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INTRODUCTION

As the founder, director and shareholder of the new online music agency Attune Tunes Limited (Ltd) and the creator of the concept it is built upon, I wrote this all-encompassing paper that comprises an overview of all the important elements to successfully launch the company. The paper is constructed in two parts.

Part one consists of a detailed business plan for Attune Tunes Ltd, which includes an overview of the company, the services it provides and the problems it attempts to solve, as well as an overview of prices, payment and booking policies, market analysis, website creation, operations, company and personnel structure, financing and marketing. It also contains supporting artefacts such as the company's logo, the company's proprietary structure and a profit – loss projection.

Part two of the document, the reflective summary, gives the reader some insight into my personal thoughts and experiences during the various stages of the creation of Attune Tunes Ltd, from initial ideas to research and then to execution.

PART ONE – BUSINESS PLAN

1. Overview

Attune Tunes Ltd is a new business that offers online musician agency services for private and corporate live streamed events. The business, which was founded in 2020 and is planning to launch in early 2021, operates as an interagent between customers, who are looking to book private musical entertainment, and the musician. The headquarter is located in London, United Kingdom (UK), but the company's services can be provided world-wide. The company operates as a Limited Company with two shareholders.

2. About Us

Sharing their passion for music stands in the foreground when it comes to all decisions at Attune Tunes Ltd. The business was created by a team that loves music, musicians, people and human connection and these values are embedded in the company beliefs. It aims to ensure a close connection between the artist and listener by taking no notice of the physical distance between people and instead bringing the music right to where they are.

3. Why Attune Tunes Ltd Is Needed

Music plays a huge role in human connections and human experiences. Because of the current global situation due to Covid-19, live music has become less accessible for people. With the prohibitions and restrictions on social events such as weddings, birthday parties and family barbecues and the cancellations of live concerts, two vital

elements are missing from people's lives. Music connects people without language, strengthens social bonds, increases empathy in humans and releases the love hormone "Oxytocin". (Suttie, 2015) Thankfully, this is a century where technology is accessible and affordable for almost everyone and people can connect easily worldwide via social media, web-based messaging services and most of all live video conferencing. Attune Tunes Ltd aims to bring the shared live music experience back into people's lives by providing personalised, private concerts for small to medium size audiences at e.g. family events and larger scale audiences at e.g. corporate events. These concerts can be attended via computers, laptops, mobile phones and tablets. This means that families, friends and colleagues can all come together to enjoy a shared musical experience.

There is a second matter that is close to heart for the Attune Tunes Ltd team. Thousands of musicians in the United Kingdom (UK) alone have lost their main source of income and are currently unemployed. To make matters worse, many of these skilled musicians are not eligible for the government's financial assistance schemes. (Masso, 2020) Attempts to organize paid online gigs by themselves have turned out to be quite difficult for musicians as it is a completely new way of approaching live music that has not been done a lot in the past. Especially advertising the show, organizing payment and setting up the gig platform have turned out to be problems. This is where Attune Tunes Ltd comes in. By using the platform, artists will be connected with many potential clients and our team is there to support both the artists and the customer on every step of organizing the performance including legal matters, payment and advertisement so artists can do what they do best - play music - without having to worry about the logistics.

4. Our Services

Attune Tunes Ltd is an online agency for musicians of a wide range of genres that organizes private and corporate live streamed events. The business will create a database of talented international artists which can be booked by customers for events that take place via live streaming or private upload.

Standard audience sizes are between one and ninety viewers. Examples of the types of events that the company caters to are birthday parties, bachelor parties, other shared experiences with family and friends, online conferences, corporate team building events and many more.

Attune Tunes Ltd aspires to become a Zoom Referral Partner by making Zoom the default video conferencing platform to set up performances on. Zoom offers high quality video communication with up to 100 attendees. The Zoom Referral Partner Program is designed to “reward partners for generating new Zoom opportunities by recommending Zoom Services to their respective clients and prospects.” (Zoom Video Communications Inc., 2020) For events that are larger than 100 attendees, Attune Tunes Ltd uses Google Hangouts, which allows up to 250 users at the same time. (Singleton, 2020) Specific request for alternative live stream providers by customers can be accommodated.

Customers can browse the online musician’s data base for free. Some of the genres offered are Pop, Rock, Folk, Indie, Classical, Jazz, HipHop and RnB but the platform is open to receive applications from musicians of any genre. Attune Tunes Ltd can provide acts with vocalists as well as instrumental ensembles and solo instrumentalists.

Each artist profile contains information about the band’s background, their country of origin, their genre, an example list of their repertoire, their standard booking fees,

reviews from previous bookings as well as an artist photo, videos of live performances and if applicable links to the artist's music and social media profiles. If a customer discovers a musician they love, they can submit a booking enquiry that states the date of the event and the number of people that will be attending. The booking team will then check the availability with the artist and get back to the customer as soon as possible.

If a customer would like more information or needs help deciding which artist would suit their needs, the team will happily assist via e-mail, phone or video call.

Once a customer has decided which artist they want to book and availability is confirmed, Attune Tunes Ltd will proceed to arrange payment, send out confirmation e-mails to all viewers and musicians, make sure, that all participants agree with the company's policies, set up the online room and ensure that everything goes smoothly.

For customers with very specific wants that cannot be fulfilled by the site's regular offers, the company's booking team always tries their very best to create custom tailored experiences. This could for example mean booking several artists during the course of a day for online conferences, specific song requests that are not part of the standard repertoire of the artist or regularly recurring bookings.

Their customers and artists are the company's top priority. Attune Tunes Ltd want the experience to be as successful and rewarding as possible for both parties.

Attune Tunes Ltd promises to take over all of the tasks that are involved in successfully booking a gig so that customers can simply enjoy the experience and artists can focus on making music. This includes guaranteed secure payments, an extensive booking and cancellation policy, customer support, artist support and out-of-hours emergency support.

Alongside the booking services, artist support and development are tasks that are very important to the team at Attune Tunes Ltd. Therefore, besides providing the above listed services, they also offer a range of services that support their artists.

Many musicians possess good microphones, cameras, computers and music equipment and are therefore able to perform at home. This is especially true for solo artists, duos and acoustic acts. For artists, who for some reason are not able to have their own equipment at home or for bands that are simply too big for home recording (3-5 - piece bands), Attune Tunes Ltd provides recording locations in selected cities and countries. One of the locations they will provide are performance rooms and recording studios at Pirate Studios who currently have 28 locations around the UK as well as locations in Los Angeles (USA), Berlin (Germany) and Dublin (Ireland). (A Pirate Company, 2020) But even for artists outside of these areas, the company will always try to find a suitable location, so the artist can focus on making music without worrying about failing equipment.

Another service the platform offers to help their musicians be seen on the website and receive bookings is the “Artist of the Week” feature. Each week one of the musicians in the Attune Tunes Ltd database is chosen as “Artist of the Week” and featured on the welcome page as well as the official Attune Tunes Ltd social media profiles. Criteria that help musicians become “Artist of the Week” are outstanding applications, great reviews from previous bookings and overall professionalism. The above listed services will be provided from the launch of Attune Tunes Ltd.

There are several other services that the company would like to offer in the future.

Firstly, Attune Tunes Ltd would like to provide even further support for their musicians in regard to artist development and promotion. For one, the business would like to offer A&R advice from industry professionals to artists who are looking to improve their sound, image and/or repertoire. These A&R sessions can either be arranged as a one-time feedback or monthly coaching sessions.

Furthermore, the company would like to help artists receive more bookings by helping them with marketing and promotion. This could be done by offering marketing coaching packages that include support creating custom made artwork, taking professional band photos and videos, one-on-one tutoring sessions on online and social media advertisement and more.

A second option is offering premium memberships for musicians that helps the artist be featured in the promotional material of the Attune Tune Ltd brand.

Another big future goal for Attune Tunes Ltd is to broaden the platform's database and not only host musicians, but other forms of entertainment as well. These include but are not limited to stand-up comedians, dancers, actors, magicians and other performing artists.

5. Artist Sign-Up Procedure

Attune Tunes Ltd has already acquired the interest of ten established artists, who will sign with the company when it launches. Having ten artists in the database from the beginning guarantees the possibility for customers to book right from the launch and allows the company to hold events from the beginning. The future goal for the

company is to expand its database and sign many more artists from the moment of its launch.

All musicians can apply to become a part of the Attune Tunes Ltd database.

Applications can be submitted through the company's website, by e-mail or mail.

The Attune Tunes Ltd team will then arrange an audition which will be held via live stream which helps the team assess the skill set of the musician and their suitability for live streamed gigs. In addition to that, auditions are there to get to know the artist better and understand their music, style and target audience. During this audition the artist will play 10 minutes' worth of material followed by a 10-15 - minute conversation.

After the audition, the musician liaison team will then discuss the results and confirm within the next 10 working days if the artist fits well into the data base.

If an audition is successful, a contract between Attune Tunes Ltd and the artist, that specifies both parties' rights and responsibilities, will be sent out. Each contract is for a 12-month term with possibility to extend.

After signing the contract, the Attune Tunes Ltd team will then create the artist's profile on the platform which will go live within 5 working days. All of the artists that sign with the company are required to have a PRS membership. (PRS, 2020)

Support during the PRS application process will be provided. As soon as the membership has been approved and the profile is live on the website, the artist can receive bookings from customers.

6. Prices and Payment

As all artists are different, there is no one price that fits all. Prices are determined by a range of factors. These include the number of musicians in a band, the length of the set, the number of viewers, the concert occasion and the artist's experience.

To provide the customer with a rough estimate, a price list can be found on the website. (see Appendix 1) The price list is supposed to help customers understand the price range of different artist categories. More specific prices can be found directly on the artist profiles where the band's standard fees are listed.

Standard prices range from £40 to £500. These prices are for audience sizes of up to 90 attendees. Bigger concerts can be organized for additional fees.

Attune Tunes Ltd's standard charge is 20% of the booking fee. This applies to all bookings made more than 48 hours before the concert. Extra charges for customers incur in the following scenarios:

- Last minute bookings that take place less than 48 hours prior to the concert
- Last minute rescheduling that takes place less than 48 hours prior to the concert
- Custom bookings*

**Any booking that varies from the standard packages is specified as a custom booking. This includes, but is not limited to, extra-long sets, song requests that are not in the artist's repertoire, and other.*

Extra charges for artists incur in the following scenarios:

- Last minute cancellations less than 48 hours prior to the concert
- Booking of an external performance location by Attune Tunes Ltd
- Sound engineer hire by Attuned Tunes Ltd

All of the payments and pay-outs either go through Stripe or alternatively via direct bank transfer. Stripe is an online payment service provider that offers secure, encrypted, fast transaction and controlled, timed pay-out. The platform furthermore provides invoice support, global payments in more than 135 currencies, financial reports and customisability. Stripe charges 1.4% + 20p for transactions with European cards and 2.9% + 20p for non-European cards. (Stripe, 2020)

Customers have to complete payment at least 48 hours before the concert takes place. Pay-out to the artist will happen within 1-3 working days following the concert. These rules are in place to make sure that both the customer and the artist fulfil their duties.

Last minute booking exceptions are possible. If bookings take place less than 48 hours before the performance, an additional 10% last minute fee will be added to the price.

7. Booking and Cancellation Policies

7.1. Cancellations

Attune Tune Ltd's booking and cancellation policies are there to protect all three parties involved in a booking and specify each party's rights and responsibilities.

If for some reason a customer can no longer attend the scheduled appointment or an artist cannot perform, they have to inform the customer service team or the booking team at least 48 hours in advance. A free cancellation and refund policy is in place, if the customer or artist cancels the event more than 48 hours in advance. The team will then do its best to find a suitable alternative. The first attempt is always to reschedule the performance to a suitable date. If this does not work out, the team will help the customer find a different band that might speak to them. These two options are generally free of charge. Alternatively, if neither of these two options can be completed, Attune Tunes Ltd will provide a full refund minus the 20% booking fee.

If a cancellation takes place between 24 - 48 hours prior to the event, 50% of the artist fee will be refunded to the customer, 30% of the price get paid-out to the artist and Attune Tune Ltd charges 20% as usual.

Cancellations by customers less than 24 hours prior to the event will not be refunded. This policy exists to protect the artists who rely on the income.

Cancellation by artists less than 24 hours prior to the event are the highest priority to resolve so that the event can go ahead as planned.

7.2. Technical Difficulties

The booking and cancellation policies also cover problems that occur due to a range of technical difficulties.

Attune Tunes Ltd offers free rescheduling if technical difficulties caused by the live stream provider occur. If these difficulties happen on the platform suggested by the agency (e.g. Zoom) and rescheduling is not possible, a full compensation will be paid-out to both customers and artists. If the performance takes place on a platform chosen by the customer, refunds are not available.

If technical problems occur due to failure of the artist's equipment, Attune Tunes Ltd offers free rescheduling or refunds minus the 20% booking fee.

The booking and cancellation policies do not cover any compensation if technical failures occur on the side of the customer. In certain cases, a free or discounted reschedule might be possible but refunds are not available.

7.3. Unacceptable Behaviour

Attune Tunes Ltd prides itself to be an inclusive, positive, respectful and supportive company that offers interactive, personalised musical events to a wide range of people. The company expects its customers and musicians to follow the codes of conduct. All three parties should feel safe during a booking. Rude and disrespectful behaviour and assault during performances or during the booking procedure result in bans from the site and in extreme cases reports to the police.

8. Our Mission and Core Values

Attune Tunes Ltd is built upon a range of values and beliefs that shape the way the company operates. These have been summarized in the following five core values:

- **Always Give Your All**

“Impossible” is the very last word in our vocabulary when being presented with a task or request. Always give your all, look at all the possibilities and try to find the best possible solution.

- **Be Open for New Ideas and Embrace Diversity**

As an international agency that hosts musicians of a wide range of genres, it is normal that people have different tastes and ideas. This is a great thing as it helps us grow by widening our horizons and looking at things from new perspectives.

- **Communicate Kindly**

Communication is key to understanding each other's thoughts and wishes. When talking to fellow colleagues, musicians and customers, always be respectful and treat the other person with kindness.

- **Develop New Skills**

The Music Industry is constantly evolving and changing and so are humans. Be open to expand your knowledge and widen your skills.

- **Enjoy Music**

Last but not least, enjoy music! Music is what we are all about, so listen to music, host your own gigs, share your favourite songs, play instruments, sing and dance!

These five core values build the foundation of the company and influence decisions such as staff recruitment, problem solving and collaborations. (Davis, 2019) (Entrepreneurs' Organisation, 2018) During job interviews they help the recruitment team determine if a candidate shares the same principles as the company. Attune Tunes Ltd's core values can be easily remembered in the order A,B,C,D,E as the first letter of each value starts with the next letter in the alphabet to the previous value.

9. Market Analysis

To understand the market that Attune Tunes Ltd will sit in and who the services will speak to, a market analysis has been carried out. The two most important elements of this market analysis are a competitor analysis and a target audience analysis.

9.1. Competitor Analysis

An important part of market analysis is recognizing which services and products are currently available within the industry that the new business will sit and who provides them. Those businesses are considered competition and need to be taken in consideration when choosing which services to provide, who to target them at and how to promote them. (Carnite, 2020)

Competitors can be differentiated in two categories – direct competition and indirect competition.

Direct competitors can be specified as businesses that offer the same products or services, that target a similar audience and share similar company goals.

Indirect competition takes place when businesses, who do not offer the exact same services, do not have the exact same target audience or do not share all of each

other's company goals, overlap in some of their features or elements. While they do not offer an identical experience, they might still attract some of the competitor's potential customers. (Rex, 2019)

Currently, there are no direct competitors for Attune Tunes Ltd. An in-depth online research has brought up no businesses that share the same services or goals. There currently is no other online agency or booking agent which is specialized in streaming. Attune Tunes Ltd therefore guarantees the most qualified service on the market with a database that consists of talented musicians that are specialized in streamed performances. This provides a huge advantage in attracting new customers and successfully building the Attune Tunes Ltd brand.

While there currently are no direct competitors, the market analysis has identified some indirect competitors that share some of the company's features, though, that have to be kept track of.

Those are function band agencies such as Alive Network or Tailored Entertainment, booking agents such as 13 Artists or Talentbanq and free-of-charge live stream platforms such as Facebook or YouTube.

Function music agencies share many similarities with the way that Attune Tunes Ltd is constructed. Shared features include a web based, public musician database, similar booking policies and an agency income by taking a percentage of the booking price. (Alive Network, 2020) (Tailored Entertainment, 2020)

The main two differences between traditional function agencies and Attune Tunes Ltd are that for one, all of their bookings are for in person gigs for which artists travel to an event location and therefore secondly, the agency is bound to a location

whereas Attune Tunes Ltd's services can be provided world-wide and independently from location.

Similar to function agencies and Attune Tunes Ltd, booking agents act as a musician's representative and are an intermediary between them and potential clients. (Talenbanq, 2020) (13 Artists, 2020) Booking agents however primarily aid musicians in advancing their career by booking venues, radio shows and other. They generally do not take booking requests for their artists from people who are not music industry professionals. Booking agents can still be recognized as potential competition as they might broaden their field from paid live gigs to paid streamed gigs in the near future.

Out of the three indirect competitors, free-of-charge live streaming platforms share the fewest similarities with Attune Tunes Ltd. The company does not host live streamed events through their site but will instead arrange most of the concerts through their potential partner Zoom.

Nonetheless, platforms such as Facebook, Instagram or YouTube, that offer easy free-of-charge streaming for a large number of viewers, could lead to some potential customers not wanting to pay for live streamed gigs. Furthermore, these platforms could decide to host paid concerts in future for their members.

While these platforms offer free live streamed gigs, they do not lessen the need for Attune Tunes Ltd's services in any way, though. It will be the only platform that offers custom tailored musician booking for live streaming that lets the customer choose the date of the concert, the length of the performance, the people attending as well as further options of personalizing the experience. In addition to that, many

musicians only host free live streamed gigs on social media platforms at the moment because of the lack of a paid alternative. Most listeners would happily pay for a ticket and support artists.

Another feature that sets Attune Tunes Ltd apart from all its competitors is that all currently existing agencies are bound to a location, whether it be one city or one or a few countries. This new company is not bound to any location. It is an international agency with bands and artists in its database from all around the globe.

9.2. Target Audience

The target market for Attune Tunes Ltd is extremely broad. Due to the large variety of genres and services, the platform speaks to a wide range of people. Music is enjoyed by people of any age or gender and so are social events. It is therefore not easy to pinpoint a specific target audience that would respond well to Attune Tunes Ltd. Instead, it might be more beneficial to focus on several smaller groups that sit within the entire target audience that respond well to specific types of services, genres and artists.

While the website itself will be designed to appeal to a broad audience, a large number of more specific, personalized ads that speak to different target audiences will be created and directly targeted at them. Each of these groups is linked by certain demographics and psychographics.

9.2.1 Demographics

Demographics refer to a person's age and gender as well as their location, ethnicity and income. (Walker, 2017)

While Attune Tunes Ltd is a web-based service provider, considering location is still important as marketing strategies that work in one territory might not work somewhere else.

Starting out, we will focus on the UK, Germany and Romania, due to already existing connections to musical artists who fit the businesses criteria as well as potential clients. Attune Tunes Ltd's goal is to expand to many other countries over time.

Furthermore, knowing and understanding the similarities and differences of people related to their age group can prove very beneficial in target audience analysis as all people born within the same era share certain traits especially in their consumer behaviour. Age groups can be split into Generation Z (born 1997 or later), Millennials (born 1981 – 1996), Generation X (born 1965 – 1980), Baby Boomers (born 1946 – 1964) and the Silent generation (born 1928 – 1945). (Kollaer, 2019)

Millennials and Generation Z, for example, are both very familiar with technology, can operate several screens at the same time and generally value experiences over possessions. These age groups tend to spend a lot of their time online and on social media and generally have a short attention span. (Campaign Monitor, 2020) They respond well to personalized online ads, videos and e-mails. (Carr, 2020)

Baby Boomers on the other hand value one-on-one customer service and prefer reading text over abbreviations and acronyms such as '24/7' (twenty-four hours, seven days a week) or 'FYI' (for your interest). (Solomon, 2020) Most of them can be found on Facebook and e-mail. Baby Boomers are in the prime years of their

earnings and tend to spend twice as much money online compared to younger generations. They also enjoy spending money to purchase products and services for their relatives and friends. Especially the last attribute makes them an age group that might potentially resonate well with Attune Tunes Ltd.

9.2.2. Psychographics

Psychographics on the other hand explore a person's interests, values, lifestyles, attitudes and similar. (Walker, 2017) Knowing their customer's psychographics helps a business understand their wants and needs better and thus, connect with them on a deeper level and build a foundation of trust and loyalty. In relation to Attune Tunes Ltd, anyone who values live music and human connection might respond well to the platform's services.

9.2.3. Potential Customer Groups

One of the identified groups of potential clients are parents of children who fall into the Millennial and early Generation Z categories. These parents belong to either Generation X or Baby Boomer and enjoy hosting family events such as birthday parties, graduation parties, wedding anniversary celebrations, family reunions and more. When advertising to this group, the focus of the marketing material should be on connecting with family and making shared memories.

Another group that might respond well to Attune Tunes Ltd are 18-35-year-old single women who enjoy spending time with their girlfriends and going out to bars, concerts and clubs. "Girls Night" is a term that is familiar to most women, especially in their 20s and 30s, that refers to spending evening activities with female friends. Ads

targeted at this group should focus on the possibility of having a new activity to connect with friends and spend a fun time together.

A third potential target group are business professionals that organize corporate events for companies. Corporate conferences and team building events might take place online in the future instead of in person. Musical entertainment could be a great addition to any company event.

As Attune Tunes Ltd are starting to build their musician database, the company will also be targeting the platform at musicians that might fit into the business concept. These are for one established musicians who make a large part of their income from function performances and small concerts. Secondly, as artist development is an important element for Attune tunes Ltd, the agency will also target towards current music students and recent music graduates. A potential future collaboration with a music university such as the British Irish Modern Music Institute (BIMM), London College of Creative Media (LCCM) and Tileyard Education is one of Attune Tunes Ltd's future goals.

10. The Website

10.1. Design

As the Attune Tune Ltd brand is built around online services, a well-functioning, attractive website is one of the most important assets. By creating a user friendly, database driven website, that provides all important information and is easy to use for technically proficient as well as less proficient users, the company will create trust and encourage users to go ahead with a booking.

The website will be made up of six main areas.

At the top of the site is a header that displays the Attune Tunes Ltd logo (see Appendix 2) and name as well as six primary links – ‘Home’, ‘Find Artists’, ‘Our Services’, ‘About Us’, ‘Join Us as an Artist’ and ‘Contact’.

Upon entering the website, the user reaches the ‘Home’ page. This area includes a short summary of what the company does in less than five sentences, the “Artist of the Week” feature, photos and videos of previous gigs held by signed artists, positive reviews from customers and online magazines and most importantly a call to action “Search” function that asks the customer for which type of artist they are looking for. This “Search” field quickly directs the user to the artist data base.

Alternatively, the link ‘Find Artists’ also leads the user to the extensive musician database. Customers can browse artists from A-Z, by genre, by instrument, by price, by availability or by best reviews. When browsing, the customer will see the name of the artist, the artist profile photo, the number of musicians, the type of instruments, the genre and their average fee for a 60-minute performance. Upon clicking on a band, their artist profile, will open up. This profile provides the user with much more detailed information including a short history and description of the band, their country of origin, a list of their standard fees for 20 minute, 45 minute, 60 minute and 90 minute performances, a excerpt from their repertoire list, videos of them performing, links to their social media profiles, music links and reviews. Next to the artist profile photo will be a box that states “Enquire now (clickable link) or get in touch for more information” followed by the company’s phone number and e-mail address.

The third primary link 'Our Services' opens up a box of secondary links. Those are 'How It Works', 'Standard Bookings', 'Prices' and 'Custom Bookings'. These primary links are there to provide website users with more detailed information about how Attune Tunes Ltd's services work, how much they cost and the booking and cancellation policies that apply.

The fourth primary link 'About Us' also opens up a secondary window that contains the links 'Why We Created Music Alive', 'Meet the Team' and 'Contact Us'. This section of the website is intended to increase trust in the brand by giving the user some insight on more personal information.

The fifth primary link 'Join Us as an Artist' connects to the secondary links 'How to Join', 'Benefits for Artists' and 'Book an Audition'. This area is targeted at musicians who might be interested in becoming a part of the Attune Tunes Ltd database and created to provide them with information about the services the business provides for artists.

The sixth primary link 'Contact Us' leads to the same page as the 'Contact Us' secondary link under 'About Us'. It includes contact information such as the company's phone number, emergency support number, fax number, e-mail address and mail address. Making the contact information easily accessible will increase the likeliness of people getting in touch.

10.2. Optimization

Website optimization is important for two main reasons. For one, having a well-functioning website helps site visitors be more successful with their visits and find exactly the information they are looking for. Therefore, optimizing the website helps the business become more successful. According to Qualaroo, “a more effective website can increase revenue for [a] business through new sales or leads, and reduce cost, through better conversion rates on existing marketing spend, or by reducing customer support needs through better information and clarity for visitors with questions.” (2020)

Secondly, website optimization automatically also aids in search engine optimisation. This means that Attune Tunes Ltd will appear closer to the top of search results on search engines such as Google. (Moz, 2020)

There are several tactics that will help to make the Attune Tunes Ltd Website as efficient as possible.

10.2.1 Domain Name

First of all, customers need to be able to recognize a brand and the corresponding website domain. Two brands with the same name face the issue that customers might end up on the wrong website. A big factor when choosing the brand name “Attune Tunes” was the fact that there is no other company with this name and therefore the domain attunetunes.com is available. This domain name is the same as the company name and contains no other symbols. This makes it very easy to find and identify.

10.2.2. Reliability

On average, a web user stays only 15 seconds on a site. (Zheng, 2020) During these first 15 seconds, it is vital to catch the user's attention and provide them with the most important information that will help them decide whether your service is something they might be interested in.

Besides a bad design, one of the reasons, why a web user does not stay on a website, is if it is not functioning well and accessibility and availability are low. If a website loading time takes too long or links are broken and do not lead to the right destination, a user might for one get frustrated and leave and secondly, lose trust in the quality of the company's services and brand. To avoid this, the website will be created by experienced freelance professionals using high quality components. Furthermore, monthly website maintenance and updates are crucial to keep the website working well.

10.2.3. Mobile Compatibility

A large number of people within Attune Tunes Ltd's target audience use mobile phones. Having a mobile friendly version of the website improves the customer experience, which will make it more likely that mobile users stay on the website and explore the services offered. While it is easy to take in a lot of information at a time on a desktop, a mobile phone screen is much smaller and therefore showing fewer information with larger font and with a more accessible layout is preferred. A mobile friendly version of a website can be created by mostly using Cascading Style Sheets (CSS) instead of image files as many images are larger in size and slow down the load time of the website. Furthermore, a fluid layout that expands or shrinks depending on the screen size will be used to ensure that user of any size or quality

of mobile device have the same experience. (Jordan, 2012) To ensure the quality and functionality of the website, the production will be outsourced to experienced professional freelance web designers and developers.

10.2.4. External Tools

While the initial design of the website is important, it is even more important to be adaptable and alter and update the website regularly to make it even more efficient and tailored toward the customers. There are many external tools that analyse user activity on a website. Some of the tools that could be used in keeping Attune Tuned Ltd's website up to date are Heat Maps. (crazyegg, 2020) Heat Maps showcase the areas on the website that users look at and engage with the most and which areas of the website are ineffective. By analysing this data regularly and trying out different website designs and text and image placements, the website experience for customers will improve drastically over time.

10.2.5. Regular Content

Customers sense inactivity. Not updating and adding to the website can make customers question the business's efficiency and credibility. (Nguyen, 2020) It is therefore very important to regularly add to attunetunes.com. In addition to credibility, activity also helps in search engine optimization. One way in which Attune Tunes Ltd is planning on being regularly active is by making sure the "Artist of the Week" feature is working well and placed on the home page every week in time.

11. Company and Personnel Structure

Attune Tunes functions as a Limited Company. This means that the company is funded by shareholders and treated as a separate entity to its directors and employees. (Rapid Formations, 2017) The company is liable for its own income, assets, debts, and liabilities. Each shareholder is only responsible for their own shares and no party is personally liable for the company's debts. Besides financial security, a limited company also provides professional credibility when dealing with other businesses and customers.

As a Private Limited Company, Attune Tunes Ltd, will look to follow a classic designation hierarchy. (Dubey, 2019) The start-up proprietary structure of Attune Tunes Ltd can be seen in Appendix 3.

This strategy will provide an overview of the elements that keep a business running. As in many other start-up businesses, the majority of the responsibilities in regard to general management of Attune Tunes Ltd will be attributed to the start-up entrepreneur. (Companies House, 2020)

Therefore, responsibilities such as strategy development, execution of strategy, operation of assets and personnel, legal administration and marketing will fall into the category of duties of the entrepreneur, who will also function as the director.

The director of the company is responsible to “keep company records and report changes, file the accounts and the Company Tax Return and pay Corporation Tax” which is 19% of the company's profit. (Gov.uk, 2020) (Informi, 2020)

The operations sector of the company is strictly dependent on the initial budget, funding and investment and directly influenced by how the business plan is being implemented. The financial forecast of the company for the launching year (see Appendix 4) is suggesting that the company might be ready to accommodate one

part time employee. Tasks related to the website creation and maintenance, payroll and sound engineering will be outsourced to freelance professionals.

Because Attune Tunes Ltd will act as a start-up company, all of the initial roles are vital for the success of the business. This is why the focus of the recruitment process will be on selecting people that are looking to collaborate, to help the business and even aspire to become partners in the future.

More so, the management will look into expanding the workforce on individual projects such as marketing campaigns or artist scouting by opening internship positions for aspiring music industry professionals.

As the Operation Manager, the recruiting of administrative personnel and internship employees will be condoned by the entrepreneur. (Betterteam, 2019)

The first concern in regard to the development of the finance department will be to establish the official business bank account where the budget will be stored.

The role of sales manager will fall to the entrepreneur and cover duties such as monitoring sales, establishing and writing the terms and conditions and setting up payment and pay-out via Stripe.

The most important legal tasks for a start-up have relate to registering and trademarking the business with HMRC and fixing an Employer's liability insurance. (UpCounsel, 2020) (Gov.uk, 2020)

Because Attune Tunes Ltd will operate in a less tightly regulated sector than for example the finance industry, the “entrepreneur will be able to outsource certain

legal tasks on the basis of each individual project, saving money and reducing your annual wage bill". (Talk Business Ltd, 2020)

As soon as the business will be ready to accommodate employees, Attune Tunes Ltd will engage in acquiring help from a professional payroll firm in order to navigate the legal procedure of hiring. The outsourcing of payroll duties such as HMRC registration duties and pension enrolment will fulfil important legal requirements.

(Direct Payroll, 2020)

Outsourcing the finance department will be considered a calculated risk for the first year as the business needs to break even before recruiting more personnel. (Gov.uk, 2020) (Lucas, 2019)

Attune Tunes Ltd aims to be established on a private online domain and be represented by a database driven platform. This will be created with the help of specialist IT freelancers for which there will be an allocated budget (see Appendix 4).

12. Finances

A financial forecast is one of the most difficult things to create when launching a new. Service that sits outside of the current market. To create an as accurate as possible financial forecast for the first year of Attune Tunes Ltd and understand how much funding and investment the business requires, the pre-launch costs and fixed first year costs have been put in comparison with an estimated minimum profit to create a profit-loss- estimate. (see Appendix 4) Variable first year costs should not be ignored but cannot accurately be predicted at this point and time.

12.1. Pre-Launch Costs

The largest expense during the pre-launch state of Attune Tunes Ltd is the creation of a high-quality website which is estimated to cost around £ 3,000. Other costs that will incur are address and company registration, accountant and legal fees, the acquisition of a company landline number and the creation of the brand's logo (see Appendix 2) and marketing material. All pre-launch expenses will likely cost around £ 4,555. These costs are one-off cost and will not re-incur in the second year.

12.2. First Year Costs

The first-year costs include all of the outgoing money from the date of the launch until the end of the 12-month period. The loss that incurs during the first 12 month of the operation of Attune Tunes Ltd is dependent on two types of costs – fixed costs and variable costs.

12.2.1. Fixed Costs

Fixed costs are all of the costs that incur unrelated to the success of the business. (Start Up Loans, 2020)

This includes all the costs related to permanent employees such as salary, Employer's Liability Insurance and National Infrastructure Commission (NIC). Furthermore, monthly recurring costs like a Google Business Account Membership, monthly website maintenance and Phone and WiFi contracts are all considered fixed costs. If the business employs one part time employee during the first year, the fixed costs that will incur during the first 12 months of Attune Tunes Ltd are estimated to be around £ 26, 339.36.

12.2.2. Variable Costs

The third and least predictable component of the business expenses are variable costs. These costs are not fixed and depend on a range of factor such as business success, sales numbers, marketing strategy, changes in the employment structure, repairs and technical problems and more. They cannot accurately be predicted at this point but must not be forgotten about as they can make up a large sum of the budget.

12.3. Estimated Financial Forecast

It is extremely important to be realistic when creating a financial forecast for a Start-Up company, especially in regard to expected profit. Actual profit might turn out better than estimated, but it is better to expect a small income especially at the beginning of a company. An overestimated income can lead to a lack of cash liquidity which can cause a start-up company to fail early on and not reach the break-even point. (Berry, 2020) During the first few months it is a possibility that Attune Tunes Ltd will not receive many bookings yet as it is introducing a new service and has not established a large customer base yet. A realistic forecast is an income of £ 12,000 during the first year which equals to about 15 – 20 bookings a month. (see Appendix 5)

With this income, the profit – loss analysis shows a minus of over £ 18,000 at the end of the 12-month period.

To remain liquid and be able to move into the second year of the business, an investment sum of at least £ 50,000 needs to be available before launching the business.

13. Marketing

13.1. General Strategy

As an online based business, Attune Tunes Ltd is required to establish a presence on the online market. The company's entire target audience can be found online.

The main part of the marketing plan will therefore focus on Social Media Advertisement, Search Engine Marketing and Display Ads. (Cyberclick, 2020)

A few weeks before the platform will be established on an independent online domain, the company will be presented the social media platforms Instagram and Facebook.

This will for one give the opportunity of scouting and getting acquainted with musicians for the purpose of eventually establishing a repertoire of acts and secondly, make potential customers aware of the upcoming business ahead of the actual launch. Social Media ads with the call to action to sign up to the company's e-mail newsletter to receive updates on the launch will go live simultaneously. The slogan that these ads will use is: "Miss Live Music? So Did We!". It is a very simple statement that refers to what Attuned Tunes Ltd does and which problem it is aiming to solve. In addition to that, all of the online ads will be targeted at the earlier discussed individual target groups. Analysing the reach of these ads will help Attune Tunes Ltd understand better, who responds well to their services.

To keep the official social media profiles active and effective, Attune Tunes Ltd will use the tool Hootsuite to organize, plan and analyse social media content.

Besides social media profiles, Attune Tunes Ltd will also establish itself on business platforms such as LinkedIn and XING. Being on these sites will aid Attune Tunes Ltd in creating their online presents as well as in establishing business connections within the industry and with potential partners, clients or investors. (Kohler, 2020)

13.2. Launch Events

To make people aware of Attune Tunes Ltd's launch in early 2021, the company will be hosting a number of events during the first month.

These events are there to catch people's attention and showcase what Attune Tunes Ltd is and what it does. To do so the company will host a number of free concerts hosted on Zoom that people can sign up to via the company's Social Media profiles or via the website.

In addition to that, customers booking shows during the first month will receive an introductory discount of 15%. This discount is there to convince customers, who are on the fence whether they should use our services or not, to try out Attune Tunes Ltd's services. This discount will not affect the artists, who will be paid-out their full fee.

14. Summary

This business plan summarised the essential components of the creation of the new online musician agency for streamed live event agency Attune Tunes Ltd. The limited company with two shareholders aims to respond the large demand for live music during digital times by providing personalised live streamed concerts for private and corporate events. The headquarter is located in London, (UK), but the company's services can be provided world-wide. As the main business structure has been developed, moving forward, the next steps will be to establish a relationship with a shareholder, secure funding, creating the website and acquiring legal counselling.

PART TWO – REFLECTIVE SUMMARY

In this reflective summary I will analyse and elaborate on my experiences during the creation of the business plan for my new business Attune Tunes Ltd. I will also expand on some of the tools I used to help me get a better understanding of the venture as well as tool that helped me in self and time management.

The idea behind the business arose from my desire to create a business that helps musicians as well as music consumers adapt to the changing music industry from a live based industry to a digitally based industry by evolving the way we engage with live music. The disappearance of live gigs happened almost overnight. This created the following two problems:

For one, music is a big element of social connections. Live music even more than recorded music as it is a shared experience. With a lack of social interaction, humans can feel isolated, anxious and disconnected from other people. (Marshall, 2020)

Secondly, 94% of musicians in the UK rely on freelance live gigs for part of their income or even their full income. This means that worldwide millions of artists are currently struggling to sustain a living as their main source of income was cancelled and left them jobless. (Waxman, 2020)

All of my business proposals developed from the idea to help artists set up paid online streaming gigs instead of musicians performing for free on e.g. Facebook or Instagram live. Secondly, I wanted to give consumers a reason to choose paid streams over free streams.

My initial business idea was to create an online concert hall that provides high quality live streaming along with other features that help re-create the experience of live concerts. These features included easy, direct purchase of merchandize, separate chat rooms before and after the concerts for fans to communicate with one another and more.

Furthermore, to support artists even further, I considered offering services such as different, personalized packages depending on the size of the concert and number of attendees, the option to collaborate with several other musicians as opening acts, a support service for artists, sale of tickets and merchandize directly through the site as well as different options for advertisement.

While I thought this idea has some potential, it required a large sum of seed money to hire professional web developers and graphic designers to create the application. Secondly, the project needed quite a long development time. In addition to those two challenges, the idea itself did not actually solve the two main problems I noticed in the beginning. In addition to that, there already is quite a lot of direct competition of online providers who are attempting to organize and host paid gigs.

I conducted some research on the blue ocean strategy created by W. Chan Kim and Renée Mauborg. (2004) (see Appendix 6) It compares business ideas with two types of oceans – a red ocean and a blue ocean. The red ocean is tinted red from battle and represents an already existing market with a lot of competition. The goal of businesses within a red ocean environment is to outperform their rivals. A blue ocean is a deep, unknown ocean. It refers to new business ideas that sit outside of the existing marketplace and therefore have no competition yet.

My first business idea of creating an online concert venue definitely sat within a red ocean. Since the idea would have targeted well known artists and large audiences, it would have competed with big, existing companies that have a much bigger budget than I do. Creating a business within a red ocean also means that there is a race against time of who creates a good platform first. It would have meant a large loss for me if I invested a large sum of money and months of work into a project only to be overtaken by a competitor.

After some consideration and further market research, I decided that this idea is not what I want to pursue as it requires a lot of investment and does not actually solve all of the problems I want to solve. Furthermore, its success was quite uncertain.

I started brainstorming again with the intention to utilize the blue ocean strategy and create a new business idea that currently does not exist. My main focus was on finding a solution for the two previously discussed problems.

During the same time, I got invited to join a private live streamed online concert with friends and family organized by a family friend. This concert was hosted by Air BnB and performed by a Latin Music Duo. (Air BnB, 2020) It was a great shared experience and the sound and video were surprisingly good. I especially enjoyed how personal the entire event was, as if my friends, family and the musicians were all with me in my living room. The event stayed with me and I began to wonder, if this might be the future of live music.

With these things in mind I started researching and soon came up with the idea that would inspire me to create Attune Tunes Ltd.

The very first step in my development of this new idea was sharing it with a few trusted people to receive feedback on the general idea. It turned out very positive

which encouraged me to move to the next stage: research. I carried out research on questions related to the business idea, e.g. if there is currently any existing competition, as well as general information on starting a new business such as how to write a business plan, how to decide on a legal structure, the upcoming taxes, etc. One of the more difficult tasks was to get an understanding of how to handle finances for a new business and how business structures operate. Gaining an understanding of these fields will help me for all future projects as the basic procedures of finance, tax and proprietary structures are similar in all businesses.

To understand the strengths, weaknesses, opportunities and threats of my new business better, I created a SWOT analysis. (Professional Academy, 2020) (see Appendix 7)

Firstly, one of the company's strengths is my personal experience within the music industry. I have been operating both on the side of the performer as well as the side of the businessperson since childhood. This lifelong experience helps me understand each party's needs and requirements. As the director of Attune Tunes Ltd I will be responsible for working with clients, musicians and other businesses and I believe that background will help me in that.

Another strength I identified, was that the business is not bound to a location. As the service is web-based, customers and musicians from all around the world can use it. Music is a universal language that everyone understands, so connecting clients and musicians regardless of their location is a huge strength. Secondly, coming back to the blue ocean strategy, Attune Tunes Ltd sits outside of the current existing market and therefore has no direct competition. This can be used as an advantage as it gives Attune Tunes Ltd the opportunity to shape the field it sits in and create the

standards for all future paid live streamed concerts. There currently is a very high demand for an alternative to traditional live gigs which increases the likelihood of Attune Tunes Ltd being successful. Of course, this also comes with the threat that I am not the only person that has discovered this gap in the market. Other entrepreneurs or firms with a bigger budget or more experience might be working on a similar platform. To avoid landing in a red ocean before even launching, it is important to develop the site as soon as possible. Secondly, the platform needs to be very good, so that people gain from using Attune Tunes Ltd's services. Another one of the company's weaknesses is, that it might take up to a few years to make substantial profit. Artist fees vary and not the same number of bookings are guaranteed each month. This means that income fluctuates. Especially in the first few months to years, when the business is new and hasn't fully established itself yet, the loss might be higher than the actual profit. While it is good to prepare for a slow start with low income, this projection might not be accurate as the service might speak to a large number of people.

One weakness, that isn't directly related to Attune Tunes Ltd, but to all web-based and technology-based services, is the risk of technical difficulties. Technical problems would compromise the experience of live music drastically. While technical success can never be 100% guaranteed, there are a few things that can be done to decrease the likelihood of issues. By investing in a professionally constructed website, maintaining and updating said website regularly and using highly functioning live conferencing platforms, technical difficulties should be kept minimal.

In order to develop a better understanding of how the marketing of my company would look I decided to apply the Marketing Mix 7 P's.

This tool has helped me look at my business model from a different angle. By having to abide by the 7 categories when describing my idea, I realised that my perspective as the creator of the business plan needs to be converted into language that can talk directly to the customer.

It also made me aware of how important it is to create an elevator pitch for my plan.

(Doyle, 2019) By using the 7 P's concept, I discovered new ways of capturing my business into words. (see Appendix 8)

Product: Attune Tunes Ltd acts as a booking agency for the online world. The aim of the company is to offer an alternative way of experiencing live music through the medium of online broadcasting. The main aspect that differentiates Attune Tunes Ltd from any other existing booking agencies, is its dedication towards matching the existing level and further improving the experience of online music performances. By describing Attune Tunes Ltd as a product I realised the necessity of answering three questions from the start: "What is the idea?", "What drives the idea?" and "What makes the idea marketable?"

Promotion: As any other internet platform, Attune Tunes Ltd aims to establish an online presence and build a brand inside the online communities. Because the platform is targeted towards musicians as a fair pay and easy join online gig finder, the promotional side will look at encouraging musicians to help spread the word about it.

Price: An in-person performance from a 4-piece function band costs on average around £1200 as stated by Alivenetwrok.com's marketing person Hearn (2020).

The starting prices for the Attune Tunes Ltd powered gigs range from around £500 all the way as low as £40 per session, depending on the number of musicians and other requirements that might come into play. This allows for more bookings to take place and aims to bring live music to the customers at a fast and hustle free rate. When deciding on the price, I took into consideration how fast things move on the internet and I realised that a lower price for the customer could actually mean more money for the musicians. In the scenario presented by Alive Network, the band ends up earning £660 from the initial £1200 (Hern, 2020), whilst with Attune Tunes Ltd the musicians would keep £400 for gigs made from their own home. The prices are subject to change to conform with demand.

Place: The headquarters of Attune Tunes Ltd will be established in London, UK, but the platform will be made accessible for international use via a web domain. I believe that the beauty of working with an online platform resides in being able to bring music to music lovers from around the globe. The opportunities seem endless.

People: The company Attune Tunes Ltd strives to put musicians in a place of demand in the online communities. The team will consist of active shareholders, a managing director and an administrative professional. Because my company will have a lot to face in order to progress from being an idea to establish itself as an online brand, I cannot see any success coming out of this venture if any of the team members are idle in their tasks. I refer to the shareholders as active because I envision this part of the team as the ones in charge of searching for new funding and better opportunities for the business.

Process: If spending time on the internet taught me anything, it is that entertainment is in constant demand and the means of entertainment are usually very accessible to the consumers. That is why Attune Tunes Ltd needs to provide a direct, reliable, fast replying and secure service in order to become successful. I believe it is very important to provide the customers with the means of communication through emails, text messages, phone calls or video conferences. Because creating a home-based live conference space on the initial version of the platform seems unachievable for the moment, I decided to research a way of obtaining a collaboration with Zoom.com so that both musicians and listeners can have a decent experience. Also, by looking at secure ways of online payment, I found out about the online payment service provider Stripe and the features and security measures it offers. I plan on using this tool for selling tickets.

Physical Evidence: The capability of the platform and the gig concept will be actively monitored and directly mediated by an administrator. This will ensure that the website is optimised and enquiries answered, whilst overseeing a good communication and connection between the musicians and the audience. The booking numbers and direct customer and musician feedback will serve as evidence in regard to the experience of the gigs and overall services, whilst using tools such as Heat Maps and User Analysis will determine how effective the platform is and how new customers interact with it.

Coming up with my own business idea, conducting research on it, learning and understanding how to put the idea into reality and creating the business plan, has

been an empowering and enriching experience. It has taught me a lot about myself and the way I work as a businessperson and entrepreneur as well as a creative.

One of the things I learned about myself is that I am the most motivated when I am working on projects that I fully believe in. In the very beginning when I was exploring ideas on what type of business I would like to develop, I sometimes felt frustrated and unmotivated as none of the things that I came up with really resonated with me. It was not until I came up with the idea from Attune Tunes Ltd that I started to really enjoy creating my own business. This made me realize that I am not an entrepreneur because of the rush of creating a new business. Instead, I only enjoy acting as an entrepreneur when I truly care about the business and the service or product it provides.

Besides getting to know myself better, I also learned new skills that I will be able to apply not only to this project, but also potential future projects. These skills include

In the past few years during my higher education I sometimes struggled with poor time management and procrastination. To make sure, that these problems would not occur during the creation of the business plan, I utilized two self-management tools. The first tool I incorporated into my work is the 'Golden Hour' technique created by Brian Tracy. (2020) The golden hour is the first hour after waking up to the morning. This technique encourages you to use this first hour in the morning for yourself, to create a schedule and goals for the day and SMART goals for the upcoming few days and weeks and to use the morning to start working on an important task. As I am generally not a morning person, I was intrigued by this practice, but to my surprise I experienced very positive results. By getting up in the morning and focusing on the upcoming day and my tasks I felt more energized and productive

than if I had spent the morning getting up very slowly and browsing on social media. Being more present and focused in the morning often also made the rest of my day more productive.

Another self-management technique I applied was the pomodoro technique. I sometimes struggle staying focused on one task for a long time. The pomodoro technique tackles exactly that problem by dividing long working hours into shorter intervals followed by regular breaks. The trick is to set a 25-minute timer when you start working. When the alarm rings it is time for a short break. These 25-minute intervals followed by short breaks happen four times in a row. After the fourth alarm a longer 20-30-minute break is taken. (Cirillo, 2019) The pomodoro technique has helped me stay concentrated on tasks without losing focus too often. I definitely experienced a difference in productivity when setting timers versus when I did not.

I intend on continuing to use the tools and self-management techniques that I applied during this project whether it be for big future projects or simple day to day tasks as they have proven to be very helpful.

Developing and writing this business plan for Attune Tunes Ltd has been a big, but exciting and rewarding task. Until taking on this project, I did not know how much needs to be thought of and taken care of before a business can actually be created. From legal structure to market analysis and from finance to core values. Every small aspect that makes a business function and that is legally required, needs to be fully considered. While I still feel like I am at the beginning of my journey as an Entrepreneur and Business Director, moving forward, I am motivated to keep learning so that I can bring this idea to life and create a real company that creates

change in the real world. I believe that Attune Tunes Ltd has great potential and that it will help many musicians and music lovers which in its core is the most important things for me besides the company being successful financially.

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Appendices

1) Price List*

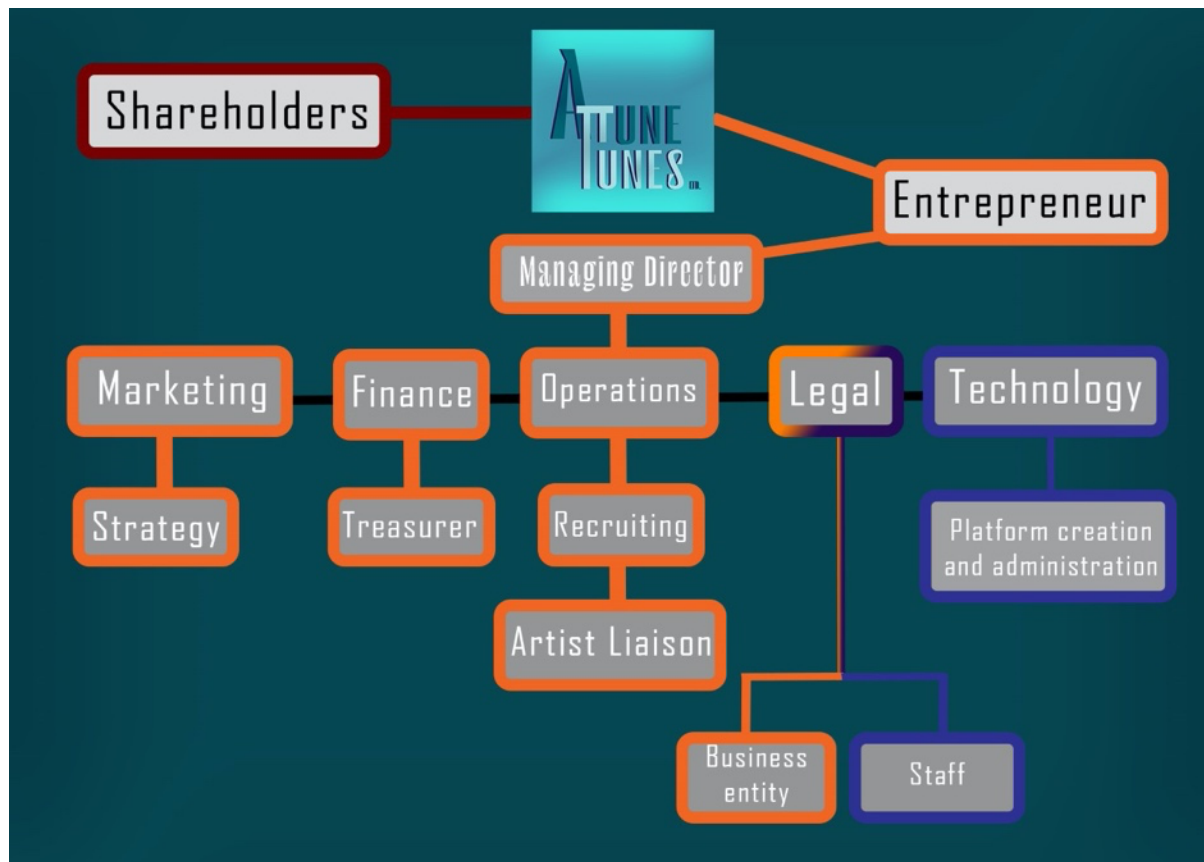
Type of Artist	20 min	45 min	60 min	90 min (45 min x2)
Solo Artist	£ 40 - 100	£ 75 - 200	£ 90 - 250	£ 125 - 350
Duo	£ 50 - 150	£ 75 - 250	£ 100 - 300	£ 130 - 400
Trio	£ 75 - 175	£ 100 - 300	£ 125 - 350	£ 150 - 420
4-Piece Band	£ 75 - 200	£ 100 - 325	£ 125 - 375	£ 150 - 450
5-Piece Band	£ 100 - 250	£ 125 - 350	£ 150 - 400	£ 175 - 500

**These prices showcase the average minimum - maximum artist fee per category. Prices can vary. Some artists charge an additional 5% holiday fee during these public holidays. Please submit a request or get in touch [here](#) for your quote. Custom bookings and custom prices are available. Prices per person are available under certain circumstances.*

2) Attune Tunes Ltd Logo



3) Attune Tunes Ltd Proprietary Structure



Orange – Permanent Staff

Blue – Outsourced

4) Estimated Profit and Loss First 12 Months

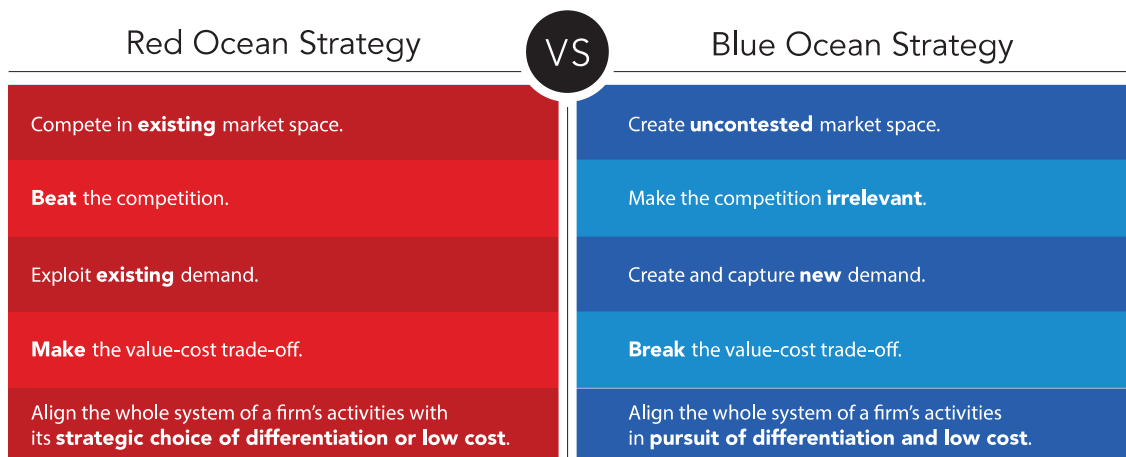
Type of Costs/ Income	Estimated Price
Start-Up Costs	
Website Creation	- £ 3,000
Address Registration and Company Formation Service	- £ 40
Logo Design	- £ 250
Accountant and Legal Fees	- £ 250
Business Phone Number	- £ 15
Marketing Material	- £ 1,000
Subtotal Start-Up Costs	- £ 4,555
Fixed Costs	
Employee Salary x 3	- £ 9/hour x 20 hours/week => £ 9,360
Director Salary (Own Salary)	- £ 8,788
Employer's Liability Insurance for 3 Employees	- £ 450 per month = £ 5,400
Google Business Account "G Suite"	- £ 8.28 per user per month = £ 99.36
Hootsuite Team Membership	- £ 25 per month = £ 300
Crazy Egg Heat Map Standard Account	- £ 40 per month = £ 480
Website Maintenance	- £ 50 per month = £ 600
Phone and WiFi Contract	- £ 50 per month = £ 600
Business Landline Number	- £ 10 per month = £ 120
Website Maintenance	- £ 50 per month = £ 600
Registered Address 'Rent'	- £ 40 per month = £ 480
Payroll	- £ 2 per employee per month = £ 24
Subtotal Fixed Costs	- £ 26, 339.36
Variable Costs	
Corporation Tax	-
Dividend Payments to Share Holders	-
Social Media Advertisement	-
Search Engine Optimisation	-
Freelance Hire	-
Additional Staff Hire	-
Employee Salary Raise	-
WiFi	-
Technical equipment (Computers, Phones, etc.)	-
Costs for Calls	-
Other Business Expenses	-
Subtotal Variable Costs	- £ ?
Estimated Total Costs	- £ 30,894.36
Income	
Booking Fees	+ £ 10,000

Last Minute and Custom Charges	+ £ 2,000
Subtotal Income	+ £ 12,000
Estimated Profit – Loss	- £ 18,894.36
Investment	
Share Holders	+
Loan	+
Total Investment	+ £ 50,000
Total Balance	+ £ 31,106.64

5) Sources of Income

Source of Income	Amount
Standard Booking Fee	20% of Each Booking
Last Minute Booking Fee	10% Price Increase
Holiday Fee	5% Price Increase
Custom Booking Charge	£ 10 - £ 200

6) Red Ocean and Blue Ocean Strategy



7) SWOT Analysis for Attune Tunes Ltd

STRENGTHS - Not bound to a location - New business idea with no direct competition - Experience within the field	WEAKNESSES - It might take a few months to a few years to make a profit - As the service relies on online technology, technical difficulties might occur
OPPORTUNITIES - New market environment so we can shape the field - Great demand for the service so potential to grow the business	THREATS - New competitor with more start capital that offers similar services - Service does not speak to people

8) 7 P's of Marketing for Attune Tunes Ltd

Product: Musician Agency for private and corporate streamed gigs

Promotion: Word to word, online marketing, posters and flyers

Price: Between £ 40 and £ 500. Rates are slightly below in person function standards. Optional additional cost apply.

Place: Head Quarter London, Services Online, International

People: Shareholders, Director, Employees

Process: Direct, fast communication via e-mail, phone and video call, fast and secure payments via stripe, fast and easy concert room set up via Zoom

Physical Evidence: Website Optimization tools such as Heat Maps and User Analysis, Enquiry and Booking Numbers, Feedback from Customers and Musicians