

Report
Entrepreneurship

M5X01572

DAIGRIFF
PRODUCTIONS

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The business portfolio proven to be challenging yet engaging, as this report will demonstrate the rolls and tasks that had to be fulfilled to complete the task. This report will go over the planning stages of the portfolio, look over the rolls that had to be fulfilled over the duration of the task and also go over the reasoning behind key decisions that shaped the venture plan and pitch.

The idea and plan behind Dai Griff Productions was to start a company that had personal elements included into it, hence the baring of the name of the creator of the idea (Dai Griff – David A. Griffiths). The reasoning behind making the project more personalised was so that there would be an increase of interest into the project and to bring an idea that was once a dream and a pet project closer to a reality. Even though the idea was personal, it could have been a better idea to have kept the concept detached from personal. This is because in certain individuals, a criticism towards a personal project could be perceived as critique towards the person rather than the object or concept that is truly being criticised. Although, In the case of this project the understanding of the concept having to be criticised rather than closing it off from people was better because the only way to strengthen a concept is by criticising it and strengthening the arias that are being criticised.

The individual roll to the greater project was to foresee the entire project rather than delegate rolls to a team because there was no team. The reasoning behind the decision to work as an individual rather than a group was that there were problems and foreseeable problems with the team of people before embarking on the individual endeavour. Problems such as; certain individuals that didn't take the task serious enough, individuals dropping out of the course, other individuals that taken the task to personal leading them to have occasional breakdowns due to different opinions that other individuals would have about the task at hand and a general disinterest in the direction of the group as well as many other factors. Overall, the group was not working as a functional team which in the long term would lead the group into failure. (Johnson, et al., 2013)

Rather than delegating rolls to other individuals to complete certain tasks, all the rolls were delegated to a single individual due to the project going from a group task to an individual task. This was a benefit because the crossover from different sections kept its continuity by keeping it a single individual. (Curry, 2014) However, the problem with this is that it leaves more work for the individual and can tire the individual especially if the individual has learning difficulties leaving it to be more of a drawback. An improvement that could have been made is by timetabling certain sections and creating a Gantt chart to keep track of the overall project. (Kidston, 2015) This would have been beneficial because; it would give a structure to the workflow, it would be a way to track progress and it would be a way to alleviate the workload. (Kumar, 2005)

From an early onset of starting the task, the ideas of a production based company, a form of music lesson or consultancy agency, and a live sound company came to mind. But due to later research and experience in the production based market, the

idea of a freelance audio engineering service and music production business seemed more appropriate in comparison to the other ideas. Research into the music production industry started with informal discussions to a local professional who has experienced the industry. From these discussions came referrals to academic sources which then evolved into research about marketing, website creation and branding. Also, research on business structures came about and the legal issues that needed to be faced depending on the structured.

The overall outcome of the project was a business plan that fulfilled all that it needed to fulfil. This included a; business plan format, cover page, contents page, executive summary/mission statement/vision/objectives, introduction section, business objectives marketing section, personnel section, operations section, risk assessment, appendices page presentation and a financial spreadsheet. These tasks were completed but towards the end were rushed due to time constraints which lead to certain details being left out. Details such as designing a t-shirt and making one specifically for this task. An improvement could have been made to the time management as stated previously. As so, a Gantt chart would be used to plan a task that resembles this task in future. Also, improvements could be made if there was a willingness for the team to cooperate. Even though in certain circumstances, I team cannot be chosen such as this task, a level of compromise could have been met to work as a team leaving less workload on an individual delegating rolls to mutable individuals.

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