

1 Step Ahead - Business Plan

Business name:

1 Step Ahead

Owner(s) name:

Adam Zanotti

Student number:

2105206

Date of submission:

22nd July 2022

Business email address:

zanottimusic@gmail.com

adam@1stepahead.com

Social media links:

Instagram: www.instagram.com/1StepAhead

Facebook: www.facebook.com/1StepAhead

Twitter: www.twitter.com/1StepAhead

Youtube: www.Youtube.com/1StepAhead

Contents Page

1. The Business Plan

- **Section 1-** Executive Summary - Page 3 - 6
- **Section 2** - Company Structure - Team & Personnel - Page 7-10
- **Section 3** - Services - Page 11
- **Section 4** - Business Model and Revenue Streams Analysis - Page 12 - 13
- **Section 5** - Sales & Distribution Strategy -Page 14
- **Section 6** - Market Analysis Summary - page 15 - 17
- **Section 7** - Competition - Page 19 - 22
- **Section 8** - USP - Page 23
- **Section 9** - Marketing strategies - Page 24 - 31
- **Section 10** - Implementations - Page 32 - 34
- **Section 11-** Milestones - Page 35 - 36
- **Section 12** - KPI (Key Performance Indicators) - Page 37 - 39
- **Section 13** - Traction - Page 39 - 40
- **Section 14** - Final Plan - Page 41 - 44

2. **Section 15 to 16** - Personal reflective assessment of the project and Continuing Professional Development plan - Page 45 - 54

3. **Section 17** - References/Bibliography - Page 55 - 58

4. **Section 18 to 23** - Project Management documentation: Formal project plans; Gantt chart; progress-monitoring mechanisms; identified milestone activities Critical progress diary: Including notes/feedback from progress update presentations.

- **Appendix 1** - Page 59 - 62
- **Appendix 2** - Page 63- 64
- **Appendix 3** - Page 65
- **Appendix 4** - Page 66
- **Appendix 5** - Page 67 - 69

Section 1 - Executive summary

The importance of the executive summary

The executive summary section of the business plan is important as it gives the readers an overview look of the entire plan (Thiefels, 2019). It allows the reader to understand the business and what they can expect to learn. The executive summary is very similar to the elevator pitch as it has to grip the investor quickly, Eric Markowitz from Inc.com says “Investors will read the executive summary to decide if they will even bother reading the rest of the business plan”. Times Magazine also published that 55% of people spend less than 15 seconds actively reading content. This means that the executive summary is one of the most critical sections of a business plan. It is the limited window of time a business has to convince a possible investor to like the company (Thiefels, 2019).

1 Step Ahead

1.1 One sentence business overview

1 Step Ahead is a provider of music campaign project builder for up and coming Rap artists consisting of tailored components like target market research, budget, timeline, marketing strategies, music marketing tools, promotion and more for a reasonable price suited for the artists.

1.2 Problem

Up and coming rap artists lack the knowledge and energy to create music business campaigns for their projects as most are busy creating the music and staying active on social media. Over 60,000 songs are published every single day; breaking through as an independent artist is a low chance without professional planning.

1.3 Solution

1 Step Ahead gives rap artists a refined plan for their project to hit goals and targets relieving them of frustration of not knowing the business side of music due to the experience and knowledge of the team such as Adam Zanotti the founder 4 years of studying music business at universities like Tileyard & ICMP.

1.4 Target Market

Up and coming rap artists with more than 500 monthly listeners on Spotify

Male & Female

Based in the UK

Interests: Performing live, Hip Hop, and rap music and going to music events

1.5 Competition

- Burstimo

Music marketing agency that gives advice to up and coming artists on how to improve their music career and engagement online. They run their own Youtube and Tik Tok channel that has 1000s of followers and subscribers.



- Remote Control

Music marketing agency, label services, and project management with over 30 years of experience based in London.



1.6 Unique Selling Point

1 Step Ahead team is filled with music business degree graduates who have also been active artists. Active artists within the rap genre have overcome problems that up and coming rappers are facing now. In the rap scene, there aren't many people who have gone through the music education system to learn about the business so this is why 1 Step Ahead has chosen it to be a USP as it gives value to the customer.

1.7 Team

Adam Zanotti is the founder of 1 Step Ahead. He has studied music performance and music business for 8 years across 5 different music colleges/universities. He is also an active rapper who has performed at over 100 shows and gained up to 2 million views online.

Malachai Hall is the A & R scout at 1 Step Ahead. He is an active rapper and beatboxer with over 10 years of experience and has achieved being number 1 in doubles for beatboxing champs. He also worked alongside Zanotti running the Sound Of The Southwest youtube platform for up and coming rappers earning over 160k views.

Liam Hillen is the head of promotion at 1 Step Ahead. He is a professional photographer with over 10k followers on his Instagram and has been working in the rap scene for 7 years.

1.8 Financial summary

Below are the start-up funds for 1 Step Ahead. It will be funded by the 1 Step Ahead team equally. Each member of 1 Step Ahead will get paid equally 33.3% each

Average price for project campaign = 10 hrs each 5 components x £10 per hour = £500

projects per month = £1k = £12k per year

1st-year financial plan

Start-up funds

Team	£10k
Crowdfunding	£1k
Total	£11k

Total Sales

Sales	Year 1
	£12k

Start-up expenses

Website	£90
Creating content	£500
Marketing	£500
PR	£200
Equipment	£3000
Branding	£1000
Payroll	£4000
Total expenses	£5290
Net Profit	£6710

See page 40 for Financial planning for next 4 years of finance

1.9 Traction

Adam Zanotti the founder of 1 Step Ahead has already worked on a few artist's friend's campaigns by providing them with a portfolio for their EP/Albums such as Renz from East London with his debut mixtape Whoopdididoo. He successfully created it before the deadline and the goals of the project were achieved.

Adam Zanotti also runs a Youtube channel for up and coming rappers in the Southwest of England called ' Sound Of The Southwest' which has hit over 170k views on Youtube while also hosting a show in his local town making 1000s of likes on social media platforms like Instagram and Facebook.

1.10 Miles Stones

1st year (2022)

- Worked on 25 projects
- Hit 1000 followers on Instagram

2nd Year (2023)

- worked on 50 projects
- Work with 5 well known artists such as AJ Tracey or Dave
- Put on a showcase for up and coming artists in London

3rd year (2024)

- Worked on 100 projects
- 1500 followers on Facebook

4th year (2025)

- New Office
- 2000 Followers on Instagram
- Festival slot for open mic showcase
- 1500 subscribers on Youtube channel

Section 2 - Company structure

Company Structure

Organizational structure is one of the most important components to a business as it coordinates the power, job roles and responsibilities in a company. It shows how information gets passed through the different levels of management. Every company is organized with a company structure (NI Business, 2022).

2.1 Team

Adam Zanotti

Founder



Adam Zanotti is the owner and CEO of 1 Step Ahead. Adam Zanotti has studied music performance for 5 years at 3 different music colleges in Bath, Bristol, and London achieving distinctions and merits, and has attended 3 years at ICMP music university. In 2022 he also attended a MA in music business adding up to 8 years of studying music. Aswell as studying Adam is an music artist named "Zanotti" in the genre of UK Rap/Grime and has gained traction as an artist with over 2 million views on social media, billed up on show flyers next to mainstream rappers like AJ Tracey and Giggs. Adam Zanotti also runs his own Youtube channel for up and coming artist 'Sound Of The Southwest' gaining traction with 170k views in total on the channel and putting on events in his local hometown of Trowbridge.

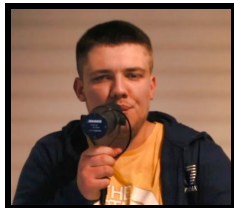
1 Step Ahead Job role - connect and approach up and coming artists who don't have experience in creating music business campaigns for their music projects. Manage the other members of the team, and control the social media pages and website. A key role for Adam will be to help set up the 1 Step Ahead events such as the launch of the company, this means organizing the artists to play, setting up the stages, and sending out invites.

Image 1 - (Photo from Sound Of The Southwest's first event at Trowbridge Skatepark)



Malachi Hall

Scout



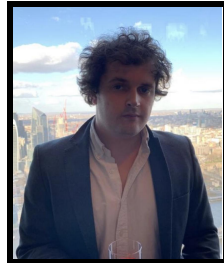
Malachi Hall will be a staff member of 1 Step Ahead. Malachi Hall has 8 years of working in the music industry by operating in the hip hop scene and the beatboxing world. He has managed to get into the top 10 beatboxers in the UK. His attributes are that he is passionate about music.

Malachi has had 4 years of experience in co-running and assisting Adam Zanotti with the Sound Of The Southwest Youtube channel. His job was to promote the company online and speak with artists about performing on the platform. Malachi is a very respectful individual who is focused on achieving the best.

1 Step Ahead job role - His job will be to search for up and coming rappers/MCs that could work with the company and get in contact with them. He will also be helping out the team with creating the campaign marketing projects for artists due to his level of experience in the music industry.

Liam Hillen

Head of promotion



Liam Hillen will be the head of promotion at 1 Step Ahead. He has been a successful photographer running his own business working with music artists for over 7 years. He has also run his website and social media pages gaining over 10,000 followers on Instagram and Facebook.

1 Step Ahead role - His job will be to run the 1 Step Ahead website and social media platforms promoting the company and creating content for the followers and possibly new customers. He will also be taking photos for artists if needed, this will be an additional charge.

2.2 Future team members

Campaign project assistants

We are looking for individuals who have studied the music business or are experienced within the music industry to help with the artist's campaign projects.

1 Step Ahead Job role - The campaign project assistants' tasks will be to assist with the ideas for the artist's project. They will need to help build the portfolios and give advice on how to make each subject better, for example on the marketing strategies they will have to put their ideas down and discuss with their teammates which ones are good and tailored for the artist.

Experience needed

- 2.2 music business degree or 5 years working in the music industry (Artist, artist manager, producer etc)
- Worked or been involved with rappers

Skills needed

- Good team worker (Confident, Clear when receiving instructions, focused on achieving the best)
- Good communicator (speaking to team members, speaking to the artists to receive valuable information)
- Good knowledge with the current rap scene

Social Media assistance

We are looking for enthusiastic workers to help promote 1 Step Ahead on social media platforms with exciting ideas.

1 Step Ahead Job

Role - To help the head of promotion come up with social media post ideas, for example, Tik Tok videos and Instagram posts. They will also have to help control the social media platforms for example they will have the account logged in on their phone so they can post whenever needed.

Skills needed

- Friendly, Kind, and patient
- Good with technology
- Good communicator
- Creative

Experience needed

- Social media influencer
- Evidence of social media work
- Worked in jobs that have teams

Section 3 - Services

What are Services?

Services are nonphysical, intangible sections of the economy as opposed to goods and products which can be touched and handled (Market Business News, 2022). For example, the school system, doctoral treatment, banks, and transport are types of services. When organizations provide a service and the customer has purchased it, there is no transfer of ownership. Services cannot be transported or stored for example when a barber has done the service of cutting someone's hair (Market Business News, 2022).

3.1 Service overview

1 Step Ahead's service provides up and coming rap artists campaigns for their new music projects. The campaigns are formatted in a portfolio with lots of different services such as a timeline, marketing strategies, budget breakdown, SWOT Analysis, and more to keep the artists 1 Step Ahead of their competition.

The portfolios will be tailored to the artists and they can pick which service they'd like for their portfolios. Below are the options they can pick from:

- Product analysis
- Timeline
- Marketing strategies
- Mood board
- Budget
- Target audience analysis
- SMART goals
- Distribution advice
- Competition analysis
- Music video ideas
- Electronic press kit

At the start of the service we will have a meeting with the artists to write down their goals and ideas for there up and coming project.

Each artist will be contacted every week to be kept up to date with what we are working on, we will be doing this to ask questions and understand how the artists would like to build the project.

Section 4 - Business model & Revenue streams

What is a business model?

The phrase business model refers to how a business plans to make a profit from the item or service they are selling (Kopp, 2020). There are different jargon terms that can be used in business models such as D2C which is direct to consumer and B2B which is business to business. Business Models are important for every company whether they are just starting out or are an existing business. Business models help companies attract investment, recruit new workers, and motivate staff to work. Existing companies should keep updated with their business model because of trends and challenges they face ahead, failing to do so may lead to big mistakes. Business plans also help investors evaluate the business to see their interest in them (Kopp, 2020).

4.1 Business model

1 Step Ahead business model is business to business, this is because we will be selling the project campaigns to the artists who will be receiving the service. Also business to consumer for customers who want to buy 1 Step Ahead merchandise.

See Appendix 1 - for the Business Model Canvas diagram

Create value, deliver value, and capture value

Create - 1 Step Ahead will be creating value by giving the up and coming artists a music business insight into their projects without having to sign to a record label. In these modern times artists have to build up their fan bases by themselves so having 1 Step Ahead provides that for them.

Delivery - 1 Step Ahead projects campaign will be delivered to the artists within a month's deadline. If the artist has chosen the Gold Package they will also receive a live presentation of the campaign project at the end of the deadline.

See Appendix 1 - for the 1 Step Ahead day timetable

Capture - 1 Step Ahead value will be captured back through the money that is made from the artists. It will also be captured back through the social media pages following such as likes on Instagram, Facebook, and Tik Tok. There will be an option on the 1 Step Ahead website for artists to leave a review about their experience with 1 Step Ahead which will also provide value for the company. Merchandise will also be available for artists to purchase on the 1 Step Ahead website.

4.2 Revenue streams

Music Artists

Music artists who purchase the project campaigns will be funding the company. Music artists will have to pay half of the charge at the start of the campaign and pay the rest when their campaign project has been completed.

Local Council

1 Step Ahead will be working with local councils to connect funding for artists that could do with the help to succeed. For example, if there is a troubled family who can't afford to help their child and is in need of support through music 1 Step Ahead could look into helping an artist rise to get them out of that situation.

Merchandise

See Appendix 3 - for 1 Step Ahead merchandise examples

1 Step Ahead will have its own merchandise such as T-Shirts, Hoodies, Mugs, and stickers for attendees to buy to represent 1 Step Ahead.

Crowdfunding

1 Step Ahead will be putting on a crowdfunding event. Artists will be able to perform. This event will be sponsored by streetwear brands such as Trapstar and Corteiz.

Equipment hire

1 Step Ahead will also be renting out studio space in London if an artist needs extra promotional videos.

Section 5 - Sales Strategy

5. Music Universities

1 Step Ahead will be heavily promoted to music colleges and universities for up and coming artists who need project campaigns. In the future, 1 Step Ahead can do presentations at the universities for the students to find out about 1 Step Ahead and how the company can help them with their music projects.

There has been a growth in the number of musicians that have applied to university courses, in 2019 a total of 3730 musicians applied to study music which is 6 per cent higher than the year before hitting an all-time new record (UCAS, 2019).

5. 2 Online presence

1 Step Ahead will have all of the social media platforms like Facebook, Instagram, Twitter, and Tik Tok to help promote the company. 1 Step Ahead will also have its own website where artists can contact the company for help and also buy merchandise.

5. 3 Approaching Clients

Clients will be found through social media pages and approached with a direct/private message about how 1 Step Ahead could provide them help with their up and coming projects. Adam Zanotti, the founder of 1 Step Ahead who is also an artist, has been creating a network of artists and producers for 8 years and will be able to contact artists he knows.

5. 4 Community building

1 Step Ahead hopes to create a community with the artists that they have worked with. This will be created via a WhatsApp group where artists can collaborate and contact each other.

Section 6 - Market Analysis

6.1 How important is music marketing in 2022

Digital technology has given the world the chance to make music and distribute music the same as big record labels from their bedrooms. This has caused lots of music to be shared daily onto the platform making the competition very hard and cutthroat to break through (Lccm, 2022). Around 60,000 songs are released every day on Spotify's streaming service. This means even if the track has the best sound and lyrics it can be difficult to get it heard without professional marketing. Music marketing is now super important in having a chance for a song to break through into the mainstream (Lccm, 2022).

The popularity of rap music in the UK

The popularity of UK rap has flown up to the top of the charts and the rise has soared with the use of streaming with 50 million plays in the UK in 2020 (Official Charts, 2021). Artists such as Stormzy, Aitch, AJ Tracey, and Dave have been flying the flag and creating a massive heatwave for UK Rap music. Rap music now accounts for over 22% of all UK singles listened to, this is a six-fold increase from 1999. The Rap music market share in the UK is now six times better than at the start of the year 2000 as in 1999 the music genre share of the albums market was only 2% (Official Charts, 2021).

Most used music marketing tactics in 2022

Putting tracks into playlists on Spotify and Apple music is the most common way to market songs in 2022 because if a track goes into a heavily followed playlist it means the track can get lots of plays. Social Media influencers can also push track numbers up by reposting or making a video with the track. A classic way but still useful is getting a write up in magazines and music blogs but also podcasts which are hot topic in 2022 (Anderson, 2022). Getting a song in a film or series can really boost the track for example Kate Bush who released a song called '*Running Up That Hill*' in 1985 has just hit the number 1 spot in the charts because it was featured in a Netflix show 'Stranger Things'.

Porter's Five Forces

Porter's 5 Forces is a powerful business tool for companies to identify their main sources of competitors in their sector or industry (Mind Tools, 2022). Using Porter's 5 Forces can give companies help with adjusting their business model strategy, increasing their profits, and staying ahead of their competition. Porter's 5 Forces can help a company take advantage of a good position or improve a sector that they are weak in. Porter's 5 Forces was created by Harvard Business School professor Mr Micheal Porter, to examine an industry's attractiveness and profitability. Since 1979 when it was made it has become a very popular and highly regarded business tool (Mind Tools, 2002).

1. Competition in the industry

There are lots of marketing agencies but not many specify UK Rap music. Remote Control and Burstimo are two strong companies as they have lots of experience teammates so for 1 Step Ahead it may be difficult to compete but having the specific UK rap experience that could give the comp strength among their competitors.

2. Potential of new entrants into the industry

Running a music campaign is very difficult without knowing how the music industry works and all the techniques. A lot of people who work at music record labels have studied the music business for at least 3 years at college or university. Also, Zanotti has studied music for over 8 years and has only seen a couple of people who are studying it within the rap genre and even some of them didn't graduate so there's not much threat of new companies starting within the rap marketing strategy campaign builders.

3. Power of supplies

There won't be any supplied power for 1 Step Ahead as the working will be done on laptops remotely from home as is the highest power within the industry as it doesn't need any supplies.

4. Power of customers

As the service 1 Step Ahead provide is tailored to the specific artists they are able to bargain with us, but we are happy as a company to focus on their budget and get the most out of it as possible.

5. Threat of substitute

There is a threat of substitute where artists could copy or share the project campaigns with other companies for ideas on how to replicate our business model or build a similar idea but there will be an NDA (Nondisclosure agreement) within the contract not allowing them to share the project campaign files.

1 Step Ahead SWOT analysis

Strengths

- Already got traction with potential customers through Zanotti's 8-year UK Rap network
- Zanotti's personal experience working as an artist being in the same environment as the customers
- Already have a core structure of the team (Sound Of The Southwest)
- Have experience in building previous project campaigns and being awarded 1sts in music university assessments

Weaknesses

- Only launched around 5 campaign projects

Opportunities

- Connect with brand new artists
- Build into a stronger business, for example, a music record label
- Work with professional music artists
- Collaborate with music record labels such as Sony or Interscope

Threats

- Music marketing companies copying strategies
- Artists taking the formula and sharing it with other artists

Section 7 - Competition

Business competition

Competition in business is the contest against companies that provide similar services and products or share the same target market of customers. Companies compete to gain and retrieve customers and work to increase their revenue and gain more of a market share (Indeed, 2021).

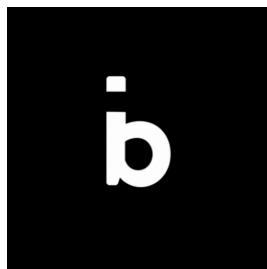
Having a large amount of competition is a sign of a good profitable marketplace and often encourages the companies to create better products and services for their customers as the companies are competing (Indeed, 2021).

1 Step Ahead Competition

Direct competitors

- Burstimo

Burstimo



Company overview

- Music marketing agency that gives advice to up and coming artists on how to improve their music career and engagement online. Burstimo focuses on new digital marketing with a house team of social media experts, graphic designers, and video editors to work on an artist's campaign (Burstimo, 2022).

Burstimo Future reputation and brand equity

Burstimo has been active on Youtube creating content about music marketing since 2018. They have been featured in popular pages such as Forbes, BBC, The Guardian, and Vice (Burstimo, 2022).

Burstimo Marketing Mix

Place

Burstimo operates out of an office that is based in central East London. They have a podcast room where they record lots of their social media content and an office for their workers.

Product

Burstimo provides a service for artists helping them with their music project campaigns via looking at data and giving the artists marketing techniques for them to hit their goals (Burstimo, 2022).

Promotion

Burstimo creates Youtube videos about tips for artists to improve on the business side, for example, one of their videos is called “3 FREE music strategies”. They also have a Tik Tok profile which releases clips from their Youtube channel.

Price

Burstimo doesn't have its pricing on its website but it does have a '*Work With Us*' section where artists can apply to work with the company. On the page, there are questions such as '*Tell us a bit more about what you need*' (Burstimo, 2022).

Remote Control Agency



Company overview

Remote Control is a music agency that specializes in music marketing, label services, and project management consultancy for music artists. Remote Control has worked with artists such as Melanie C who was beforehand in the successful band Spice Girls. Remote Control worked with her on self Titled album in October 2020. The album achieved the number 1 spot in the independent release and 7 on the main UK charts (Remote Control, 2022).

Remote Control Reputation and brand equity

Pat Carr is the founder of Remote Control and has worked in the music industry for over 30 years. She is an award-winning marketing specialist and has run three successful companies including Infectious Music. She has worked with music artists like Blondie, Local Natives, Rich Astley, and the Mercury Prize winner Alt - J. Her last role before Remote Control was working at BMG UK building marketing projects (Remote Control, 2022).

Remote Control Marketing Mix

Place

Remote Control is based in London but is also available via its website to contact them (Remote Control, 2022).

Product

Remote Control provides marketing campaigns. In the campaigns are subjects such as help with artwork, asset creation, admits, and servicing. They also provide in-house carefully managed digital marketing across all social media platforms such as Facebook, Instagram, Twitter, and Tik Tok (Remote Control, 2022).

Promotion

Their promotion is mainly online on their social media platforms like Facebook and Instagram.

Price

Remote Control doesn't advertise its price on its website.

Section 8 - Unique selling point

Unique Selling Point

A unique selling point which is also known as a unique selling proposition is the aspect of what makes a company stand out from its competitors. In marketing communicating the USP fast and clearly is one of the ways to get consumers converted to becoming a customer (Optimizely, 2022).

8.1 Team experience

1 Step Ahead's unique selling point is the network of professional music artists and the experience that Adam Zanotti the founder of 1 Step Ahead has. Adam Zanotti is an active music artist that has been active for 8 years and has built up a strong network of music artists due to him studying at 4 different music colleges and also 4 years studying at a music university. He has performed all over the south of the UK and generated millions of views on social media pages like Facebook, Instagram and Snapchat. He already has a collection of music artists that are willing to work with him on the campaign projects.

Milky who has worked alongside Adam Zanotti for years has also been heavily involved in the rap scene because of him being top 10 in the UK for beatboxing. He understands what it's like for an up and coming artist trying to make it to the top and how much a plan is essential to do so. He has achieved Flow case number 1 beatboxer champion which is one of the biggest events in the UK and also number 1 East box beatbox champion. With his experience he is able to guide artists to grow, giving them hope to be number 1 too.

See Appendix 6 for Adam Zanotti's music experience

Section 9 - Marketing Strategies

Marketing strategies

Marketing strategies is a breakdown of the marketing plan explaining the strategies that are going to be used to communicate with potential customers. There are different ways of marketing strategies such as email marketing, social media marketing, digital marketing, and internal marketing but the main thing is to think outside of the box within these categories to cater to the customers (Kristina, 2021).

1 Step Ahead Events

1 Step Ahead will be putting on live rap open mics events in London. This will be a way to market the company to potential customers such as the rappers that come along to the open mics. At the event, we will be able to promote project campaigns to the artists and explain to them how we can help support their new projects with all of the marketing techniques that come in the 1 Step Ahead campaign project package. The marketing campaigns will be promoted during the interval halfway through the show with a presentation lasting around 10 minutes. There will also be members of the 1 Step Ahead team onsite talking to the artists who have played to see if they're interested in working with the company.

Festival plot

1 Step Ahead will have its own pop-up at rap festivals such as Nass Festival in the Southwest Of England and Wireless Festival in London. Lots of up and coming rappers go to these festivals to enjoy the well known rap artists and may be interested in working with the company. 1 Step Ahead will have two digital screens on each side of the pop-up explaining the marketing techniques they can receive for their new unreleased projects. At the festival pop-up plots, customers will also be able to receive discounts for their project marketing campaigns if they sign up for the mail-out website subscription to receive emails from 1 Step Ahead.

Music Colleges/Universities

Adam Zanotti the founder of 1 Step Ahead studied at 5 music colleges/Universities and has created a big network between the teachers and students. 1 Step Ahead will tap into that network to get live talks with the music students to promote 1 Step Ahead to them and teach them the importance of music marketing. Students will also be able to get student discounts for 1 Step Ahead project campaigns and also be able to apply as an intern at 1 Step Ahead if they're interested in working in music marketing campaigns.

ACM (Academy Of Contemporary Music) is a music university that is located in Birmingham, London, and Guildford which has a Rap/MC course for students. It is run by Professional rappers such as Stush and AC (ACM, 2022).

This course would be the perfect class to promote 1 Step Ahead too.

1 Step Ahead - S.M.A.R.T objectives

1st year of 1 Step Ahead

SMART

- **By the 12th month 1 Step Ahead has created 12 campaign Projects**
- **Website has 50 subscribers**
- **Hit 1000 followers on Instagram by the 10th month**

Specific

One of the main targets is to hit at least 2 campaigns each month in the 1st year of the business running. The website will have a subscription for a chain mail which artists can join to win free music marketing help and the goal is to have 50 subscribers on the chainmail by the end of the first working year of 1 Step Ahead. Hitting 1000 followers on 1 Step Ahead Instagram is also a goal as promotion is needed for the company to function and recruit new clients.

Measurable

The number of project campaigns will be measured by recording down which artists we have worked with which will include their portfolios via Google Documents. The website subscribers will be measured by Mail Chimp which is a 3rd party website that runs mailing lists, this will be able to tell us how many people have subscribed

Achievable

Zanotti who is the founder of 1 Step Ahead has been at university and music colleges for 8 years so he has experience with hitting deadlines and finishing projects, this shows that completing projects on time is highly achievable.

Time-bound

Achieving 1 project campaign each month for a whole year will be the time target. 1 Step Ahead will aim to double that in the coming years after.

1 Step Ahead's Marketing mix

- The marketing mix will be synthesized with the 4ps 4cs and 4es

The 4 Ps

Product

1 Step Ahead's product is the portfolio and presentation that is built for music artists. The portfolio will be filled with different aspects to help the artists have a strong insight into their goals for their new project such as a timeline of all the dates they have to release certain posts, tracks, and music videos. There will be roughly 5 to 10 different aspects that the artists will receive. The list below shows them:

- Product analysis
- Timeline
- Marketing strategies
- Mood board
- Budget
- Target audience analysis
- SMART goals
- Distribution advice
- Competition analysis
- Music video ideas
- Electronic press kit

What does the client want from this service?

To have a strong plan to succeed in their goals and targets set for their music project.

How will the customer use it?

The customers will use 1 Step Ahead by analyzing the information that is given to them to execute the goals of their music project such as an EP or Album.

Where will the customer use it?

The customer can use the project campaign on their latest EP or Album that it has been created for.

What features must the product have to meet the customer's needs?

The product must have all aspects of the package that the client has chosen. The portfolio and presentation also must be up to high professional standards.

Place

1 Step Ahead will be run remotely as the team can create the projects anywhere but if the client has purchased a gold package the live presentation will take place in London or over a zoom call.

Where do your clients look for the product?

1 Step Ahead will be found on promoted social media posts where they will be able to contact the company. They can also find the about 1 Step Ahead on the website.

Price

1 Step Ahead has a tailored price to match the artists themselves but the asset the customers want (timeline or marketing strategies) the price will go up.

Promotion

Online digital

1 Step Ahead will be promoted on 1 Step Ahead social media pages like Instagram, Tik Tok, Facebook, and Snapchat via promotional videos including content work from past clients. The social media posts will be sponsored and promoted (paid) aiming at Rap music artists from the ages of 16 to 30 in the UK.

Physical/Traditional media

1 Step Ahead will be promoted in local newspapers around the UK. Promotion ads will be placed on the tube in London and also on buses in the city.

The 4cs

Consumer

The consumers of the 1 Step Ahead service are Rap music artists & producers aged from 16 - 30.

Convenience

The service will be easy for the artists. 1 Step Ahead will spend 1 week learning about the artists and then get to work. All the artist has to do is wait until the portfolio has been created then it will be sent to them via email.

Communication

There will be updates once a week to the artists on how the campaign is coming along. These updates will be done over zoom calls that can last up to 1-hour maximum. The artists can also message 1 Step Ahead via the company's Instagram page if there's anything that they would like to add.

Curation

1 Step Ahead social media pages will be based on creating a space for up and coming artists to interact with quizzes, and questions and to view recent projects that we have worked on. 1 Step Ahead's content will be based around the colours Green and orange, this is because Green is seen as a positive colour, and orange means a traffic light represents get ready like the company creating the project campaigns for the artists preparing them to go.

The 4 Es

Promotion > Evangelism

1 Step Ahead will be promoted via social media, word of mouth, and public promotion like flyers and tube adverts.

Product > Experience

1 Step Ahead focuses on giving the artists a comfortable and eye-opening experience via the project campaign insights.

Place > Every Place

Zoom & Tileyard studios in Kings Cross.

Microsoft Teams and community centres.

Price > Exchange

The prices for 1 Step Ahead will be tailored to an artist depending on which service they want.

1 Step Ahead Positioning

1 Step Ahead will be known as a unique rap marketing agency that will have a great reputation for getting things done on time.

How 1 Step Ahead will communicate with the target audience

1 Step Ahead will communicate directly with the target audience through social media on pages its own page and also pages such as Zanotti and Sound Of The Southwest which have already got traction and a following in the same target market. The target audience is up and coming rappers within the UK that have released their own tracks on music digital platforms.



1 Step Ahead background story

The story will branch off Zanotti's journey so far explaining the positives that have come from creating projects from nothing and in an area which rap music doesn't come out of to hitting millions of views online showcasing that with marketing campaigns and planning the artists can go a long way. The story will also explain the trials and tribulations of lots of artists that have tried over and over again to succeed in the music industry but failed until they started to learn more about the music business side such as the rapper Dr1ver from Bristol who went to study at a music college for 2 years and he noticed his numbers going up just because he spent time learning about music marketing.

1 Step Ahead social media platforms



Instagram/Snapchat/ Tik Tok/Facebook will be the online platforms for 1 Step Ahead because these are the most used platforms on social media by the target audience of music artists in the UK.



Press

There will be a celebration event of the launch of 1 Step Ahead which will be documented in London's music magazine MixMag. There will also be photographers taking photos of the event and posting them to rap blog pages such as Mixtape Madness. 1 Step Ahead will also stay relevant by contacting local newspapers to write about the company and to promote it for any future artists that'll like to work with the company.

Section 10 - Implementation

Implementation

Implementation is the operation of putting the plan and strategies into action to achieve the goals and targets set.

Fortune Magazine says that 9 out of 10 companies fail to implement their plans for reasons such as not linking the strategy to budgeting, not link employee incentives to strategy, business owners and managers spending less than one hour per month discussing their strategy and 95% of the typical work team don't understand their organization's strategy (OnStrategy, 2021).

1 Step Ahead controls

See Appendix 1 - Section 8.1 for the 1 Step Ahead day plan

Monitor

After each 1 Step Ahead project Campaign is finished a worker from the campaign will write a reflective report about the work that has been done and what could be improved on. The worker will fill in the reflective report which has questions likes:

- What went well
- What didn't go well
- Is the customer happy with the campaign project
- What could be improved
- Report on presentation

Implication plan

See Appendix 1 - 8.2 for 1 Step Ahead 1 year Gantt Chart

Next 12 months of Team (1 year before 1 Step Ahead launches)

Adam Zanotti

1 - 6 months

In the first 6 months, Adam Zanotti will be gathering a network of possible artists to work with and contacting them to see if they are interested in working with the company. He will also be creating the website, social media pages, and Youtube channel for 1 Step Ahead and planning content for each platform. In these stages of time, he will also be trying to build up funding for the start-up costs while making sure his team is all ready to go and understand the goals to achieve.

6 - 12 months

In this time period, Adam Zanotti and the team will be planning all the marketing strategy events such as the 1 Step Ahead open mic. This will include contacting artists, building flyers, and hiring music performance equipment like mics.

Malachi Hall

1 - 6 months

Malachi's job as a scout in the first 6 months is to look for new rap artists in the area of London to work with and reach out to. He will have to do this by going to local shows, open mics, and also searching online social media platforms such as Instagram.

6- 12 months

In this time period Malachi will have to start getting in contact with the artists he has found who he thinks will be good for the company and message them via the details he has retrieved. In the message to the artists, he will be able to send them the business proposal that is already made if the artist is interested and would like to learn more about what we do.

Liam Hillen

1 - 6 months

Liam Hillen is the head of promotion at 1 Step Ahead. His first job in the first 6 months will be to help create the website such as picking the right content for each page and also the design layout for the website with colours and pictures of musical events. Liam Hillen also being a photographer will be taking photos and videos to upload onto the social media platforms as content.

6 - 12 months

In this period Liam Hillen will be preparing all of the promotional content for the 1 Step Ahead launch. He will also be organizing a group of photographers through his network to come and take pictures at the event. With Liam's creative design skills he will also be creating merchandise designs for the 1 Step Ahead T-Shirts, hoodies, and caps.

Section 11 - Milestones

Why are milestones important?

Setting milestones helps monitor project management deadlines so the company and teammates keep track of what targets they're aiming for. Lots of projects work with external teammates or partners so if there aren't milestones set it could bring confusion and delays (Eade, 2022). Also using milestones makes it better to see the bigger picture and keep an eye on the important dates. For example, a company may need to be out of the office for training for the up and coming project. Keeping track of milestones are key if the company needs to pay suppliers for a certain date, the milestones can be ticked off like a checklist so the other teammates don't make mistakes like double paying the supplier (Eade, 2022).

See Appendix 1 - 8.3 for 1 Step Ahead's milestones graph

1st Year (2022)

The first year of 1 Step Ahead will be gathering artists to work with and creating a reputation. This will be done by contacting artists that Zanotti the founder of 1 Step Ahead already knows. He has built up a wide connection of artists during his 8-year rap career and this will come in use for 1 Step Ahead. Setting up the social sites and website will occur to make the business look professional and approachable. 1 Step Ahead will also be promoting the company digitally and physically via online and posters around London.

2nd Year (2023)

2023 will be the year that 1 Step Ahead should have found its feet and is running comfortably with a target of 15 campaign projects completed and accomplished more than £10k in the year. The milestones will include having hit over 1k followers on all social media sites like Facebook, Instagram, Tik Tok, and Twitter.

3rd Year (2023)

In the 3rd year 1 Step Ahead would like to step up the levels and start to employ more members of the company to hit higher goals. 1 Step Ahead would like to have completed 100 project campaigns by the end of 2023 and raised over £20k for the company.

4th Year (2024)

The 4th year of the 1 Step Ahead milestone will include finding a new office to operate out of and working with established artists on a campaign project, for example, a rapper like Central Cee or Loyle Carner.

Section 12 - Key performance Indicators

What are Key Performance Indicators (KPI)?

KPIs are performance indicators that measure the performance of a specific objective over time. KPIs give targets for the company's team to shoot for and milestones to look at during the progress. It gives organizations an insight to help teammates make better decisions. Companies can use KPIs in finance, HR, marketing, and sales. KPIs help businesses move forward at a strategic level (Qlik, 2022).

1 Step Ahead KPI's

Analytics

Analytics will be recorded from 1 Step Ahead Facebook and Instagram pages monthly. In the analytics, it will include the interaction of followers, the numbers of increased or decreased followers, and the places of interaction for example the ratio of how far people are interacting with 1 Step Ahead.

Feedback and comments received from customers

After each project campaign is completed the artist has an option to fill in a feedback sheet of their experience working with 1 Step Ahead. The questions will be like

1. From 1 to 10 how pleased are you with your campaign project?
2. From 1 to 10 was there enough research about your artistry?
3. What did you like about the project campaign building?
4. What didn't you like about the project campaign process?
5. What could 1 Step Ahead do next time to make your experience better?

Brand awareness

On the 1 Step Ahead website there will be store merchandise for customers to buy. The money 1 Step ahead receives will go back into improving the 1 Step Ahead website and with every purchase of a T-shirt, Jumper or mug the customers will receive free stickers.

Competitor performance

The two competitors Remote Control and Burstimo have both been running for over 5 years and have lots of experience within the music industry.

Quality control

Quality control will be controlled by the overview of Adam Zanotti the CEO. This is where he will be looking over each project campaign before they are sent to the artists.

Section 13 - Traction

See Appendix 2 - 13. 2 for 1 Step Ahead traction so far

Why is business traction useful?

Business traction is the momentum a company gains and grows such as a social media post that's gained traction overnight and the numbers of likes keep going up. When there's not much traction it can cause sales to dry and lose customers (Anderson, 2018). Traction can apply to any type of business whether it's a service or goods. The reason for creating traction is to grow the company while achieving company targets and goals. Traction is also important for investors, the higher level of traction the company has got the more investors are attracted to the company, with more investors means more money is available to help the company do well (Anderson, 2018).

Product Development

1 Step Ahead product development process

1 Step Ahead service is still in the planning stages but currently connecting possible customers to work with. Creating the milestones 1 Step Ahead has set out a step-by-step timeline of what needs to be achieved in the next 4 years.

Previous traction

Adam Zanotti the founder of 1 Step Ahead has been a music business student for 4 years and has been tasked in the past to create campaign projects for himself and other artists. He achieved high grades on the project campaign presentations and has successfully reached his goals with his own music EP/Albums with the campaign projects he's built for example for his first Album his goal was to sell 100 copies and he managed to do it within the deadline he had set.

Council

With Adam Zanotti's company Sound Of The Southwest, he has already started to make traction by getting funding from Trowbridge Town Hall. Adam Zanotti is currently in talks about receiving a grant to put on a live show for up-and-coming artists in London. The idea for 1 Step Ahead has also been spoken about and they are interested in the organization.

Clients reviews

See image 2 in appendix 2 - 13.2 for evidence of customer reviews in the newspaper article

Section 14 - Financial Plan

What is a financial plan & why is it important?

The financial plan is an overview of the finance section of the overall business plan. It showcases real financial data and projections to put the rest of the business plan into context. It is crucially about looking forward to the business and understanding the financial goals that are going to be made or aimed for. Financial planning isn't just about accounting data, it's also about looking at a company's business goals and defining the level of investment the company is willing to make for each one (Whatman, 2021).

Financial plans should set clear expectations for cash flow. It should show the amount of money coming in and out of the business. Companies should have a financial plan to keep track of where the money is going (Whatman, 2021).

How will 1 Step Ahead make money?

1 Step Ahead will calculate how many hours on the project they'll need with an hourly rate. For example, if a rapper wants a tailored campaign for their new EP they will pick what components they want such as marketing strategies, timeline, EPK, and music videos ideas for the portfolio then a 1 Step Ahead member will calculate how long that will take to make plus their hourly rate equaling how much they get paid overall.

What does 1 Step Ahead need to get off the ground?

1 Step ahead has low start-up costs with the only physical equipment needed being laptops. There will be costs such as marketing and promotion but the main goal is to keep the overheads as low as possible to gain the most profit within the first 4 years. As 1 Step Ahead grows bigger by building its reputation more customers will want to work with the company so we will have to employ more workers. This will mean our financial goals will change but we will keep low overheads by looking for interns via music universities.

Start-up Funding

The start-up funding will be funded by Adam Zanotti the founder of 1 Step Ahead. The starting fund will be there to cover the costs of Adams and his team's laptop to work on a promotion for example social media ad boost. Rent will be covered by part-time jobs at the start then hopefully when the company has created enough profit each team member will be able to work full time at 1 Step Ahead.

1 Step Ahead money

As Zanotti has started 1 Step Ahead with his two teammates the money will be split equally between all 3 of them.

1 Step Ahead 1 month/1 year work out

Revenue

Average price for project campaign = 10 hrs each 5 components x £10 per hour = £500

2 projects per month = £1k

£12k per year

Startup Expenses

<i>Start-up Expenses</i>	Per Year
Website	£90
Creating content	£500
Marketing	£500
PR	£200
Equipment	£3000
Branding	£1000
Total expenses	£4790

The graph above shows the startup expenses for 1 Step Ahead.

Startup Funding

<i>Start-up Funding</i>	
Crowdfunding	£1K
Team	£10k
Total Funding	£11k

The graph above shows the startup costs for 1 Step Ahead in the first year.

Before taxes

Profit and loss

<i>Profit and Loss</i>				
	Year 1	Year 2	Year 3	Year 4
Sales	£12k	£24,000	£36k	£48k
<i>Expenses</i>				
Website	£90	£90	£90	£90
Creating content	£500	£1000	£1500	£2000
Marketing		£1000	£1,500	£2000
PR	£200	£400	£600	£800
Equipment	£3,000	£4,000	£5,000	£6,000
Branding	£1000	£2000	£3000	£4000
Payroll	£4000	£4,800	£7,210	£9,613
Total Operating Expenses	£5290	£13,290	19,900	£24,503
Net Profit	£6,710	£10,710	£16,100	£23,497

This graph above shows the profit and loss of 1 Step Ahead 4-year business plan.

Method used

Add up expenses = total operating expenses

Sales - operating expenses = net profit

This graph above shows the profit and loss of 1 Step Ahead 4-year business plan.

Section 15 - Personal Critical Assessment

Gibbs Reflective Cycle

Gibbs Reflective Cycle is a technique used to give structure when writing a reflective piece to learn the most out of the experiences. It's a framework that focuses on examining the experiences and gives it a natural cycle allowing the writer to learn and plan from things that went good or didn't go as well (University Of Edinburgh, 2022).

Gibbs structure:

- Describing the experience
- Thoughts and feelings of the experience
- Evaluation of the experience, both bad and good
- Analysis to make sense of the situation
- Conclusion about what was learned and what could have been done differently
- An action plan for how the person would have dealt with the same problems in the future or changes that would fit appropriate

(University Of Edinburgh, 2022)

Meeting with David from Autonomy Music

I managed to get an exclusive opportunity with David from Autonomy Music to ask questions and get feedback on my business. My thoughts and feelings beforehand were excited and interested to ask him my questions that needed asking for example, does he think different package deals or a tailored deal will be more suitable. Speaking to him I understood that his experience has taken him a long way with his reputation so I learned that time brings good value to a business. It was a good experience overall as I managed to ask all of my questions that needed answering and it was a possible response for my business idea. The bad experience was that it was over the internet via Zoom and there was a slight lag so when I missed some words that he said I had to ask him to repeat them and that slightly wasted valuable time. Analyzing the experience was very useful for me and it tightened up my overall idea and calculated my thoughts on what I needed to do. From this meeting, I learned how specific I need to be when creating a business idea, start out small and work big and use my

experience to my advantage. It went well but for it to go better next time I think having more specific questions and more quick-firing ones to save time instead of staying on one topic for too long.

Creating the business plan

Creating the skeleton of the business plan I had to create a template for myself and use a similar style to a previous business plan I have made. I was very confident in making a business plan because I had made one at a previous university so using a similar template I focused on filling in each section bit by bit. The experience has been successful overall as I planned the number of hours I will be working on the business plan and I started from top to bottom to keep the routine. A bad part of the experience of creating the business plan was having to go back over the executive summary because I made that first when I should have made that last because I had more of an idea but I managed to go back over it to fill it in with more specific useful information. Analyzing the whole experience I think that I managed to do well because of putting it on the top of my priorities list to get done, this helped me stay focused and sharp to get it completed. Another bad experience was thinking about how I will charge customers for the service but after having a few meetings with my mentor Steve I created a solution and worked out that a tailored cost would fit better. What I learned from the experience of making a business plan is to be patient and let the idea grow. Doing research can help improve the business in lots of ways such as marketing analysis and discipline to work by yourself by setting hours and dates. In the future, If I had to create another business plan I would focus more on the research and create the idea afterwards to get more of an understanding of the market that I would like to go into.

Meeting with Graduation Records

After introducing myself to Graduations Records at Tileyard who is a Hip Hop urban record label. I got the opportunity to sit down and have a meeting with them to ask them questions. I was nervous before the meeting as I'd never been into a rap record label but I was curious about how they worked. Speaking with Hallan who works there as a promoter I quickly learned how switched on he was and this was a good feeling because I could tell that they were highly professional even though they seem like a young team. Some of the questions I asked Hallan were what skills are required working in a record label, his answers were "to be able to stay updated with what's going on in the music industry at the moment for example who is at the top of the UK music charts". My bad experience in this meeting was that we stayed on one topic for too long and I didn't get to ask all of my questions and some of them were important for my research. Also some of the questions he took in a different way and answered them in a different context which I didn't want to disturb so it went the wrong way. Analyzing the experience I managed to take a lot of learning away as I noticed how the record label worked with each person in the office doing a specific part to contribute such as promotion, marketing,

distributing, and running the online social media space. For the next meeting, I would like to improve the experience by writing more specific questions and also correcting the person if they answer the question in a different way that's not in context.

Building the team

Thinking of who I wanted to be in the team for 1 Step Ahead I wanted to have teammates that are currently involved within the music industry specifically in the rap scene. My thoughts before finding people were that I wanted to have people that I have worked with before and people that have a good positive energy about them. I thought Malachi and Liam would be good teammates due to our past experiences working together and their skill sets. My Feelings were excited and happy to know that I would be working with highly skilled people but I knew that they would also be disciplined with getting the work done. I wanted teammates who are motivated in doing what they love but also are able to do work that they might not want to do such as excel sheets. The good experience of this team building was picking people that I knew would work well together and would get on with each other. The bad part of the experience was telling people that wanted to work with 1 Step Ahead that we've already filled those positions. Overall I learned that being a boss you have to make decisions for the company more than just working with friends because they're your friends. My action if I had to do this again would be to be more firm in choosing the positions.

Timekeeping

The most positive experience I have learned when making a business plan is timekeeping. This is because timekeeping and setting dates to do my work have kept me disciplined to finish the business plan to a high standard. My thoughts are that I will continue to use time keeping when operating future projects because it has made me use my time more efficiently and work harder when I need to. Evaluating my time keeping I've learned that as time went on I got better at it and keeping track of it on a whiteboard was good sometimes I didn't always stay on track but I feel like with more attempts I will be able to do better. Overall timekeeping has made me keep my cool and understand the objectives and goals that I wanted to reach. For next time I will carry on to write down when my deadlines are and how many hours I have until then while also using a ticking-off technique to stay on time.

Distractions

While creating the business plan I did find some of my distractions that were keeping me away from doing the business plan such as my phone and the summer weather. My thoughts on my phone being a distraction are that it was annoying due to the fact I kept looking at my social

media from time to time which made me lose a slight bit of focus and also my feelings of seeing lots of friends and family out enjoying the sun. This was a good experience for me because it helped me grow my discipline and work rate for getting jobs done, I also think it built my maturity to prioritize putting the most important things to do first. Analyzing the situation I've learned that there are more positives that have come out of this situation than bad. Next time I want to put a time limit on how much I can use my phone during the day and not use it all when I'm working. Another thing I could do for next time is to keep my phone out of the room that I'm working in so I won't be able to get distracted easily.

Researching Data

For the business plan I researched specific topics like marketing strategies and why they were important. My feelings about researching were confident as I've researched from previous papers before but my thoughts were about how much research did I need to do. It was a good experience because it refreshed my mind about that specific topic and I managed to learn more about it, such as the Business model and how effective it is for recruiting new staff and keeping them motivated. Analyzing my experience of research I feel like I could have put more time into doing it but I wanted to focus more on my business as it was a developing idea that I needed to create more of. Next time I research data I would like to find well-known websites such as Forbes to give me the best business information possible even though the websites I used were good for what I needed.

Financial planning

Learning and understanding how to make a financial plan. From research, I learned that you should leave the financial plan to the end. I was feeling nervous about completing it as numbers are not a strong point. My thoughts were that financial planning is going to be the hardest part of the business plan so research is going to be needed. The good experience of creating the financial plan was learning about how everything fitted together and once I understood what I was doing I managed to get on with the task. The bad experience was the calculation and thinking about tax income. Luckily I spoke with my tutor Steve who gave me some advice and reassurance on how to complete the Profit and Loss sheet and from then I was confident with calculating the right numbers and putting them into place. Completing the financial plan I learned that it can be done with good mental drive and research, if I had to do it again I would try the opposite and work out the financial plan first or halfway through creating the business project so I know that I already have numbers that I can show someone if I need some advice on my financial planning.

Mental Health while creating the business plan

Taking care of my mental health during the process of making the business plan and working towards the deadline. My thoughts about my mental health are positive ones because I chose to discipline myself to stay healthy and sleep well during this process. I also stopped drinking alcohol and smoking cigarettes because I knew that I would need a clear head to create something as big as a business plan and it worked because of the discipline. My feelings are neutral because I had to have the right mindset to create the business plan so I chose to put my emotions to the side to fully focus on building the project which I am happy about. The good experiences were that I now feel much healthier and more clear-minded than before and also going to sleep early has settled the nerves that I would normally get when approaching a deadline. There haven't been many bad experiences except for feeling a slight rush off my feet but that's normal when being busy and having work to get finished in time. I've learned that managing healthy mental health can seriously improve work and put me in a clear mindset to focus. If I was to do it again I would do the same as I have done this time but try to eat healthier and prepare good meals instead of making quick food using the oven/air fryer.

Remote working

During the process of making the business plan I had to work remotely in places such as the Tileyard classroom, my house in London, and on the train to my mum's home near Bath. My thoughts on remote working are positive as I was able to enjoy the sun while working outside of the university building because I was working on my laptop. My feelings were happy because I managed to get work done while being comfortable where I chose to work. It was mostly a good experience working remotely but it was a problem when my laptop ran out of charge as it would only last for 1 hour for example one time I was working in a cafe in Shoreditch and I had to leave to go home to charge my laptop which used up valuable time. Remote working is a great way to work if you can discipline yourself to the right hours and get the jobs done. I learned that remote working is highly useful and enjoyable at the same time as you can work anywhere as long as you have your laptop and a connection to the internet. I would highly like to incorporate remote working into my business. If I was to do it and again and improve my experience I would buy a new faster laptop that has a long-life battery.

Section 16 - Continuing Professional Development Plan

S.M.A.R.T Objectives

In this CPD I have decided to use the S.M.A.R.T objectives strategy to focus on my main goals as a professional in the music industry. S.M.A.R.T stands for specific, measurable, achievable, realistic, and time-bound.

1. Secure more deals with artists

S - Being able to secure a deal properly instead of wasting time when communicating with artists.

M - This will be measurable due to keeping track of how many artists a month we can get and also how many steps it takes (messages) to connect with artists and get the deal. This will be done over 6 months so we can see how much we've improved.

A - It is likely that it will be achievable if we focus on learning and improving negotiation skills.

R - It will be realistic to complete this target.

T - My target time would be to complete this over a 6-month period.

2. Being consistent

S - One of my main challenges is being consistent with what I'm doing, for example when I release music I don't stick to the plan and start doing other things like focusing on getting shows. I would like to be able to stick to the plan.

M - To measure this I could keep a strict timeline that I have to check nearly every day to make sure that I am sticking on track.

A - This is a hard challenge but if I stay focused and driven it could be possible.

R - It is a realistic goal but things always change, hopefully having a strict timeline I can stay focused to complete this challenge.

T - For this task, I would like to give myself two months to try and stay focused on one specific challenge such as completing the website for 1 Step Ahead.

3. Financial Planning

S - Learn more about financial planning and excel to fully incorporate my main financial vision.

M - This will be measurable by the amount of data that I will be able to insert and be happy that those are the correct numbers and also have it checked over by a professional accountant to see if I am right.

A - This can be achievable if I put the right amount of hours into studying financial planning and how to use excel spreadsheet applications.

R - This will be highly realistic as I will need to know how to use excel professionally in the future so hopefully I can study a course to help to get more to grips with financial planning and excel.

T - The timebound will be from the start of the excel learning course to the end of it to see if I am confident in using the application and able to use it in a real-life scenario.

4. Putting on open mic show

S - Able to put on a successful show to up and coming artists and sell tickets to create profit and promotion for the company.

M - The success of putting on the open mic show would be measured via the number of tickets sold, good crowd reviews, and the total revenue taken from the show.

A - This is highly achievable to do if enough work and effort have been made before the show with marketing, organization skills, teamwork, and good timekeeping.

R - This goal is likely to be reached due to the experience of the team who have put on shows beforehand.

T - Time-bound would be from the start of planning the event to the after effect of the event such as when all of the revenue has been counted and reviews have been checked.

5. Social media presence

S - Social media has now become a whole nother world which is important for businesses to promote and create awareness of their brand. I would like to increase my following and presence on social media platforms such as Instagram, Facebook & Twitter.

M - I will set a date and a goal of how many followers I would like to reach by that date on each social media platform like 5000 followers on Instagram by December 2023.

A - This can be achievable but it's not guaranteed due to the fact that followers can go up and down and if the content isn't good this could be a possible risk.

R - There is a chance that this could be likely if the right posts do well but it's not certain that it's a reachable and realistic goal as I'm currently on 3700 followers on Instagram which took 8 years to gain but now social media is majorly popular we may see followers grow faster.

T - To reach 5000 followers by December 2023 is the time-bound challenge set also for Tik Tok and Twitter.

6. Interviews with record labels

S - During my research, I did interviews with two record labels and I would like to improve my skills in interviews and writing the correct questions.

M - I will write down more specific questions beforehand to get the best answers so it will be measurable about the amount of information that I receive.

A - This is possible to be done with lessons on how to speak to people in an interview and ask questions. I could do this by watching free youtube videos on how to interview people successfully.

R - This is a highly realistic goal as I could treat the interview as a performance with the background as an artist and study the key performance skills needed when interviewing a person.

T - 5 interviews with record labels and it can be measured by the amount of information required, the performance of the interview, and a review from the label of how well I did.

7. Asking for more advice

S - I always tend to do everything myself and not ask too much advice or reviews on my work or music. I would like to set a goal of asking 10 people a month to help me with my work or music so I can improve my learning and skill sets.

M - It will be measured by the number of people I ask and also the quality of work made.

A - This is achievable as long as I focus on completing the goal and asking people for advice on my work.

R - This is a realistic goal but I need to first find the 10 people that I would like to ask for advice and need to know that they are trustable with giving me good advice and not bad.

T - This goal will last for 1 month as I need to ask 10 people within that month for advice on my work or music.

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Section 18 - Appendix 1

4.1

1 Step Ahead Business Model Canvas

<u>Key Partners</u> - Music Artists - Scout - Management team	<u>Cost Structure</u> - Production - Team - Equipment (Laptops) - Home/office - Catering (Snacks) - General admins	<u>Customer Segments</u> - UK Rappers - Up & coming artists
<u>Key Activities</u> - Budgeting - Timeline creating - Creating marketing strategies - 1 to 1 with the artist's	<u>Value Proposition</u> - Build a stronger vision for the project (EP/Album) - Learn more about the music business - -	<u>Customer Relationships</u> - Customer service feedback - One to one - Events - Online (Social media & Video calls & D2F emails)
<u>Key Resources</u> - Venue - Equipment - Team - Algorithm (Online presence) Social media & website - Brand - Customer base	<u>Channels</u> - Online (Zoom) - Face to Face	<u>Revenue Streams</u> - Music artists - Merchandise

8.1

1 Step Ahead day plan

<u>Time</u>	<u>Adam</u>	<u>Milky (Scout)</u>	<u>Liam (Marketer)</u>
9 am	Check and update online platforms (Instagram/Website) Organize a zoom call meeting with the team just after lunch	Spend the morning looking for new artists and writing down a list of potential customers	Plan and create new marketing strategies for current working artists
12 pm - Lunch Break	<u>break</u>	<u>break</u>	<u>break</u>
1 pm - 2 pm	Start online or in-person meetings with the team and discuss the recent work that everybody has done, ask if everything is going to plan, work out what we need to improve and do next	Showcase the new talent that has been found and discuss who would be best to work with	Speak with the group about what the new marketing strategies are and how they could be better
2 pm - 2:30 pm	<u>break</u>	<u>break</u>	<u>Break</u>
2:30 pm - 5 pm	Contact the new artists that have been picked out by the team and work on 1 or 2 sectors of the campaign projects	Search for more artists and work on 1 or 2 sectors of the campaign for current artists	Promote 1 step Ahead on all social media platforms and physical promotion (billboards/trains etc)

8.3

Milestones

High - high chance of completing a milestone

Medium - likely chance of completing a milestone

Low - low chance of completing a milestone

1st year

<u>Milestone</u>	<u>Start Date</u>	<u>End date</u>	<u>Budget</u>	<u>Realistic</u>
1000 followers on Instagram	10th of May 2023	1st of January 2023	£100	High
15 artists projects completed	1st of May 2023	20th of December 2023	£0	medium
500 followers on Tik Tok	10th of May 2023	18th of December 2023	£75	medium
Online meeting with 15 artists	23rd of July 2023	22nd of September 2023	£0	High

2nd year

<u>Milestone</u>	<u>Start Date</u>	<u>End date</u>	<u>Budget</u>	<u>Realistic</u>
25 artists worked with	1st of May 2024	23rd of Dec 2024		Medium
Put on a show	5th of August 2024	9th of August 2024	£5000	Low
5 well known artists worked with	1st of May 2024	3rd of December 2024	£5000	Medium
1500 followers on Instagram	1st of Jan 2024	4th of November 2024	£250	High

3rd year

<u>Milestone</u>	<u>Start Date</u>	<u>End date</u>	<u>Budget</u>	<u>Realistic</u>
50 artists worked with	8th of May 2025	8th of August 2025		Medium
3 live shows	7th August 2025	4th of July 2025	£15,000	Medium
2000 followers on Instagram	6th of 2024	8th of July 2025	£500	Medium
1000 subscribers on Youtube	6th of May 2025	8th of September 2025	£1000	High

4th year

<u>Milestone</u>	<u>Start Date</u>	<u>End date</u>	<u>Budget</u>	<u>Realistic</u>
New office	5th of July 2026	8th of August 2026	£400	Medium
5 Live shows	7th of February 2026	2th of March 2026	£25,000	Medium
5000 followers on Instagram	3rd of January 2026	23rd of May 2026	£5000	High
2000 followers on Facebook	2nd of January 2026	6th of November 2026	£2000	High

Section 19 - Appendix 2

6.1

Customer Avatars

Customer Avatar 1

Gender: Male

Avatar Lifestyle: Goes to rap open mics, records songs and puts them onto Soundcloud, hits up festivals within the rap genre in summer and likes to go to bars for drinks

Profession: Student and part-time restaurant worker

Income: £1500 per month/ £18,000 a year

Desires & needs: Wants to be a famous rapper in the UK touring the country and making chart topping tracks

What do they read: Music magazines like Mixmag, Mixtapemadness blogs and rappers autobiographies

What social networking sites do they use: Instagram, Snapchat, Tik Tok, Twitter and Facebook (within that order of which one they spend the most time on)

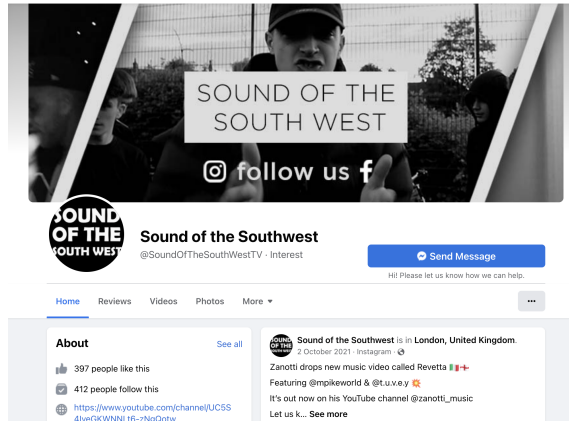
Music goals: Perform at big UK venues such as the London O2 and festivals such as Nass & Glastonbury

What they like: Enjoy listening to music, watching football and going on holiday

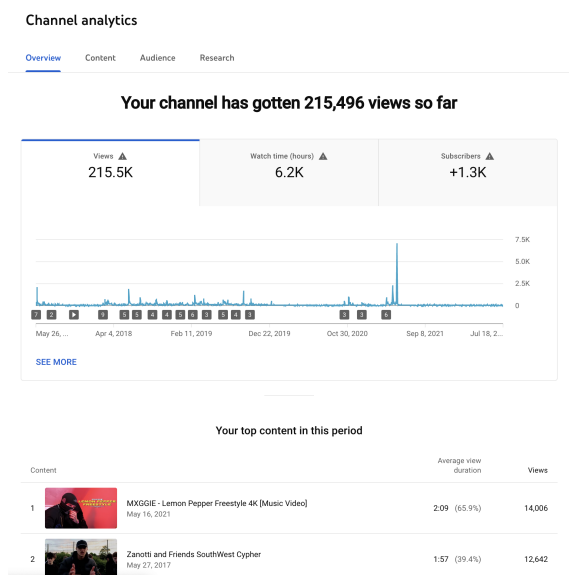
What they don't like: Wasting time, Golf, and House music

13. 2 Sound Of The Southwest traction

Facebook



Youtube



Event review

The event was held for free at Trowbridge skatepark on July 27 and 40-50 people attended.

Facebook users reacted positively, as Sharlotte Collier called it 'a fab evening' and Kaylee Ford said 'the kids were welcoming and were not causing any harm/trouble'.

Section 20 - Appendix 3

4.2

1 Step Ahead merchandise

1 Step Ahead Hoodie



1 Step Ahead T-Shirt



1 Step Ahead Coffee Mug



1 Step Ahead Baseball Cap



Section 21 - Appendix 4

Brand Logo

1 Step Ahead



The brand logo was inspired by Coach Carter the basketball film because Zanotti the Founder of 1 Step Ahead was watching the film and learned that it's good to be talented in the activity but you also need to know the theory. That's where the basketball logo came from with the music note in the ball to represent the industry. The colour green is also meant to represent positivity.

Section 23 - Appendix 5

8.1

Adam Zanotti Music experiences & network

Adam Zanotti meeting Sharky Major Grime Originals owner the biggest Grime event in the UK (2018)



Adam Zanotti opening performance for D & B legend Skibbadee at D Double E music video shoot (2021)



Adam Zanotti performing with Kiss 101 Grime DJ Logan Sama in Hackney (2019)



Adam Zanotti performing at the UK's biggest rap battle event Don't Flop in Brighton with Eurgh (2018)



Milky music experiences & network

Milky winning the East box battles (2019)

