

TILEYARD EDUCATION

GLOW

BMTY006 | CREATIVE BUSINESS PROJECT
PRESENTATION

Kalina Batkova - 2014509





MISSION

**“TO MAKE
YOUR MUSIC BE
FINALLY
HEARD”**

“

VISION STATEMENT

**“To help independent musicians
succeed in popularising their
music without the need of a
label”**

MAJOR GOALS & AIMS

GOAL (YEAR 1)

To work with at least two clients per month in the first year

GOAL (YEAR 1)

To have an annual profit of 10,000 BGN (4,325 GBP)

AIM (YEARS 1-5)

To become a well-renowned music marketing agency that local independent artists and labels would work with

MARKET ANALYSIS

Main genres: pop-folk, pop, rap
Increase in online streaming
Low production costs
Declining population
High levels of corruption



Competitors



FACING THE SUN

largest YouTube channel
(1.14 million subscribers)
digital media distribution
channel monetisation



ADAMAND

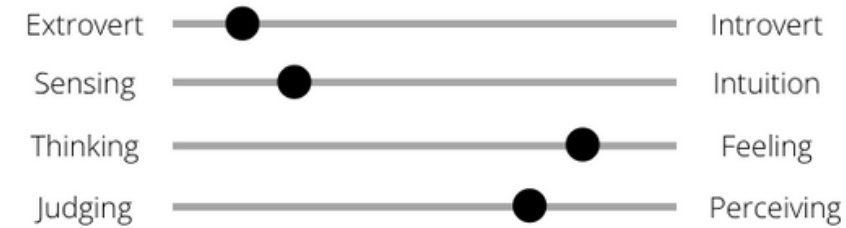
artist management
music video production
influencer marketing



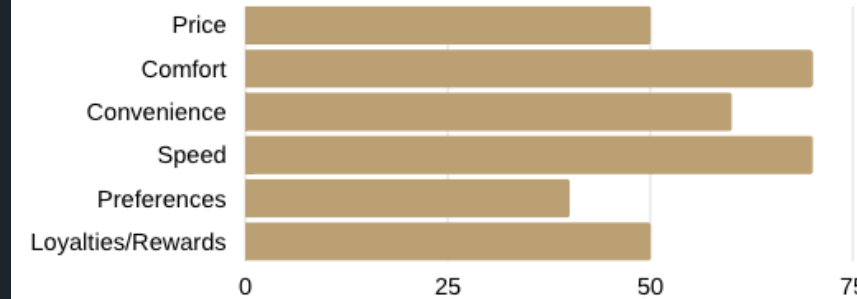
MONTE MUSIC

second largest pop label
event management
production house & studio
equipment rental

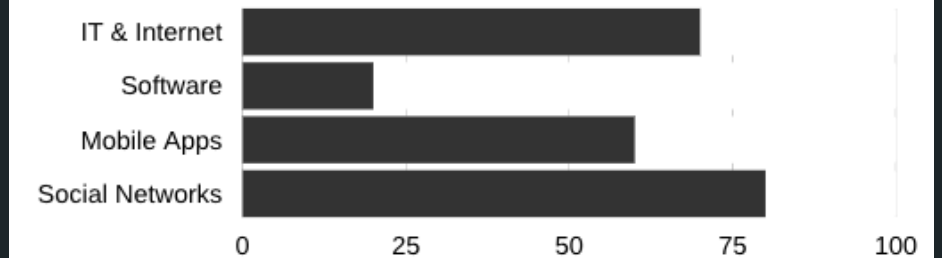
Ideal Customer Profile



PERSONALITY

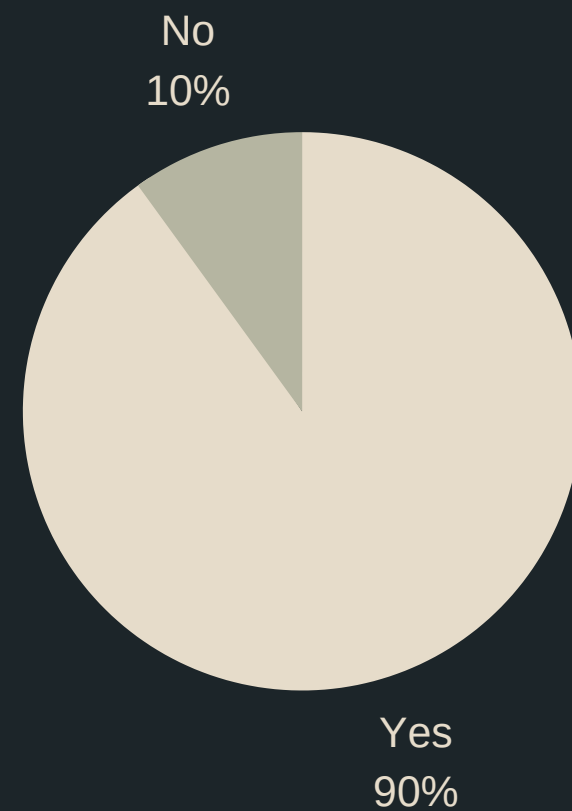


MOTIVATIONS

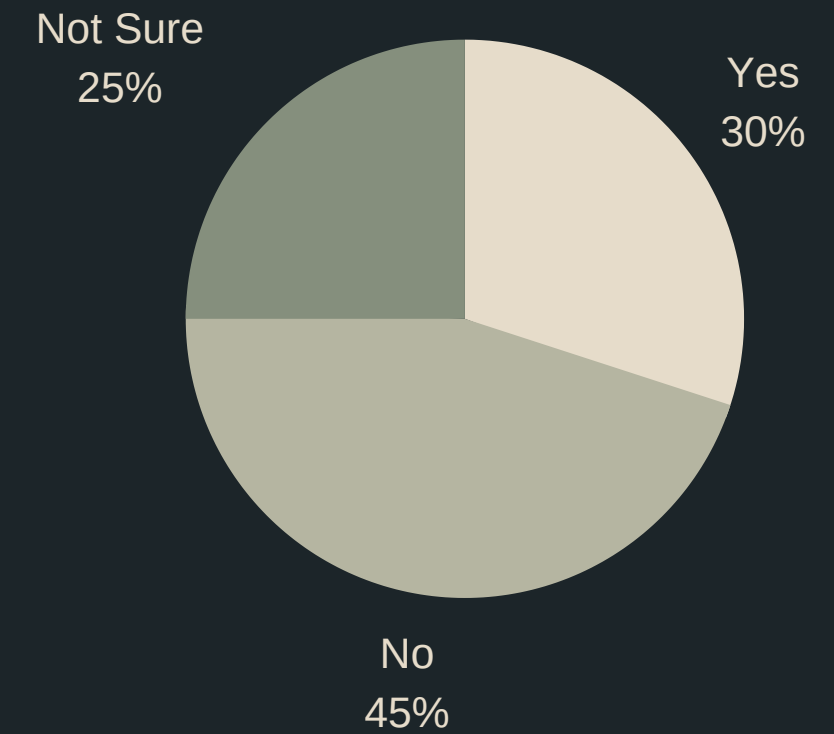


TECHNOLOGY

CUSTOMER SURVEY RESULTS



DO YOU PREFER TO
WORK WITH A
MARKETING AGENCY
RATHER THAN SIGN
TO A LABEL?



DO YOU BELIEVE
YOU'RE CURRENTLY
MARKETING AND
PROMOTING YOUR
MUSIC EFFECTIVELY?

Customer Groups

ON A BUDGET
BULGARIAN
INDEPENDENT
ARTIST

Their average budget:
1,000 BGN/430 GBP

BIGGER
BULGARIAN
INDEPENDENT
ARTIST

Their average budget:
2,000 BGN/865 GBP

LABEL
BULGARIAN
ARTIST

Their average budget:
3,000 BGN/1,300 GBP

FOREIGN
INDEPENDENT
ARTIST

Their average budget:
5,000 BGN/2,160 GBP

FOREIGN INDIE
LABEL ARTIST

Their average budget:
10,000 BGN/4,320 GBP

SERVICES



Release Campaign
Price:
2,000-3,000 BGN
870-1,300 GBP



Digital & Social
Media Strategy
Price:
500 BGN
220 GBP
per month + ad
budget



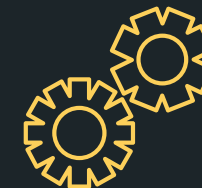
Radio & TV
Promotion
Price:
1,000 BGN
435 GBP



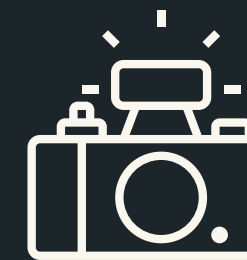
Artist Development
Price:
2,000 BGN
870 GBP



Digital Distribution
Price:
500 BNG
220 GBP
per track



Website Design
Price:
500 BGN
220 GBP



Photoshoot
Price:
1,000 BGN
435 GBP



Music Video
Price:
5,000-10,000 BGN
2,170-4,340 GBP

SALES STRATEGY

Direct Contact to Customer
Email Marketing
Customer Retention Model



BRANDING

BRAND PERCEPTION

creative, innovative, and exciting

BRAND VALUES

positivity, openness, and transparency





ONLINE PROMOTION

Strong social media presence

Facebook & Instagram ads

PHYSICAL PROMOTION

Networking

Flyer distribution at music-related spaces



WEB ASSETS



WEBSITE

www.glowmusicmarketing.com



INSTAGRAM

[@glowmusicmarketing](https://www.instagram.com/glowmusicmarketing)



FACEBOOK

[@glowmusicmarketing](https://www.facebook.com/glowmusicmarketing)

ORGANISATION MANAGEMENT

Staff:

initially one member

Partners:

Studio Flickers

Hotel Bankya Palace

Premises:

40 sq. m.

central location

Equipment:

for filming use partner's or hire

START-UP COSTS

EXPENSES	DATE DUE	BUDGET	ACTUAL	UNDER/OVER
ADMINISTRATIVE/GENERAL				
LICENSES		BGN -	BGN -	BGN -
PERMITS		BGN -	BGN -	BGN -
INSURANCE		BGN -	BGN -	BGN -
LEGAL		BGN 500.00	BGN -	BGN (500.00)
FRANCHISING		BGN -	BGN -	BGN -
OTHER		BGN -	BGN -	BGN -
OTHER		BGN -	BGN -	BGN -
OTHER		BGN -	BGN -	BGN -
		BGN 500.00	BGN -	
LOCATION/OFFICE				
SPACE RENTAL/LEASE		BGN 1,200.00		BGN (1,200.00)
INTERNET SET-UP		BGN 40.00	BGN -	BGN (40.00)
TELEPHONE SET-UP		BGN 30.00	BGN -	BGN (30.00)
FURNITURE		BGN 3,000.00	BGN -	BGN (3,000.00)
EQUIPMENT		BGN -	BGN -	BGN -
HARDWARE		BGN 1,000.00	BGN -	BGN (1,000.00)
SOFTWARE		BGN -	BGN -	BGN -
INSTALLATION FEES		BGN -	BGN -	BGN -
INVENTORY		BGN -	BGN -	BGN -
SECURITY		BGN -	BGN -	BGN -
STATIONERY/BUSINESS CARDS		BGN 200.00	BGN -	BGN (200.00)
OTHER		BGN -	BGN -	BGN -
OTHER		BGN -	BGN -	BGN -
OTHER		BGN -	BGN -	BGN -
		BGN 5,470.00	BGN -	

MARKETING				
LOGO DESIGN		BGN -	BGN -	BGN -
BRANDING/IDENTITY DEV.		BGN -	BGN -	BGN -
LAUNCH ADVERTISING		BGN -	BGN -	BGN -
WEBSITE v.1.0		BGN 60.00	BGN -	BGN (60.00)
PRINTED MARKETING PIECES		BGN 100.00	BGN -	BGN (100.00)
PROMO MATERIALS		BGN -	BGN -	BGN -
LISTING FEES		BGN -	BGN -	BGN -
INTERNET MARKETING		BGN 100.00	BGN -	BGN (100.00)
OTHER		BGN -	BGN -	BGN -
OTHER		BGN -	BGN -	BGN -
OTHER		BGN -	BGN -	BGN -
		BGN 260.00	BGN -	
PRE-LAUNCH LABOR EXPENSES				
JOB-LISTING FEES		BGN -	BGN -	BGN -
PLACEMENT AGENCY FEES		BGN -	BGN -	BGN -
TRAINING		BGN -	BGN -	BGN -
OTHER		BGN -	BGN -	BGN -
OTHER		BGN -	BGN -	BGN -
OTHER		BGN -	BGN -	BGN -
		BGN -	BGN -	

SALES FORECAST

12-MONTH SALES FORECAST for GLOW Music Marketing

FISCAL YEAR START DATE Jan-22														
PRODUCT NAME		Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	TOTAL
Release Campaign	PRICE PER UNIT	BGN 2,500.00	BGN 2,500.00	BGN 2,500.00	BGN 2,500.00	BGN 2,500.00	BGN 2,500.00	BGN 2,500.00	BGN 2,500.00	BGN 2,500.00	BGN 2,500.00	BGN 2,500.00	BGN 2,500.00	
	UNITS SOLD		1		1	2	1	1		2	1	2	1	12
	TOTAL	BGN -	BGN 2,500.00	BGN -	BGN 2,500.00	BGN 5,000.00	BGN 2,500.00	BGN 2,500.00	BGN -	BGN 5,000.00	BGN 2,500.00	BGN 5,000.00	BGN 2,500.00	BGN 30,000.00
Digital & Social Media	PRICE PER UNIT	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	
	UNITS SOLD	2	2	2	3	3	2	2	2	2	2	3	2	27
	TOTAL	BGN 1,000.00	BGN 1,000.00	BGN 1,000.00	BGN 1,500.00	BGN 1,500.00	BGN 1,000.00	BGN 1,000.00	BGN 1,000.00	BGN 1,000.00	BGN 1,000.00	BGN 1,500.00	BGN 1,000.00	BGN 13,500.00
Radio & TV Promotion	PRICE PER UNIT	BGN 1,000.00	BGN 1,000.00	BGN 1,000.00	BGN 1,000.00	BGN 1,000.00	BGN 1,000.00	BGN 1,000.00	BGN 1,000.00	BGN 1,000.00	BGN 1,000.00	BGN 1,000.00	BGN 1,000.00	
	UNITS SOLD	2		2	1		2			1	2		1	11
	TOTAL	BGN 2,000.00	BGN -	BGN 2,000.00	BGN 1,000.00	BGN -	BGN 2,000.00	BGN -	BGN -	BGN 1,000.00	BGN 2,000.00	BGN -	BGN 1,000.00	BGN 11,000.00
Artist Development	PRICE PER UNIT	BGN 2,000.00	BGN 2,000.00	BGN 2,000.00	BGN 2,000.00	BGN 2,000.00	BGN 2,000.00	BGN 2,000.00	BGN 2,000.00	BGN 2,000.00	BGN 2,000.00	BGN 2,000.00	BGN 2,000.00	
	UNITS SOLD				1				1		1	1		4
	TOTAL	BGN -	BGN -	BGN -	BGN 2,000.00	BGN -	BGN -	BGN -	BGN 2,000.00	BGN -	BGN 2,000.00	BGN 2,000.00	BGN -	BGN 8,000.00
Digital Distribution	PRICE PER UNIT	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	
	UNITS SOLD	2	2	1				1	1			1	2	10
	TOTAL	BGN 1,000.00	BGN 1,000.00	BGN 500.00	BGN -	BGN -	BGN -	BGN 500.00	BGN 500.00	BGN -	BGN -	BGN 500.00	BGN 1,000.00	BGN 5,000.00
Website	PRICE PER UNIT	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	BGN 500.00	
	UNITS SOLD			1					2				2	5
	TOTAL	BGN -	BGN -	BGN 500.00	BGN -	BGN -	BGN -	BGN -	BGN 1,000.00	BGN -	BGN -	BGN -	BGN 1,000.00	BGN 2,500.00
Photoshoot	PRICE PER UNIT	BGN 1,000.00	BGN 1,000.00	BGN 1,000.00	BGN 1,000.00	BGN 1,000.00	BGN 1,000.00	BGN 1,000.00	BGN 1,000.00	BGN 1,000.00	BGN 1,000.00	BGN 1,000.00	BGN 1,000.00	
	UNITS SOLD	2		2				1	1		2			8
	TOTAL	BGN 2,000.00	BGN -	BGN 2,000.00	BGN -	BGN -	BGN -	BGN 1,000.00	BGN 1,000.00	BGN -	BGN 2,000.00	BGN -	BGN -	BGN 8,000.00
Standard Music Video	PRICE PER UNIT	BGN 5,000.00	BGN 5,000.00	BGN 5,000.00	BGN 5,000.00	BGN 5,000.00	BGN 5,000.00	BGN 5,000.00	BGN 5,000.00	BGN 5,000.00	BGN 5,000.00	BGN 5,000.00	BGN 5,000.00	
	UNITS SOLD							1					1	2
	TOTAL	BGN -	BGN -	BGN -	BGN -	BGN -	BGN -	BGN 5,000.00	BGN -	BGN -	BGN -	BGN -	BGN 5,000.00	BGN 10,000.00
Premium Music Video	PRICE PER UNIT	BGN 10,000.00	BGN 10,000.00	BGN 10,000.00	BGN 10,000.00	BGN 10,000.00	BGN 10,000.00	BGN 10,000.00	BGN 10,000.00	BGN 10,000.00	BGN 10,000.00	BGN 10,000.00	BGN 10,000.00	
	UNITS SOLD		1			1				1				3
	TOTAL	BGN -	BGN 10,000.00	BGN -	BGN -	BGN 10,000.00	BGN -	BGN -	BGN -	BGN 10,000.00	BGN -	BGN -	BGN -	BGN 30,000.00
		MONTHLY TOTALS												
	UNITS SOLD	8	6	8	6	6	5	6	7	6	8	7	9	82
	TOTAL	BGN 6,000.00	BGN 14,500.00	BGN 6,000.00	BGN 7,000.00	BGN 16,500.00	BGN 5,500.00	BGN 10,000.00	BGN 5,500.00	BGN 17,000.00	BGN 9,500.00	BGN 9,000.00	BGN 11,500.00	BGN 118,000.00

P&L STATEMENT

COMPANY NAME			Net Income minus 10% Income Tax (PROFIT)	
GLOW Music Marketing			BGN	10,827.00
TIME PERIOD COVERED			NET INCOME	
1 January 2022 - 31 December 2022			BGN	12,030.00
INCOME			EXPENSES	
Sales Income (including Deductions for Returns and Discounts)	BGN	118,000.00	Wages	BGN 36,000.00
Other Income	BGN	-	Rent	BGN 7,200.00
TOTAL INCOME	BGN	118,000.00	Utilities	BGN 1,320.00
			Accounting	BGN 2,400.00
COST OF GOODS SOLD			Phone	BGN 360.00
Photoshoot	BGN	4,000.00	Web Hosting	BGN 360.00
Standard Music Video	BGN	9,000.00	Broadband	BGN 480.00
Premium Music Video	BGN	27,000.00	Online Ads	BGN 1,200.00
Artist Development	BGN	2,000.00	Social Benefits	BGN 10,000.00
Digital Distribution	BGN	1,200.00	Subscriptions	BGN 1,500.00
TOTAL CoGS	BGN	43,200.00	Depreciation	BGN 950.00
			Administrative Expenses	BGN 1,000.00
			TOTAL EXPENSES	BGN 62,770.00
NET INCOME Income minus CoGS	BGN	74,800.00		

PROJECTED BALANCE SHEET

GLOW Music Marketing

71 Knyaz Boris I St

Sofia, Bulgaria 1000

Phone: +359 884-189-072

DATE PREPARED	21.10.2021
START YEAR	2022
END YEAR	2024

ASSETS		2022		2023		2024	
CURRENT ASSETS							
Cash	BGN	7,777.00	BGN	9,810.00	BGN	11,450.00	
Accounts Receivable	BGN	-	BGN	-	BGN	-	
Inventory	BGN	-	BGN	-	BGN	-	
Prepaid Expenses	BGN	-	BGN	-	BGN	-	
Short-Term Investments	BGN	-	BGN	-	BGN	-	
TOTAL CURRENT ASSETS		BGN	7,777.00	BGN	9,810.00	BGN	11,450.00
FIXED (LONG-TERM) ASSETS							
Hardware	BGN	1,000.00	BGN	1,000.00	BGN	-	
(Less Accumulated Depreciation)	BGN	(500.00)	BGN	(1,000.00)	BGN	-	
Furniture	BGN	3,000.00	BGN	3,000.00	BGN	3,000.00	
(Less Accumulated Depreciation)	BGN	(450.00)	BGN	(900.00)	BGN	(1,350.00)	
Intangible Assets	BGN	-	BGN	-	BGN	-	
TOTAL FIXED (LONG-TERM) ASSETS		BGN	3,050.00	BGN	2,100.00	BGN	1,650.00
OTHER ASSETS							
Other	BGN	-	BGN	-	BGN	-	
TOTAL OTHER ASSETS		BGN	-	BGN	-	BGN	-
TOTAL ASSETS		BGN	10,827.00	BGN	11,910.00	BGN	13,100.00

LIABILITIES AND OWNER'S EQUITY

CURRENT LIABILITIES

Accounts Payable	BGN	-	BGN	-	BGN	-
Short-Term Loans	BGN	-	BGN	-	BGN	-
Income Tax	BGN	-	BGN	-	BGN	-
Current Profit	BGN	10,827.00	BGN	11,910.00	BGN	13,100.00
Unearned Revenue	BGN	-	BGN	-	BGN	-
Current Portion of Long-Term Debt	BGN	-	BGN	-	BGN	-

TOTAL CURRENT LIABILITIES	BGN	10,827.00	BGN	11,910.00	BGN	13,100.00
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LONG-TERM LIABILITIES

Long-term debt	BGN	-	BGN	-	BGN	-
Deferred income tax	BGN	-	BGN	-	BGN	-
Other	BGN	-	BGN	-	BGN	-

TOTAL LONG-TERM LIABILITIES	BGN	-	BGN	-	BGN	-
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OWNER'S EQUITY

Owner's Investment	BGN	-	BGN	-	BGN	-
Retained Earnings	BGN	-	BGN	-	BGN	-
Other	BGN	-	BGN	-	BGN	-

TOTAL OWNER'S EQUITY	BGN	-	BGN	-	BGN	-
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TOTAL LIABILITIES AND OWNER'S EQUITY	BGN	10,827.00	BGN	11,910.00	BGN	13,100.00
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FINANCIAL RATIOS

Debt Ratio (Total Liabilities / Total Assets)	BGN	1.00	BGN	1.00	BGN	1.00
Current Ratio (Current Assets / Current Liabilities)	BGN	0.72	BGN	0.82	BGN	0.87
Working Capital (Current Assets - Current Liabilities)	BGN	(3,050.00)	BGN	(2,100.00)	BGN	(1,650.00)

Assets-to-Equity Ratio (Total Assets / Owner's Equity)

Debt-to-Equity Ratio (Total Liabilities / Owner's Equity)

THANK YOU

Please, let me know if you have any questions.

REFERENCES

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