

BUSINESS PROPOSAL

Name:

Tafadzwa Gapara

Name of Company:

Sekond Chance



Contact Information: Mobile 07554735386

:Email add zwagapes@gmail.com

Background

The name of the organisation is self-explanatory, 'Sekond Chance' properly spelt as second chance. It resonates with me as the founder in terms of the second chances that I have had in life. First and foremost, the fact that I am still alive now after a series of near-death experiences is proof that I was given a second chance by God. The struggles that I have faced including that of having to raise my own tuition money and being a single mother rising up to achieve that which is bigger than me is indeed a second chance in life. The main goal of this organisation will be to give a second chance to every life that it is going to come in contact with. These include the staff members as well as the clients through the use of music. Sekond Chance shall extend some of its profits to charity as another way of giving a second chance to those that are under privileged. The reason why I decided to take up this project is, that I feel obliged to give hope, assistance, motivation, to be that needed hand for someone who is desperate for it because I would not be where I am today if it was not for my destiny helpers that were kind enough to lend a helping hand when I needed it. In other words, I want to pass it forward, hoping that the lives I am about to change are going to impact the next generation to come and so forth. The initial approach was mainly centred on me being the main person facilitating music workshops for charity around the world. The knowledge I acquired at Tileyard gave me the confidence to expand this vision. I was later on led to think about incorporating more people so as to make more impact. Thus, giving more people (members of staff and musicians) a second chance in a way. I am also of the opinion that more money can be raised for charity if for instance being raised through this musical. It is a matter of going big or home. At the present moment, the songs of the musical have already been mastered. The script is done. The business plan will be centred on the production, shoot, marketing strategy of the musical only.

Executive Summary

This is a music organisation centred on various activities that have to do with African music. These activities will include:

- A recorded musical
- Music workshops (African Dance, African drumming, songs).
- Team building using African activities.

The choir will present its songs in the form of a musical which shall be the first of its kind. In the African Christian community, indigenous music instruments are still shunned. Hence, the choir will use indigenous instruments as well as African traditional costumes to bring out the concept as the music instruments face the risk of being lost. The signature sound will be modern with a traditional feel so as to cater for the millennials and the generation Z.

Africa is one of the continents that has got a vast of different cultures of which some have not been tapped into up to today. The intention of Sekond Chance is to spread and share the cultures through workshops. The workshops as listed above will be carried out anywhere in the world where needed. That could be in schools, choirs, universities to mention a few. Sekond Chance will be versatile in the sense that the African workshops to be delivered will cover the whole of Africa depending on the client's request.

Team building will be widespread as well across any sector. Again, Sekond Chance is already equipped with African team building techniques that can be tailored to fit the client's needs.

Statement of the problem

Technology and globalisation have changed today's music to the extent that the use of music instruments such as the mbira and marimba is losing its place in the music industry as well as losing its appeal especially to the present generation. The African religious sector especially the Christians shun these instruments as well. As a result, the religious musical will use the mbira and marimba to prove that nothing is wrong with these instruments

Goals

- To maintain the relevance of the mbira and marimba.
- To spread knowledge about African music.
- To encourage the use of traditional music instruments in the religious sector.
- To be an Internationally recognised inspirational choir in the long run
- To improve the morale, motivation and creativity of clients during team building activities.
- To increase confidence levels and freedom of expression of clients during workshops.

. The music international market is already saturated with African music workshops. The clientele already will have an idea of what to expect. Sekond Chance will be specialising on the elements of polyphony when it comes to sharing music, thus giving ourselves an unmatched identity.

Benchmarks for success

The success of this organisation will be accompanied by:

- a recognised musical to be aired on networks such as Netflix and more
- a series of the choir tours around the world (in weddings, corporate functions, celebrations, music festivals to mention a few)
- Fully booked team building schedules.
- Fully booked workshop schedules
- A charity trust that will assist the needy especially in the form of scholarships.

In conclusion, the whole project is set to begin early next year as soon as funds have been acquired. This is due to the fact that the groundwork has already been laid in the form of original songs and the potential people to work with in order for this to be a success. The timeline shall be laid out in detail in the final business plan.