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**EXECUTIVE SUMMARY**

[Daily Melodies] is the stage name of YouTube artist/Singer [Melody Collins]. She sings in many different genres - namely pop, blues, classical, R&B, folk, jazz, and soul. However, her forte lies in jazz and blues. She caters to anyone who enjoys those genres of music, however, YouTube analytics shows that her audiences are mostly composed of [8-25]-year-old people.

These days, the use of video in media has become more prominent than ever, threatening to dethrone television’s centuries-long dominance. Thus, [Melody Collins] plans to capitalize on this continuing market trend by uploading videos on her channel daily. By doing so, she’s looking at a [20]% increase in viewership monthly and a [15]% increase in profit consequently by monetizing her YouTube account.

**COMPANY OVERVIEW**

**Mission Statement:** [Daily Melodies] aspires to uplift listeners one day at a time.

**Philosophy**

[Daily Melodies] understands that life can be difficult. Thus, this inspires the channel to do its best to provide heartwarming content to ease the burden of others.

**Vision:** [Daily Melodies] inspires people to be strong for one another.

**Outlook**

Around [3.2 billion] people have access to the Internet. The newer generations are even more tech-savvy than the previous ones. By monetizing her YouTube account, [Melody Collins] profits and, at the same time, gains exposure and prospective endorsers for her music. By gaining exposure and fans, every generated user content from those fans will gain her additional earnings.

**Type of Industry:** Creative, Music

**Business Structure:** Sole Proprietorship

**Ownership:** Sole Proprietorship, [Melody Collins]

**Start-Up Summary**

The start-up cost is [5K] USD. This amount will come solely from [Melody Collins] and will be used for a camera, computer, minimal studio gear, and other accessories.

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| **Start-Up Funding** |
| Start-Up Expenses | $4,000 |
| Start-Up Assets | $1,000 |
| **Total Funding Required** | **$5,000** |
|  |
| Assets |  |
| Non-Cash Assets from Start-Up | $1,000 |
| Cash Requirements from Start-up | $0 |
| Additional Cash Raised | $0 |
| Cash Balance on Starting Date | $0 |
| **Total Assets** | **$1,000** |
|  |
| Capital |  |
| Planned Investment |  |
| Owner | $5,000 |
| Other | $0 |
| Additional Investment Requirement | $0 |
| **Total Planned Investment** | **$5,000** |
| Loss at Start-Up (Start-Up Expenses) | -$4,000 |
| **Total Capital** | **$1,000** |
| **Total Capital and Liabilities** | **$1,000** |
|  |
| **Start-Up** |
| **Requirements** |  |
| Start-Up Expenses |  |
| Camera | $1,000 |
| Computer | $1,000 |
| Studio Gear | $2,000 |
| Other | $0 |
| **Total Start-Up Expenses** | **$4,000** |
|  |
| **Start-Up Assets** |  |
| Cash Required | $1,000 |
| **Total Assets** | **$1,000** |
| **Total Requirements (Total Start-Up Expenses + Total Assets)** | **$5,000** |

**PRODUCTS AND SERVICES**

**Product/Service Description**

[Daily Melodies] uploads at least one video a day in a week. [Melody’s] content is family-friendly and mostly comprise a song requested by a viewer or chosen by the artist herself. The host also provides her own quirkiness that is sure to entertain the viewers.

**Value Proposition**

Few channels are capable of dedicating their time to upload a video daily, let alone following through with that guarantee. With [Melody Collins], her schedule allows her to do so comfortably, assuring the public that they will always get a new episode each and every time they log on to YouTube.

**Pricing Strategy:** There is no definite pricing strategy for this plan as earnings are gained indirectly.

**Marketing Analysis**

Videos have become very prominent media content. Most people these days prefer watching videos online rather than on TV. Furthermore, watching videos on YouTube is a lot more convenient because of its accessibility.

**Market Segmentation**

[Daily Melodies] focuses on music fans between the age of [8-25s], thus, the artist makes sure to upload child-friendly content. She also takes request, making sure to put the interest of her viewers before her own. This way, she believes that she can increase her viewership exponentially.

**Target Market Segmentation Strategy**

Viewers between the age of [8-25] years

* More videos will be created and uploaded on YouTube

Aspiring Content Creators And General Audience

* As a side content, Daily Melodies will also have videos geared toward people who aspire to be content creators as well. Melody Collins will provide tips, tutorials, and information on how to start the venture.

**STRATEGY AND IMPLEMENTATION**

**Target Market Strategy**

[Daily Melodies] aims to keep a steady [15]% monthly increase in revenue. This will be possible by generating more and more content. This content will also be advertised on Twitter, Facebook, and Instagram.

**Competitive Edge**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **SWOT Analysis** | **Strengths** | **Weaknesses** | **Opportunities** | **Threats** |
| [Daily Melodies] | Excellent Voice | New channel; needs more followers | Expand the music genre to appeal to more audience | Content piracy |
| [OneSong] | Flexible to requests | The channel’s content does not seem to appeal to the masses | Use of YouTube analytics to understand the target audience preferences | Overly-saturated market |
| [Blue Monday] | The channel already has an established viewer base | Not consistent in uploading videos | Growing interest in the industry means greater demand  | Trends in society shaping viewer interests |

**Sales Strategy and Forecast**

By generating more content, [Melody] targets the following monthly earnings:

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**Marketing Strategy**

Uploading videos on a daily basis is not only the artist’s product but its marketing tactic as well. By having the channel’s name on YouTube feed daily, [Daily Melodies] is bound to reach more and more viewers. Apart from this, snippets, trailers, and promotions will also go to social media.

Soon, Melody will also be able to hire a dedicated writer to create scripts and articles for the channel. This will create even more content, thus, growing the channel even further.

Here are a few updates to the marketing strategies:

**Milestones**

|  |  |  |  |
| --- | --- | --- | --- |
| **Marketing Strategy** | **Activities** | **Timeline** | **Success Criteria** |
| YouTube Channel | Upload a music video  | Daily | Uploaded at least one new video daily |
| Social Media Content | Create a draft of the artist’s profile and accompanying lyrics for the uploaded video | ASAP | Posted the artist’s profile and lyrics for the first music video uploaded |

**Management and Personnel**

As of now, the only person running the channel is [Melody Collins] herself. She does the scripts, skits, jokes, recordings, songs, instrumentals, and editorials and uploads the final product.

**FINANCIAL PLAN**

The financial plan includes the projected break-even analysis, profit and loss, balance sheet, and cash flow.

**Break-Even Analysis**

YouTube pays one dollar for every [1,000] views, and advertisers only pay when a viewer clicks and watches an advertisement for at least five to thirty minutes.

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| --- | --- | --- | --- | --- |
| **Fixed Costs** | **Average Price** | **Variable Costs** | **Contribution Margin** | **Break-Even Units** |
| **$1,000.00** | $300.00 | $5.20 | **$294.80** | **3** |
|  |
| **Fixed Costs** | **Amount** |  | **Variable Costs** | **Per Unit Amount** |
| Insurance | 1,000 |  | Electric Bill | 0.2 |
|  |  |  | Computers and Cameras | 5 |
| **Total** | **1,000** |  | **Total** | **5.2** |
|  |
| **Fixed Costs** | **Amount** |
| Insurance | $1,000 |
| **Total Fixed Costs** | **$1,000** |
|  |  |
| **Total Units Sold in 1 Month** | 1,000 |
|  |
| **Variable Costs (Unit Sold/Cost per Unit)** |
| Hardware | $5,000 | **$0.20** |
| Electric Bill | $200 | **$5.00** |
| **Total Variable Cost (Per Unit)** | **$5.20** |
|  |
| **Break-Even** |
| **Selling Price Per Unit** | **$300.00** |
| Break-Even Point Per Unit [Fixed Costs/(Sales Price Per Unit - Variable Cost Per Unit)] | 1,000 |
| 294.80 |
|  |  |
| **Break-Even Point in Units** | **3** |
|  |  |
| **Contribution Margin (Selling Price - Total Variable Cost)** | **$294.80** |

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| **Profit and Loss Projection** |
|  | **FY2019** | **FY2020** | **FY2021** |
| Sales | $30,000.00 | $30,000.00 | $30,000.00 |
| Direct Cost of Sale | $45,000.00 | $45,000.00 | $45,000.00 |
| Other Cost of Sale | $0.00 | $0.00 | $0.00 |
| **Total Cost of Goods Sold or COGS (Sales - Direct Cost of Sale - Other Cost of Sale)** | -$15,000.00 | -$15,000.00 | -$15,000.00 |
| **Gross Profit (Sales-Total Cost of Goods Sold)** | $45,000.00 | $45,000.00 | $45,000.00 |
| **Gross Margin % (Gross Profit/Sales)** | **150.00%** | **150.00%** | **150.00%** |
|  |  |  |  |
| **Operating Expenses** |  |  |  |
| Rent | $0.00 | $0.00 | $0.00 |
| Insurance | $1,000.00 | $1,000.00 | $1,000.00 |
| Utilities | $3,000.00 | $2,000.00 | $1,000.00 |
| Salary (Including Tax) | $0.00 | $0.00 | $0.00 |
| Maintenance & Supplies | $100.00 | $100.00 | $100.00 |
| **Total Operating Expenses** | **$4,100.00** | **$3,100.00** | **$2,100.00** |
|  |  |  |  |
| EBITDA (Total Cost of Sale-Total Operating Expenses) | -$19,100.00 | -$18,100.00 | -$17,100.00 |
| Depreciation | $0.00 | $0.00 | $0.00 |
| Interest Expense | $0.00 | $0.00 | $0.00 |
| Taxes Paid | $0.00 | $0.00 | $0.00 |
| **Net Profit (Gross Profit - Operating Expenses - Taxes - Interest)** | **$40,900.00** | **$41,900.00** | **$42,900.00** |

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| **Balance Sheet Projection** |
|  | **FY2019** | **FY2020** | **FY2021** |
| Cash | $35,000.00 | $35,000.00 | $35,000.00 |
| Accounts Receivable | $10,000.00 | $10,000.00 | $10,000.00 |
| Inventory | $100.00 | $100.00 | $100.00 |
| Other Current Assets | $100.00 | $100.00 | $100.00 |
| Total Current Assets | **$45,200.00** | **$45,200.00** | **$45,200.00** |
|  |  |  |  |
| Long-Term Assets | $3,000.00 | $6,000.00 | $9,000.00 |
| Accumulated Depreciation | $500.00 | $400.00 | $300.00 |
| **Total Long-Term Assets (Long-Term Assets-Accumulated Depreciation)** | $2,500.00 | $5,600.00 | $8,700.00 |
| **Total Assets (Total Current Assets + Total Long-Term Assets)** | **$47,700.00** | **$50,800.00** | **$53,900.00** |
|  |  |  |  |
| Accounts Payable | $0.00 | $0.00 | $0.00 |
| Notes Payable | $0.00 | $0.00 | $0.00 |
| Other | $0.00 | $0.00 | $0.00 |
| Total Liabilities | **$0.00** | **$0.00** | **$0.00** |
|  |  |  |  |
| Paid-in Capital | $5,000.00 | $4,000.00 | $3,000.00 |
| Retained Earnings | $20,000.00 | $40,000.00 | $60,000.00 |
| **Total Owner's Equity (Total Assets - Total Liabilities)** | **$47,700.00** | **$50,800.00** | **$53,900.00** |
| **Total Liabilities & Equity (Total Liabilities/Total Owner's Equity)** | **0.00%** | **0.00%** | **0.00%** |

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| **Cash Flow Projection** |
|  | **FY2019** | **FY2020** | **FY2021** |
| Operating Cash Beginning | $1,000.00 | $1,300.00 | $1,560.00 |
|  |  |  |  |
| **Sources of Cash** | $500.00 | $650.00 | $780.00 |
| Receivables | $300.00 | $390.00 | $468.00 |
| Sales | $20,000.00 | $26,000.00 | $31,200.00 |
| Others | $1,000.00 | $1,300.00 | $1,560.00 |
| **Total Cash** | $22,800.00 | $29,640.00 | $35,568.00 |
|  |  |  |  |
| **Expenditures** |  |  |  |
| Rent | $0.00 | $0.00 | $0.00 |
| Insurance | $1,000.00 | $1,300.00 | $1,560.00 |
| Utilities | $4,000.00 | $5,200.00 | $6,240.00 |
| Salary (Including Tax) | $0.00 | $0.00 | $0.00 |
| Maintenance & Supplies | $200.00 | $260.00 | $312.00 |
| **Total Expenditures** | $5,200.00 | $6,760.00 | $8,112.00 |
| **Net Income/Loss (Total Cash - Total Expenditures)** | **$17,600.00** | **$22,880.00** | **$27,456.00** |