

International Saxophone Society





Table of Content



- About Company
- Vision & Mission
- Goals
- Industry Analysis
- Target Audience
- Competitor Analysis
- SWOT
- Marketing Plan
- Implementation Plan
- Financial Statements
- Our Team



What are the Problems

- People need to spend a lot of time looking for different sources for saxophone information
- No centralised platform for saxophone information and communication
- Saxophone online learning is getting more popular but the standard of teachers varies
- Chinese content is unavailable





About Company

- Central place for different source of saxophone information & networking
- The largest worldwide saxophone online learning platform with highest caliber of saxophone education
- Support all saxophonists around the world esp Asia
- Join by subscription and become member of ISS





Vision

To become the **GLOBAL LEADER** in saxophone by providing unparalleled and interactive resources and experiences in saxophone education, performance, and research.

Mission

INSPIRE, EDUCATE & SUPPORT saxophonists throughout the world in their pursuit of higher level of performance & teaching.



Our Goals

Become a central platform & community to provide :

PAGE 05

Goal 01

High standard & sharing resources

Goal 02

Opportunities to experience music making & appreciation

Goal 03

Connections around the world + bonding with local community

Goal 04

Money Making opportunity to artists

Goal 05

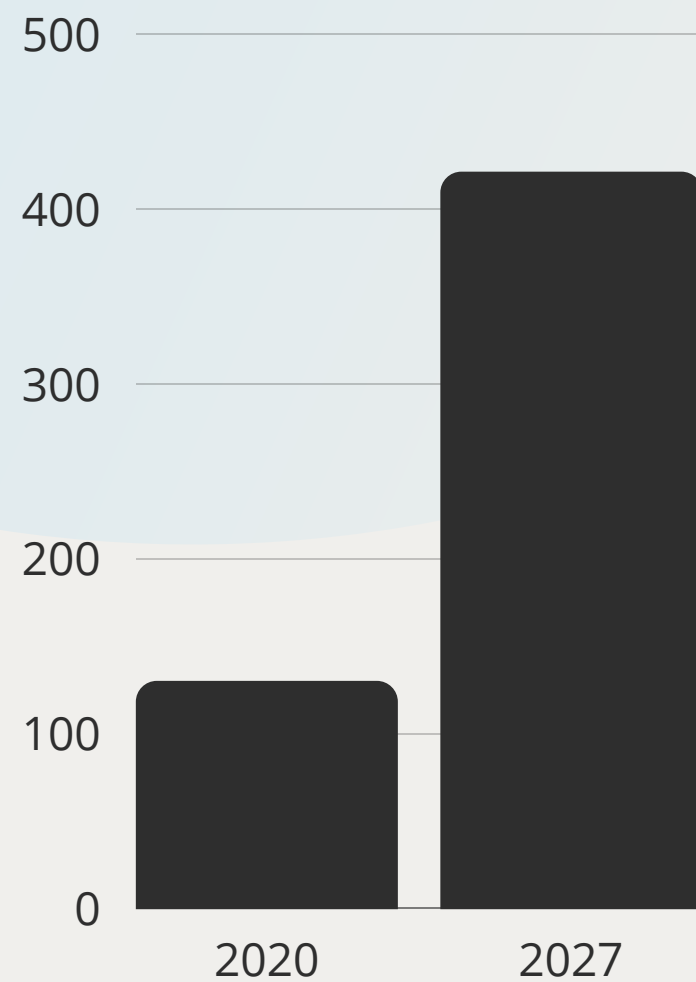
Communications between members for exchange of ideas

Goal 06

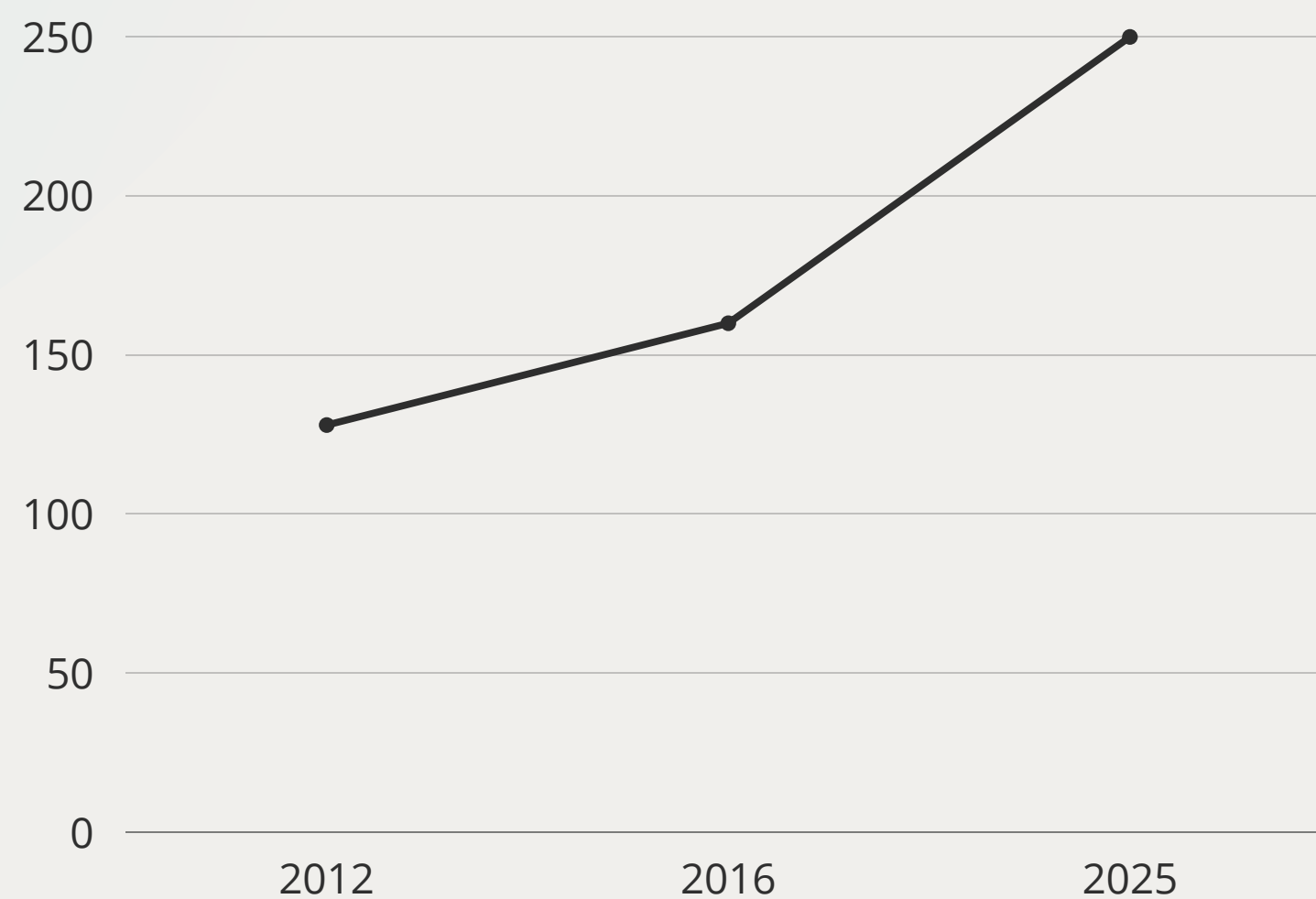
Stimulate & encourage creation of saxophone repertoire



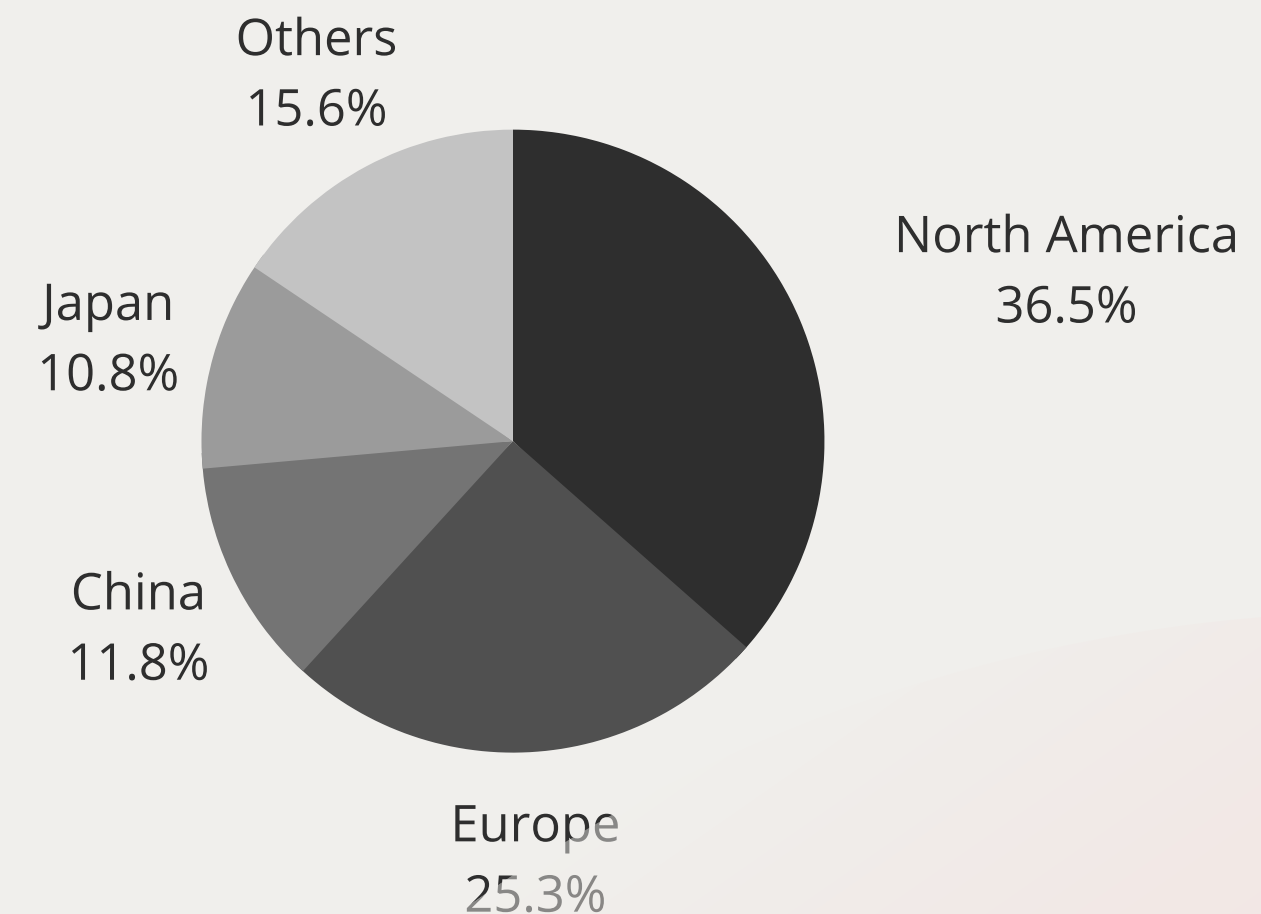
Industry Analysis



Online music
learning market size



Sales of Acoustic saxophone



Country share of Acoustic
saxophone sale

Interview with Kenneth Tse

- Importance of incorporation of Chinese language
- Pay attention to the technical software
- Wide coverage of saxophone artists
- Incorporate other resources links



Target Audience



● Demographics

- Age
- Gender
- Income
- Occupation
- Education

● Psychographic

- Interest
- Consume activity

● Geographic

- Primary market
- Secondary market

Competitor Analysis

Direct

- Adolphesax.com - Information sharing
- International Saxophone Academy - Online education
- North American Saxophone Alliance - Conference & publication

Drawbacks : Regional base or limited features

Indirect

- Private teaching
- Local music company / saxophone platform

Drawbacks : Local base, lack international exposure

Strengths

- Experience in running international event
- Access to vast artist portfolio
- Good connection with renowned artists
- Strong Chinese communication

Weaknesses

- Major income source unstable
- Need to build connection with local teachers
- Need support from related corporations to gain credibility



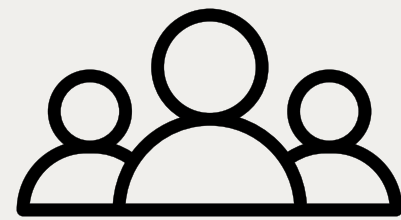
Opportunities

- Lack of centralized platform worldwide
- Growing popularity of online learning
- Booming population in learning saxophone
- Expanding digital media population
- Huge saxophone population in Chinese community - big back bone of the business

Threats

- Online piracy
- Bad mouth from local musician / teacher

Marketing Objectives



Membership :
1st year :500



Financial target :
1st year : Breakeven



Social awareness :
FB / IG : 1000 followers
Website : 500 subscription



Participation :
1st year : 30-40%

Product

- Event
- Resources
- Store

4P's

Promotion

- Logo/Website/FB
- Content Marketing
- Email Marketing
- Taste Maker Marketing

Price

Competitor-base
pricing strategy

Place

Worldwide platform

Product

● Event

- Online masterclass
- Online lecture/interactive lesson
- Private lesson
- International Competition
- Symposium

● Resources

- Videos
- Access to Naxo music library
- Discount on MusicGurus
- Worldwide saxophone event calendar
- ISS links hub

● Store



Competitor- based Pricing

USD	Adult	Students	Elderly	Archive
Direct competitor				
International Saxophone Academy	80			20
North American Saxophone Alliance	75	50		
Similar business model for <u>other</u> instrument				
International Clarinet Association	50			
International Trumpet Guild	53	33	33	
National Flute Association	95	55		
International Trombone Association	40	25		
Percussive Arts Society	60			

Promotion

Your **ONE-STOP** learning platform for **ALL THINGS** saxophone around the **WORLD**

● LOGO/Website /Facebook



● Content Marketing

- Build reputation & trust
- Good content -> good conversion
- Encourage communication & build relationship
- Differentiate from competitors
- Affordable tactic

● Email Marketing

- Higher average open rate
- Higher click rate
- Collect email list from sax organisations & music companies



The Implementation Plan

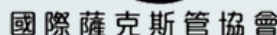
Official Launch :
September 2023

Pre - Launch - Nov, 2022 - Aug, 2023

- Proposal to Government & private company for sponsorship
- Negotiation to artists
- Building of website, social media platform
- Schedule teaser post in social media platform

Launch - Sept 2023

- Direct mailing
- Social media post from music company
- Syndicated social media post
- Launch post
 - Announcement of the platform
 - Post to encourage enrollment



The Implementation Plan

[illegible]



Pre-launch Teaser Post from artists

PAGE 17





Launch Post

- Announce the launch of ISS
- Introduce Winter Academy
- Encourage enrollment

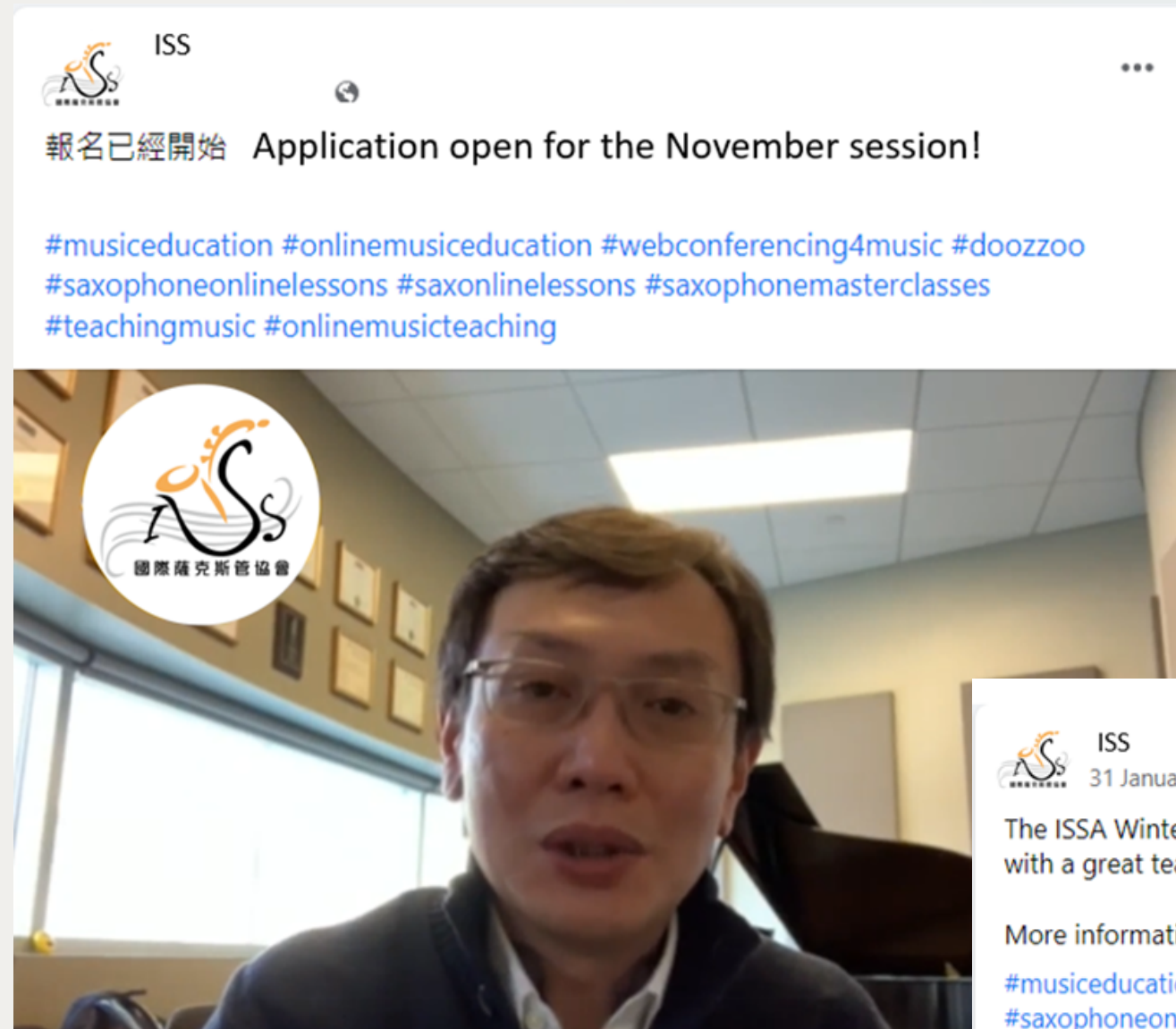




Launch Post from artists

- Announce the launch of ISS
- Introduce Winter Academy
- Encourage enrollment

PAGE 19





3- Year Event Planner

	2023				2024											
	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12
	ISS launch with promotion support	2023/2024 Winter Academy				2023 Competition announcement	2024 Summer Academy				first round result , call for final round submission	2024/2025 Winter Academy		2023 Competition result announced		
Week1		MC		MC			MC		MC			MC				
Week2			Lecture		Lecture			Lecture		Lecture						
Week 3		Int lesson		Int lesson			Int lesson		Int lesson			Int lesson				
Week 4			MC		MC			MC		MC						
	2025															
	1	2	3	4	5	6	7	8	9	10	11	12				
	2024/2025 Winter Academy		2024 Saxophone Symposium announcement	2025 Summer Academy				2024/2025 Winter Academy	2024 Saxophone Symposium							
Week1	MC			MC		MC				MC						
Week2		Lecture			Lecture		Lecture				Lecture					
Week 3	Int lesson			Int lesson		Int lesson				Int lesson						
Week 4		MC			MC		MC				MC					
	2026															
	1	2	3	4	5	6	7	8	9	10	11	12				
	2025/2026 Winter Academy		2025 Competition announcement	2026 Summer Academy				first round result , call for final round submission	2026/2027 Winter Academy		2025 Competition result announced					
Week1	MC			MC		MC			MC							
Week2		Lecture			Lecture		Lecture			Lecture						
Week 3	Int lesson			Int lesson		Int lesson			Int lesson							
Week 4		MC			MC		MC			MC						



Financial Statement

Income Statement

- 1st year target : breakeven
- Target # of member : 500
- Opening Cash : USD 5000
- Healthy cash flow per month
- Government grant & company sponsorship will be approached
- 2nd year net income : 10K
- Target # of member : 800
- Healthy cash flow per month
- Recruit one more personnel
- Government grant & company sponsorship will be approached
- Start to offer advertising space

PAGE 20

Revenue		
Value in USD		
Subscription	1st year Total	2nd year Total
Adult (membership fee / person - \$75)	18,750	30,000
Student (membership fee / person - \$50)	10,000	15,000
Archive (membership fee / person - \$20)	1,000	2,000
Selling of merchandise	3,000	6,000
Gross Revenue	32,750	53,000
Expenses		
Value in USD		
Artist fee (USD 100/hr for 2 hours session)	1st year total	2nd year Total
Winter academy x 8 artists	1,600	1,600
Summer academy x 8 artists	1,600	1,600
Software		
Doozzoo - Pro plan	295	295
Website		
Domain Name	15	15
Website maintenance - (Business unlimited plan)	312	312
Business Email hosting services (Business starter plan)	65	65
Design		
Website	1,300	
Logo & social media platform set up	250	
Promo materials/publicity kit design cost for ISS launch	1,300	
Management team costs		
Sales & Marketing manager	12,240	12,240
Customer services manager & Technical manager	12,240	12,240
Program development manager (new position)		12,240
Advertising and marketing costs		
Facebook & Instagram Ads	520	520
Email marketing cost	130	130
Total Expenses	31,867	41,257
Net Income	883	11,743



Financial Statement

Balance Sheet

International Saxophone Society		
Consolidated Balance Sheet		
In USD	August 31, 2024	August 31, 2025
ASSETS :		
Current assets :		
Cash & Cash equivalents	32,750	53,000
Total Assets :	32,750	53,000
LIABILITIES :		
Current Liabilities		
Accounts payable	4,187	1,337
Wages payable	24,480	36,720
Artists fee payable	3,200	3,200
Total Liabilities :	31,867	41,257
Equity		
Earnings	883	11,743
Total Equity :	883	11,743
Total Liabilities & Equity	32,750	53,000



Our Team



KENNETH TSE
ARTISTIC CONSULTANT



WINNIE CHIU
CEO / FOUNDER



QUBEE CHENG
SALES & MARKETING MANAGER