



University of Wales

Trinity Saint David

ACADEMIC AND EMPLOYABILITY SKILLS (ACE) BMSW4001

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OUTLINE

1. Dream job
2. Skills
3. SWOT
4. References

MUSIC RECORD LABEL OWNER

What is the role of a record label owner?

- Record label owners manage the company's strategy
- Managing their artists
- Dealing with administration
- Making decisions on the artist's career
- Recruiting talents such as rappers', singers, producers etc...



WHAT SKILLS YOU NEED

To become a successful record label owner, you will need to:

- Be well organized
- Communication skills is key
- Good marketing
- Managing time
- Detail orientated
- Prepare to take risk
- Team worker



Strengths

- Time managing
- Experience in music
- Knowledge
- Good networking contacts
- Flexibility



Opportunities

- Worldwide recognitions
- Offering on better deals
- Opening a studio
- Getting big musicians to be apart of the label

SWOT



Weaknesses

- Organization
- Indecisive
- Lack of courage
- Multitasking
- Creativity

Threats

- Competitions
- Other labels offering less
- Unhappy musicians
- Lack of focus
- Natural disasters

REFERENCES

<https://www.thebalancecareers.com/how-to-start-a-record-label-2460782>

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THANK YOU
ANY QUESTIONS?