

JOSERDAV Laboratory



Our business plan, JOSERDAV laboratory, aims at creating a business that can manage and offer:

- Selling musical instruments
- Products specific for musicians (picks, tuners, oils,)
- Provide music education (composition, solfeggio, playing an instrument)
- Teach music production
- Recording studio
- Renting space for other clients (bands, groups, for rehearsal)
- Music contests
- Renting sound system, instruments
- Creating a network of musicians (finding replacement, finding collaborations...)
- Masterclass on composition
- Collaborate with music labels

Moreover, we will create our own label: **JOSERDAV PRODUCTION**

Basically, we want to create a company that acts as a shop and as an academy, while also serving rehearsal rooms for bands and offering them the possibility to record their songs.

The name of our company is JOSERDAV, and the structure is as follows:

Underground:

Recording studios, relax area with vending machines and coaches, toilettes

First Floor:

Music store, soundproof room to try the instrument

Second Floor:

Music school, relax area with vending machines and coaches, toilettes

Third Floor:

Conference room, toilettes

We will advertise our business on social media. Clearly, we will have our own channels, as well as pamphlets/flyers that we will distribute in music events and schools.

We believe that music and culture of music have a lot to provide to our society, therefore the goal of our business is exactly:

“Provide people the culture of music”

We want music to be more accessible for everyone: by providing instruments, rooms and studios we want to enrich the music panorama by letting more people access it.

In order to be sure that such goal is measurable and reachable we will use the following set of indicators:

- Customer satisfaction of the instruments, sound system provided, general enjoyment of the rented rooms and the quality of it, quality and availability of the technicians.
- Increasing public interest (high number of subscriptions to our social media channels) → Having our accounts verified.

- Trimestral and annual check of the average of sells
- Number of total sells per trimester and year

With time we will also: help the people we teach music to become successful, create a flourishing network of musicians and start having our first collaborations with major labels and bands.

We are building this business because we found that there were certain needs that needed to be addressed. For instance:

- There are many bands that need space for rehearsals and recording.
- Not many people have access to music instruments and education
- Bands lack of a ways to grow and management

We aim at creating a network of musicians who need an extra member for their band, someone who can record their song and mix them, and promote their songs so as to boost their notoriety. This will happen via publications via our own channels and the organization of events/contests.

We also provide a quality sound system for those who organize events.

Our target group is a mixture of the following 4 groups of people:

1. Teachers in music schools
2. Parents whose children want to learn an instrument
3. Bands who want to record/rehearsal
4. People who want to learn production skills

We expect in general youth from the age of 5 for the music store and private lessons. Customers are expected to search for a new instrument, buy equipment (like strings or cables).

Production: we will focus on traditional music and pop music, blues and jazz. However, for bands who want to record something different we will give the possibility for a producer and the band to get in touch and use our facilities to do the recording, and eventually also to public their songs under our name.

Given our offer and our target group, we believe that our business will be very beneficial for society because we will be giving the opportunity to bands/musicians to make money out of music, we will be providing quality equipment for events as well as the space to host them.

Now that we have stated our many objectives, and to what extent it will be beneficial for our users and clients, we need to plan how we will acquire customers in the first place. First, we need a site where we sell our products and advertise our extra services: private music lessons, rehearsal rooms open for renting (the availability of each room will be publicly available so that the renting can be done also online), and so on. This means that at the beginning our website will be our main source for advertisements, but we will distribute our flyers during other events in the city, so that our name will start to spread. Second, networking will help us find new customers as well: happy clients mean a good word spreading around, therefore making our name more appealing to the public. Moreover, we aim at creating a network of musicians, hence even the bands or the musicians can be an extra source of publicity as it will be very likely that new musicians will come to our facilities.

As an extra, all our flyers will have a barcode leading to our website, so that it's faster to access it.

A business is not business if we do not plan to introduce key metrics that will help us understand to which extent, we are having success. In our case, we believe that we can measure our success by:

- Keeping track of selling records in the store (positive)
- Having rented rooms as occupied as possible, so they can be profitable
- The company is generally generating revenue
- Number of people renovating subscriptions
- Number of selling per month
- Questionnaire on the general enjoyment of the facilities
- Meeting with new investors/sponsors

After the analysis of the above-mentioned indicators, we have to manage the actual success we are achieving, meaning that we will reinvest our revenue in new material, new spaces to rent (as we want to expand), new store locations and so on.

But how do we start with our business? To set the first brick of our business, we start with a Kick-start event to present the business to banks, the municipality of Skopje, and

stakeholders to start gathering the fundings. Then also check and retrieve state/regional funds for new enterprises.

As we mentioned before, we are going to need a 3-floor building with an underground floor in Skopje, Macedonia. That's because we must provide three types of services: the music store (once we open a physical one), the rehearsal rooms with rooms reserved for private lessons, the recording rooms (in the underground) and the conference room. The alternative is to find two nearby locations so that in one we can have the store, whereas in the second we will have the music school and recording studio.

We opted for Skopje because the business should be settled in a city with a big enough pool of possible customers, but in the future, once profits allow for expansion it can be brought to Italy (location to decide).

We are planning to provide our services also online: these are the masterclasses, and sales and shipment of the musical equipment.

Prior to any expansion, we first must actually settle, and only afterwards we can actually develop, realistically speaking. Therefore, we will buy our own building where we will have rehearsal rooms to rent. Then, slowly start and buy new locations where to build our own sound-proof rooms for renting. This way we can gather new clients by making our facilities more accessible.

The store will be only online at the beginning, after business is stable and profitable, we will start having a physical store.

Our products will impact our customers as we will be providing music equipment, which will generate a good image of the company and therefore spread it. For our users, we will provide good quality rooms where they can rehearse whenever they want. The instruments that we rent/sell are of great quality so that they will tend to buy our own products. In general, instead, for the whole public, we will provide more music to enjoy. Moreover, as a music band is often made of youth, more young bands will be able to play their music to the public, giving the city a "younger" spirit: the city will be more youth oriented.

We must be ready for the possibility that our ideas might not work as thought of, in which case we will make promotions where we will show the quality of our music, music rooms and quality of our sound system and instruments. For instance, during music events where we are providing the system, we can give flyers and vouchers to attract new customers. Not only that, but we can also make special offers where we give a rehearsal room for free, in exchange for good publicity from the band. At last, we can give a free

trial of one of the rooms for initial customers, so as to make ourselves more appealing to their eyes.

In our business planning, as in any other one, it's essential to anticipate potential obstacles that may arise, spanning from micro to macro levels. Some that we previewed may happen are:

1. Damaging of the equipment during the transit. The ensuring of our equipment arriving safely at its destination without any damages is crucial. We should work closely with our suppliers and shipping partners to minimize this risk through proper packaging and handling.
2. Power outages. Unexpected electricity disruptions in one or more of our locations could disrupt our operations. Implementing backup power solutions or having contingency plans in place can help mitigate the impact of such events.
3. Limited sponsors and customers. Attracting sponsors and customers is vital for sustaining our business. We need to invest in effective marketing strategies to increase our visibility and appeal to our target audience.
4. Customer-based equipment damage. Customers may accidentally damage our equipment, such as microphones, cables, and cords, during their use. Implementing clear terms of service and maintenance policies can help address this issue, along with regular equipment inspections and repairs.
5. Competition from Digital Alternatives. Though it is not a rising phenomenon, the presence of music production apps that enable users to create songs easily without rehearsal or musical knowledge poses a challenge. We must differentiate ourselves by emphasizing the unique experience and quality we offer in our music rooms, sound systems, and instruments.

These are just some of the potential obstacles in our business, but others may rise due to the general instability of the market in our sector. For these specific situations we plan on making good connections, because having a net of contacts with music stores worldwide means we can always ensure the providing of quality and accessible equipment. If prices for the future locations are too high, we can try first by renting them ourselves. If the revenues are still not high enough, we will start organizing fundraising events where we gather sponsors and potential new customers.

In any case, all these buildings would be structured in a similar manner:

The music store will need just the cashier, but he/she/they must be cultured/trained on the instruments and products. In the rehearsal rooms we will need a reception with a receptionist, technicians for the rooms, and cleaning services. The same goes for the recording studio, but here we will need a music producer on demand, and a barista behind the deck.

As we are also selling and shipping, in our M&S department we will need one person who can keep the track of the sales and organize the shipments, plus one person responsible for advertisements. The human resources will need two persons: one to check curriculum, and acquire new employees and process the payments, plus a trainer. The management will see the CEO and one Accountant.

The cashier must help the clients to choose the products, and he will act as the technician of the sound-proof room. In the Rehearsal rooms we see different figures because:

- The receptionist must register the entrances.
- The technicians have to support the musicians with the equipment in the rooms in case it doesn't work, or it needs to be changed/installed.
- The cleaning service must keep the rooms tidy, and moreover they have to be specially instructed to use certain products in order not to ruin the equipment in the rooms.

As mentioned, the recording studio differentiates from the rehearsal rooms because here we find a producer who has knowledge who can work with various genres.

Our plans are not stopping at how the facilities should be organized or what do we bring to the public: we need partnerships. Some of the ideas we gathered are:

- Municipalities: in some of the events that we will co-work in we are going to be in a public space.
- Local entities: who foresee that many entities will ask for our services regarding the renting of quality sound systems.
- Local handcrafters who make traditional Macedonian instruments: there are only 3 such persons in Macedonia and we plan to sell their products worldwide.
- Musical firms (like Yamaha, Roland, Dynacord, Shure, Behringer, RCF on the long run)
- Existing labels

On top of everything, we will organize our own events, and through them we will invite stakeholders to create potential new partnerships. Once a relationship is established, whether with a customer or a BP, we also need to nurture it, and we will show it via our events, since from there our kindness and professionalism will be at their peakiest. Also,

we will have good offers for every customer who uses our products and services: we can offer discounts or special prices for the renting and recording, and also give away vouchers from time to time. Via email we will ask the clients to provide reviews for the instruments they purchased, send updates on our new products/events (if they agree to subscribe to our mailing list), and any other type of customer service needed.

Moreover, we can organize events in cooperation with other entities with the idea of delving the revenue to some social-humanitarian cause.

In terms of digital infrastructure required for our business, across various sectors such as recording studios, music stores, and renting rooms, several essential instruments and technologies are indispensable. For instance, in a recording studio setup, we need a quality sound system comprising good speakers, mixers, microphones, cables, quality midi keyboards, and headphones. Additionally, a fast computer and internet connection are imperative for efficient sound editing and recording processes. Likewise, in a music store environment, fundamental digital tools include a computer and cables to facilitate customers' exploration of electric instruments. Similarly, for renting rooms, essential components encompass good quality instruments such as drums, keyboards, and guitars, alongside a reliable sound system and laptops for various operational needs.

As for our e-commerce strategy, we've devised a plan to leverage multiple platforms. Specifically, we'll utilize our website as the primary hub, supported by social media channels such as Meta (formerly Facebook) for broader outreach. Additionally, we'll capitalize on TikTok for effective advertising, utilizing it to promote our website and Meta links. On our website, customers will find audio samples showcasing instrument sounds and YouTube links featuring testimonials from satisfied customers. Moreover, they can explore our rehearsal spaces, check availability, and conveniently book and pay for rental sessions online.

All these digital elements cannot only be introduced, we need also to incorporate them properly into our business model with a strategic approach so as to enhance various aspects of our services. Firstly, laptops will be specifically allocated for editing purposes within our recording rooms, facilitating efficient post-production work. Additionally, mixers installed in each rehearsal room will serve multiple functions, including sound management for speakers connected via cable and enabling bands to utilize a base by connecting their computers or phones. Moreover, our digital presence extends to platforms like YouTube, where we'll showcase songs recorded under our label, further amplifying our brand's reach and visibility in the digital sphere.

Nowadays businesses very often implement AI tools in their models. In our case, to leverage AI technology effectively, we'll focus on enhancing customer interactions and

optimizing production processes. Specifically, we'll integrate AI for customer support on our website, ensuring prompt and accurate responses to inquiries, thus enhancing user experience and satisfaction. For educational purposes, we'll utilize AI-generated videos through a Masterclass format. By scripting the content and employing AI to produce the videos, we can efficiently create high-quality instructional material for our customers, covering a range of topics related to music production and instrument use. Additionally, we'll incorporate AI tools for mastering songs. Installing AI software on our computers will empower producers by providing advanced mastering capabilities, streamlining the production process and ensuring high-quality audio output for our clients. This integration of AI technology will not only enhance the efficiency of our operations but also elevate the overall quality of our services.

In our commitment to environmental sustainability, we found some elements that can be integrated into our business model. Firstly, within our relaxing rooms, we will prohibit the usage of plastic glasses and bottles, going instead for eco-friendly alternatives. Outside of our facilities, we will install machines that reward individuals for recycling plastic, so we must give a green perspective to our business.

Furthermore, our sustainability efforts extend to instrument recycling and repurposing. We encourage our customers to bring in their old, unused instruments, which we'll endeavor to repurpose and resell. This initiative not only minimizes waste but also extends the lifespan of musical instruments, reducing the need for new production and conserving resources.

To ensure long-term sustainability, we will try to stay ahead in the market by developing the website continuously, and always finding the best instruments and technologies to provide to our customers. Additionally, we're investing in renewable energy sources by installing solar panels. By reducing our dependence on traditional electrical sources, we're minimizing our carbon footprint and moving towards a more sustainable energy model.

The alternatives that can support our business model will be that a lot of bands are ending because there are no places with a quality sound system for practicing together. Maybe they can find places, but the place isn't sound isolated and doesn't have a sound system, so there is a problem for them that we can solve, so that's the prove that we can prove that our business will work. Also, there is a need for good production because everyone wants good sound quality and good production, but there is not enough quality production for them.

So, we are sure that our business will work because of too many influences, so we will continue checking the feedback from the customers of our products, and an integration of their suggestions. At the same time, we can open a few shops in other cities and promote our quality. We will make events in other countries to see their need and interest. If it goes well, then we will also open our business in other countries.

Monitoring the shop selling per day is not valuable as instruments can be expensive and it may happen that a customer purchases an item days after they came to try it. Therefore, we will monitor the sales per week and per month.

If things are going to complicate, we enlarge our clients pool by addressing a bigger public: we can spread flyers in universities so as to have more potential users of the renting rooms. We can offer special fares to private teachers who want to use our facilities, as well as for the producers.

Moreover, we plan on implementing (voluntary) questionnaires on the general quality of their experience with us, and if they think our business is not covering a need for them. But for some reasons that we didn't notice the lack of money going to affect us, we can accept to go red for some months while we search for new sponsors and BPs.

If this business goes well like we expected, we will get inspired more and more. If it starts to get popular and we manage to sell a good number of products. Moreover, the idea of teaching music and letting people access rehearsal rooms more easily is already a motivation for us. When people come and leave good comments for us like a company that we are too good and have quality equipment and product.

But no one can guarantee us, right? So maybe the things in my favor for my business model can turn in the opposite way and we won't receive profit!!? So, if the online platform of the music store turns out non-profitable, we can reserve one of the rehearsal rooms for it to become a micro store, so that users of the rooms have fast access to new equipment, and they can either buy or rent.

-For the private school and renting of the rooms: incomplete

It is very remarkable to highlight that our added value for the current market in Europe is that **the funders who are starting the business, we have been involved our whole live in music**, but in different directions, and that is an advantage. The private school: two of us have studied music as a major, therefore they can already teach music theory. One of us can help new musicians with composition and general creative thinking for composition.

Also, we have too many milestones for our business, and here they are:

- First €100k/1M earned
- Reaching 1000 customers for the first time
- Opening the physical music store
- Social media account getting verified
- First/10th/100th event to which we provide the sound system
- First/10th/100th event organized by us
- First/10th/100th contest organized by us
- Buying the first building which we will repurpose for the renting of rehearsal rooms
- Publishing the first/10th/100th song under our label
- First major artist to do a master class for us
- First band made all of students from our private school to officially register their band

As partnerships play an important role in our business, we will foster collaborations with various entities, even NGOs who work in the youth sector by providing them lower prices for rooms, instruments and lessons to their members.

Regarding the support needed to start to run the business should be highlighted that we need support from sponsors, from the country (Macedonia gives little amount of money for opening a new business) and the companies that we collaborate with. Of course, we also need support from our family and friends, but this is not necessary for us.

To effectively operate our business model, we'll need a range of resources across our recording studio, music store, and rental rooms:

Recording studio:

- 2 speakers
- 3 headphones
- 2 microphones
- Mixers
- Chairs
- Good computers and laptops
- Desks
- Various cables
- Keyboards
- Guitars
- Lights

- Air conditioners
- Sound-isolated room
- Drum room with glass wall
- Drum microphones
- Drum mixer
- Vocal microphone

In the conference hall:

- Tables and chairs
- Coffee, snack, and beverage machines
- TV
- Chill music
- Ambient lighting

Music Store:

- Cashier desk
- Checkout
- Computer
- Shelves
- Lights
- Air conditioner
- Toilets

Rental Rooms:

- Around 5 rooms
- Desks and chairs for teaching rooms
- Music boards and tablets for students
- Sound-isolated rooms for band practice
- Chairs
- Sound systems
- Microphones
- Mixers
- Headphones
- Cables
- Instruments (drums, guitars, keyboards)
- Air conditioners

Our services will be music production, teaching, room rentals, and sound system provision, while our products include a wide range of traditional instruments, instrument equipment, and sound system equipment.

For our Business Model's communication and networking plan, we'll ensure a smooth customer experience. When customers make online purchases from our music store, they'll promptly receive a confirmation email detailing their purchase and offering related product suggestions. After three days, a follow-up email will be sent, inviting them to write some feedback through ratings and comments. All our official communications, whether via email or other documents, will feature a pre-decided font in order to maintain brand cohesion.

To provide the best image of our professionals, we'll arrange professional photos for each instructor: their emails will be personalized with this photo and include a link to our website.

As for our Management system, we'll utilize monday.com, a versatile online platform designed for team management. Each employee will be provided with a company email, which will be integrated with monday.com. Initially, we'll use the platform to streamline shift scheduling, facilitating accurate payroll processing by recording worked hours in a centralized location. The Head of HR will oversee the Monday board, ensuring accuracy and addressing any discrepancies or unfulfilled shifts promptly through direct communication with employees.

To strengthen our Business Model in the current job market, we're prioritizing cost-effective strategies. This includes green investments such as installing solar panels to mitigate high electricity bills stemming from extensive equipment usage. Additionally, internal revenue streams from the bar and vending machines in our relaxation area will further reduce expenses. We're incentivizing patronage by offering vouchers for free rehearsal room hours to loyal clients based on bar revenue thresholds (to be decided based on the expenses per month). Moreover, our online store will utilize voucher incentives based on customer spending tiers, encouraging repeat purchases.

In terms of media strategy, we're focusing on engaging content tailored to social media platforms. Short reels of approximately 15 seconds of content, will showcase music centered content within our facilities. Collaborations with prominent artists and bands utilizing our rooms will boost our social media presence. We'll size audience response on our channels and consider utilizing paid advertisements to expand our reach. Additionally, we're pursuing social media verifications across multiple platforms to enhance credibility and visibility.

Afterwards, we need to establish a working schedule. In establishing a schedule for the next working year, responsibilities and timelines need to be clearly defined. This includes arrangements for the recording studio, which will adapt based on client needs and project requirements. The music store will maintain operating hours from Monday to Saturday, with online services available around the clock. Additionally, room rentals will be negotiated on a weekly basis, ensuring flexibility and agreement between parties. As for sustaining the business plan beyond the first year, continuity hinges on customer satisfaction. Should the current plan meet the needs of a significant clientele, it will likely endure. However, if adjustments are necessary to better serve customers, a revised plan will be developed accordingly.

Though the logo will always be the same, each of our main services will have its own motto, so that the clients will understand in which part of our services they are looking into:

Recording studio - Make everlasting memories with our melodies!

Music store - Our quality is your happiness!

Renting rooms - It's your place of music paradise!

ITEMIZED FINANCIAL PLAN - JOSERDAV

	Date Activity Month / Year	Activity type	Estimated Cost	Expense Category*	Purpose
EX	January 2025	(EX. Purchasing Market Research)	150.00 €	Materials and Supplies	Gather data on direct competitors to develop a marketing strategy that targets segments X, Y, Z.
1	January 2025	Commision the creation of the website	5,000.00 €	Website	E-commerce and first point of touch with the clients.
2	Februray 2025	Buying the products	5,000.00 €	Products	To sell and earn profit
3	April 2025	Purchasing the first building	80,000.00 €	Location	Where to start the production
4	May 2025	Renovating and preparing the place	20,000.00 €	Materials and Supplies	For renovating the place
5	June 2025	Purchasing the equipment for studio	12,000.00 €	Equipement	For starting producing music
6	July 2025	Making advertisement for the studio	2,000.00 €	Advertisement	People will getting to know the new studio
7	August 2025	Opening the studio	500.00 €	Celebration for opening	To feel people comfotable and enjoy
8	September 2025	Salary for producer, monthly expences	1,200.00 €	Recources	To function the business
9	Octomber 2025	Expendng the place with relax room (bar)	10,000.00 €	Equipement for bar	To feel people comfotable and enjoy and profitable for us
10	November 2025	Opening conference room next to the studio	1,500.00 €	Desks, chairs, a TV	To chill after the projects
11	December 2025	Orginizing the first event	5,000.00 €	Entertainment	Reacing a mainstone
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Total Amount Requested:			142,200.00 €		