT NAME: EVA DUSHAJ

STUDENT ID: 200421

MODULE CODE: BMTY7006

MODULE LECTURER: STEVE COLE

ASSIGNMENT TITLE: PROPOSAL

Introduction (The What):

On this project proposal, I will talk about my business idea for a marketing agency named Mashna Marketing which will be a platform that will offer different marketing services. On this platform, businesses, artists, or normal people with big ideas will be able to hire marketing consultants for their projects. Clients will be able to hire multiple consultants at the same time for different services and the consultants will gather up in a team which will also help them in networking with different people of the same field. As well as a marketing agency there will also be an App named "Mashna" where there will be the same services.

Reason behind the business idea (The Why):

It is important to understand what people like and enjoy but also what people get frustrated from. After doing some research, I have concluded that several artists or businesses lack on the branding and marketing side of things. Good marketing makes the company look smart while great marketing makes the costumer feel smart. Emerging artists or businesses have not got the budget to hire someone to do full-time marketing for them therefore Mashna Marketing will come through and will provide plans tailored to their needs and audiences. The unique selling point of Mashna Marketing will be the networking between the consultants and clients as well as being able to hire different marketers such as a social media manager, graphic designer, and a branding consultant which are then required to gather in the team and research the project and work closely with the client. This will help the artists or/and businesses save on their marketing expenses and invest the money on another field that they might be lacking knowledge on.

The rise for marketing, music managers and branding has arguably risen in the past couple of years due to the impact of social media. Nowadays, most of the big established artists have got a social media team behind their platform but we also understand that it can be very time consuming having to manage it all yourself.

Our main competitors:

Knowing who our competitors are and what services they provide is very important so we can understand our place in the market. The main competitors that we will be analysing are:

- BAM Music Marketing, which is a Music Marketing, PR & Digital Consultancy based in Canning Town
- WOOF Marketing which is an experiential marketing agency based in Brixton Hill in London
- Now Listen PR which is a digital music marketing based in Great Portland Street in London.

Mashna Marketing Services:

The marketing agency will offer different marketing services and will also be available via an App. The agency will strictly focus on emerging artists or businesses to help them towards first steps in their career. Mashna Marketing main focus will be to build a strong relationship with the client and sometimes by going the extra mile for them. We do not want to become

major and big but rather to have a loyal client base that will help us through word-of-mouth marketing.

Target audience:

The platform has got quite a broad target audience rather than a niche one. We want to make everybody feel inclusive no matter of what genre music or what kind of business they are setting up. Mostly, we will aim to get professional music marketers, social media managers, data analysts, graphic designers as well as clients such as artists or normal people setting up a music business or general one.

What do I hope to achieve with this project?

Being part of the music industry myself, I can understand how hard it can get sometimes to put your foot in the industry and make a living for yourself. Mashna Marketing will help to break that ice between creatives and generate an income alongside keeping a normal job. Customer would be able to rate the professionals as well as there will be a section called "My Learning" where creatives can take different online courses to earn badges and get more visibility on their gigs. This implies that creatives could also invest on themselves by learning new skills.

SWOT ANALYSIS

Strengths:

1. Coming from a creative background yourself, you understand the struggles of a young professional and you try to fill that gap in the market by making it easier for creatives to generate income.
2. I am my target audience which implies that I could market the business better and sort out the main problem which creatives are facing; financial.
3. There is no such platform in the UK as most of them are based in America. This gives us hope that we can achieve our goals and break-through.
4. COVID-19 has been a tough period for most of the people especially the creatives in the music industry. Launching now, would be a great help for them to start to generate income.
5. We will work hard on the social expertise as well as providing great customer service while maintaining a good reputation for our business.
6. We will be cost consciousness and simple to navigate.
7. We will implement focused marketing campaign with clear goals and strategies
8. Marketing appeals to all demographics

Weaknesses:

1. Making sure that everybody who signs up to be a professional or a client is a genuine person.
2. Both clients and customers can network privately which implies that they will not use the platform as much.
3. Funding

4. Management of staff problems.
5. Don't have the reputation

Opportunities:

1. The business sector is expanding, and the local government wants to encourage local businesses.

Threats:

1. Fast technology developments may change the market leaving us unable to adopt.
2. Economic slowdowns and politic issues such as Brexit
3. Expensive new marketing campaigns
4. Strong competition from other businesses

Bibliography:

Wikipedia, 2021. Fiverr. [online]. Available at: <https://en.wikipedia.org/wiki/Fiverr>

Will, K ., March 30th 2021. Strength, Weakness, Opportunity, and Threat (Swot) Analysis. [online]. Available at: <https://www.investopedia.com/terms/s/swot.asp>

Editorial Team., May 12, 2021. 15 Steps to start a business from scratch with (almost) no money. [online]. Available at: <https://entrepreneurhandbook.co.uk/starting-a-business/>

McHale, B., May 1, 2020. 5 Keys to Starting Your Own Digital Marketing Agency. [online]. Available at: <https://www.wordstream.com/blog/ws/2018/07/17/how-to-start-a-digital-marketing-agency>