



Record Label Company

Business Plan


[YEAR]


Bring music to life


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1.

Executive Summary

Introduction

Mission

Objectives

Keys to Success

Financial Highlights



REMEMBER

Before you think about how to start a Record Label business, you must create a detailed Record Label business plan. It will not only guide you in the initial phases of your startup but will also help you later on.

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Introduction



TIP

Fearless Records is a standard record label company that proposes to be based in 500 Madison Avenue New York, NY 10011, USA. Our aim of starting this business is to work in tandem with both established and upcoming music artists in the United States of America and other countries of the world to help to launch their musical career or take their musical

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Mission



TIP

Fearless Records exists as a locally based record label whose mission is to promote local music groups, increasing live appearances and record sales. Fearless Records have been established to promote its bands and at the same time make a fair profit.

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Objectives



TIP

To become the premier local music label, based on CD sales, within three years.
Sign at least five groups within the first three years.
Reach profitability within three years.

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Keys to Success



TIP

- Choose promising bands to promote.
- Do not sign up for too many bands, otherwise, the effectiveness of promotion will be diluted.
- Work hard and have fun.

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Financial Highlights



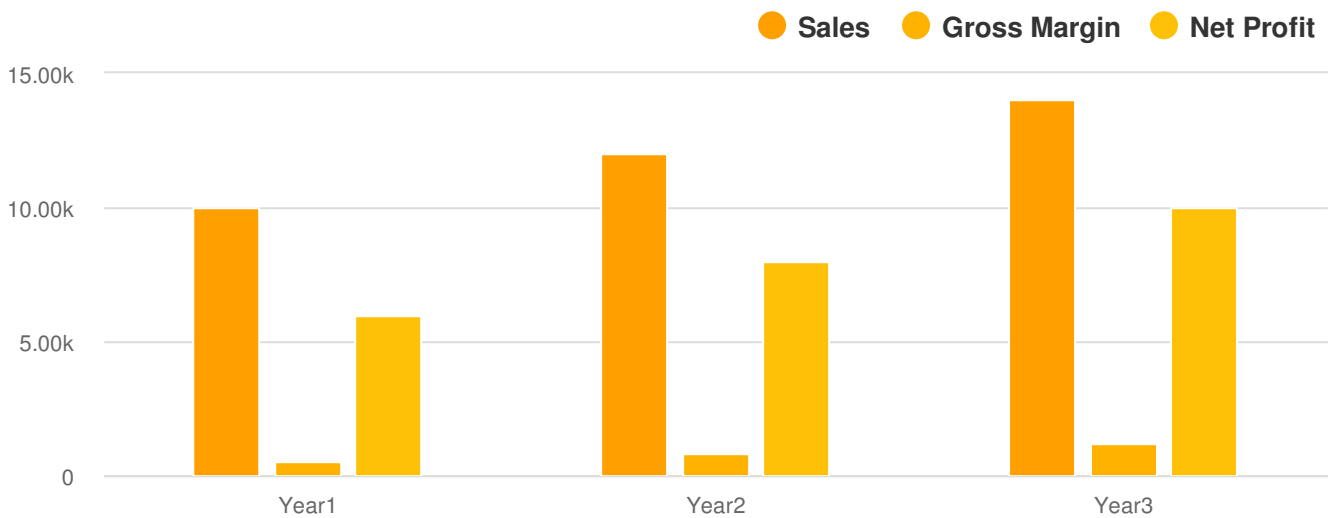
TIP

The company's start-up requirements are \$55,464, of which \$7,600 will be provided for by the owner's personal investment. The rest will be obtained through loans.

We expect to be able to charge a 50% markup to our customers. To unlock help try Upmetrics!

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3 Year profit forecast



Financial Year	Sales	Gross Margin	Net Profit
Year1	10000	500	6000
Year2	12000	800	8000
Year3	14000	1200	10000

2.

Business Summary

Start-up Summary

Funding Required

Ownership



TIP

Fearless Records, located in New York is a new, independent record label focusing on alternative rock music.

We seek to find and sign up-and-coming alternative rock bands based in the New York region. By finding underground talent and

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Start-up Summary



TIP

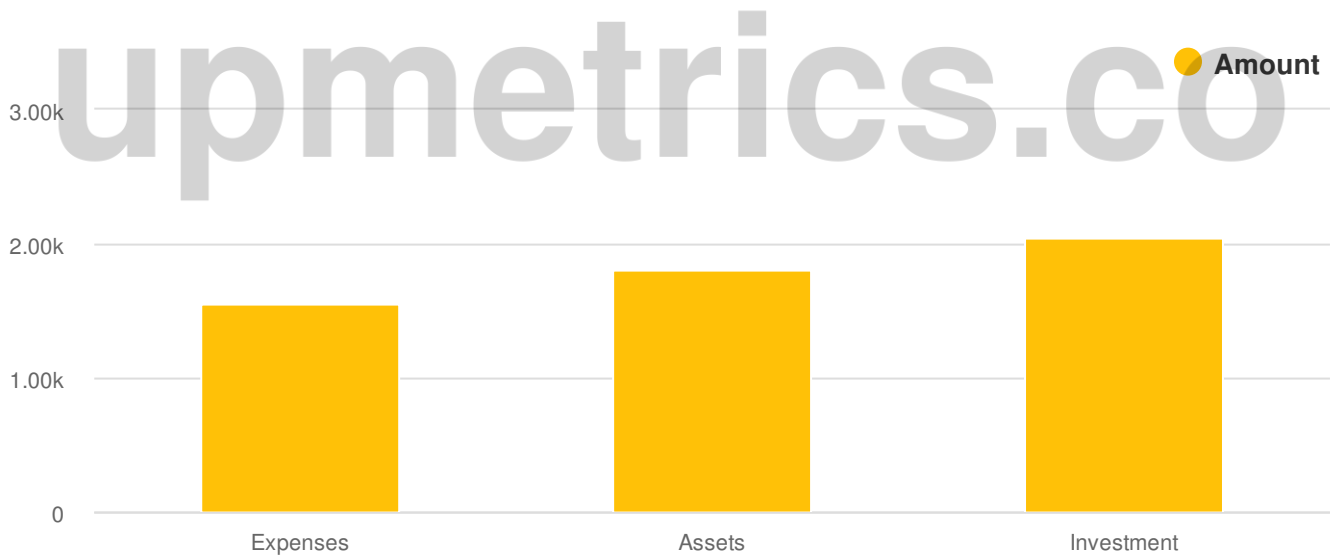
Fearless Records will purchase the following equipment needed for the start-up phase of the business:

- Laptop computer
- Various printed material

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Startup cost



Cost distribution

Amount

Expenses

1550

Assets

1800

Investment

2050

Funding Required

The detailed startup requirements and expenses are given in the table below.

START-UP FUNDING	AMOUNT
Start-up Expenses to Fund	\$6,650
Start-up Assets to Fund	\$21,350
TOTAL FUNDING REQUIRED	\$28,000
Assets	
Non-cash Assets from Start-up	\$2,000
Cash Requirements from Start-up	\$19,350
Additional Cash Raised	\$0
Cash Balance on Starting Date	\$19,350
TOTAL ASSETS	\$21,350
Liabilities and Capital	
Liabilities	
Current Borrowing	\$0
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$0
TOTAL LIABILITIES	\$0
Capital	
Planned Investment	
Dexter Clinton	\$10,000
Family and Friends	\$18,000
Other	\$0
Additional Investment Requirement	\$0
TOTAL PLANNED INVESTMENT	\$28,000
Loss at Start-up (Start-up Expenses)	(\$6,650)
TOTAL CAPITAL	\$21,350
TOTAL CAPITAL AND LIABILITIES	\$21,350
Total Funding	\$28,000

Ownership



TIP

The company has been founded and is primarily owned by Dexter Clinton. Dexter has invested personal funds in the business and will seek additional investment money from friends and family.

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3.

Products and Services



REMEMBER

Before starting a Record Label company, you must take many things into consideration such as you must consider what types of services will you be providing to your clients. Deciding your services is extremely important since it helps you plan other components of your business so make sure to consider it before you think about how to start a Record Label b

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TIP

Fearless Records is a new, Portland, New York-based record label. Fearless Records is taking a new, unusual approach to band promotion and CD sales. Instead of competing with the large, ultra-competitive national record labels, as well as the larger Indie labels, Fearless Records will adopt a regional, intimate approach where they concentrate on several local b

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Market Analysis

Market Segmentation

Target Market Segment Strategy

Service Business Analysis



REMEMBER

The most important component of an effective Record Label business plan is its accurate marketing analysis. If you are starting on a smaller scale, you can do marketing analysis yourself by taking help from this Record Label business plan sample or other Record Label business plans available online.

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TIP

Fearless Records will target two primary market segments, record stores and consumers at live shows. These will be the sources of income so they will be the main targets. Initially, Fearless Records focus will be to develop visibility within the community, enough to be able to sign up bands which are the key to revenue generation. The need to sign up bands will

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Market Segmentation



TIP

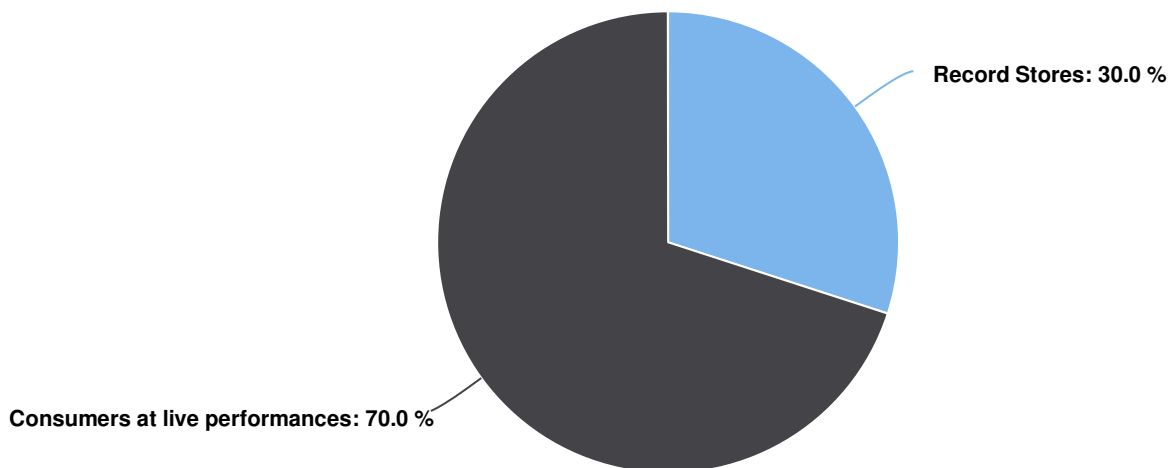
Fearless Records has identified two target market segments which will be the main targeted customers.

Record Retailers - This segment sells CDs to the end consumers. This is the retail channel that typically moves the greatest quantity of CDs.

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Market Analysis



Financial Year	Units Sold
Record Stores	30
Consumers at live performances	70

Potential Customers	Growth	Year 1	Year 2	Year 3	Year 4	Year 5	CAGR
Record stores	5%	23	24	25	26	27	4.09%
Consumers at live performances	7%	18,776	20,090	21,496	23,001	24,611	7.00%
Total	7.00%	18,799	20,114	21,521	23,027	24,638	7.00%

Target Market Segment Strategy



TIP

Fearless Records has chosen these two distinct market segments because they are the main source of revenue. Fearless Records will remain focused on their important marketing activities aimed at developing visibility for the record label, however, ultimately it comes down to CD sales for business viability and the record stores and consumers at live performances.

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Service Business Analysis



TIP

In general, the record industry, at least when based on overall sales, is a highly concentrated national industry. There are several huge international corporations that control the bulk of record sales. For bands looking to break through into national stardom and significant record sales, this is the distribution/promotion channel that they must conce

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TIP

National record labels - Atlantic, Sony, BMG labels, etc. These distributors care about one thing, CD sales. The more CDs they sell, the more money they make. Bands do not get much individual attention. They are carefully trained to develop mass appeal. Commercialization is key. These companies' mantra is widespread acceptance, not niche fringes.

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Competition and Buying Patterns

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5.

Strategy

Sales Strategy

Marketing Strategy

Competitive Edge

Milestones



REMEMBER

After identifying the market demand, market trends, and the potential customers of the startup, the next step is to define an effective strategy for attracting those clients. Like marketing analysis, sales strategy is also an important component of a Record Label business startup and must be properly planned before you think about starting your own Record Label.

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TIP

Fearless Records will leverage their competitive edge of low overhead and low band count ensuring intimate specialized care and promotion for the lucky few bands that it represents. Fearless Records will employ a marketing strategy that concentrates on developing a large web of networks to assist the visibility of their label as well as developing visibility for the bands.

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Sales Strategy



TIP

Fearless Records' sales strategy will focus on the two main sources of revenue: record retailers and consumers at shows. Fearless Records will be in constant communication, always attempting to negotiate agreements for record sales with retailers. Because Fearless Records is small in terms of the bands that they represent, they are able to offer retailers a

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TIP

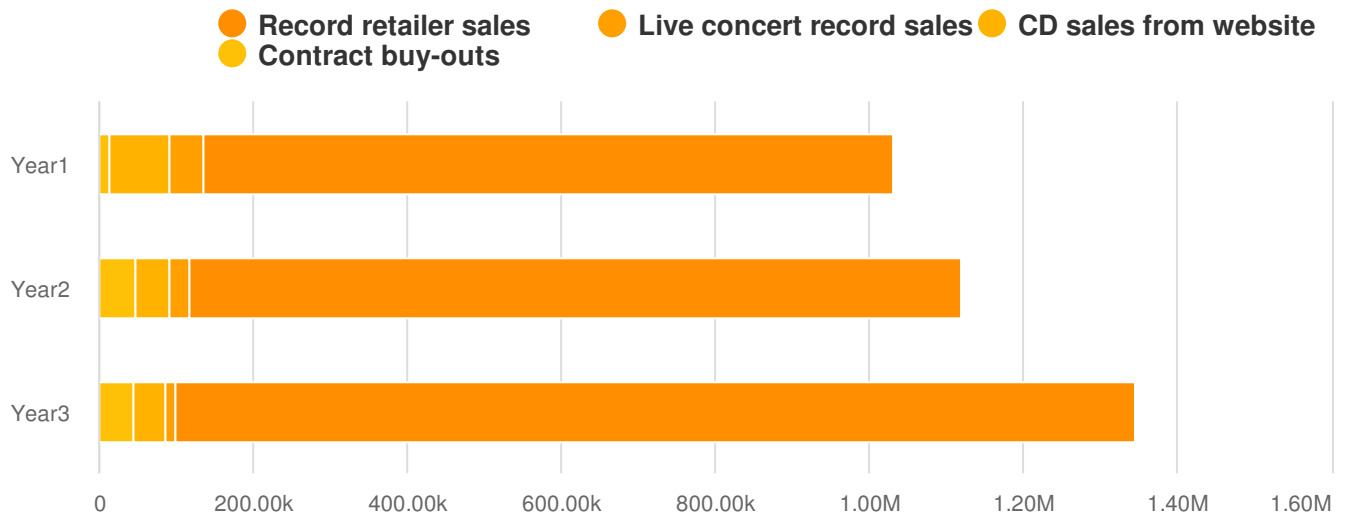
Sales will be slow initially. It is forecasted that the first two compilation CDs will be handed out for free. Sales revenue is not anticipated yet. By the third compilation, Fearless Records will have signed two bands and this will be the beginning of revenue-generating CD sales. Once bands are signed, Fearless Records' legitimacy will be developed and they will

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Sales Forecast

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Sales Yearly



Financial Year	Record retailer s...	Live concert reco...	CD sales from we...	Contract buy-outs
Year1	895665	45000	78451	12354
Year2	1004512	24512	45784	45522
Year3	1245587	12458	41215	45112

Detailed Sales Forecast

Detailed sales forecast data is provided in below table:

SALES FORECAST	YEAR 1	YEAR 2	YEAR 3
Sales			
Record retailer sales	\$0	\$28,090	\$39,076
Live concert record sales	\$0	\$19,000	\$24,090
CD sales from website	\$0	\$15,070	\$25,600
Contract buy-outs	\$0	\$20,000	\$55,000
TOTAL SALES	\$0	\$82,160	\$143,766
Direct Cost of Sales			
Record retailer sales	\$0	\$11,236	\$15,630
Live concert record sales	\$0	\$6,650	\$8,432
CD sales from website	\$0	\$5,275	\$8,960
Contract buy-outs	\$0	\$0	\$0

SALES FORECAST	YEAR 1	YEAR 2	YEAR 3
Subtotal Direct Cost of Sales	\$0	\$23,161	\$33,022

Marketing Strategy



TIP

Fearless Records' marketing strategy recognizes the fact that the value in the label is intrinsically based on their reputation within the music community. Mt Hood Records needs to be known as a premier label, creating a compelling reason for bands to sign up with them.

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Competitive Edge



TIP

Fearless Records will employ a two-pronged competitive edge. The first edge prong is having a low overhead. Fearless Records' office will be in Dexter's home. There is not an immediate need for offices, as all work can be transacted from her home office. Additionally, unlike many record labels, there will not be a recording studio to support. Significant costs are saved by renting

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Milestones

Several milestones have been established and will act as a set of goals and a tracking mechanism for achieving the goals. While the milestones are initially static, they can be dynamic if needed. Please see the following table for detail regarding the milestones.

Milestone	Start Date	End Date	Budget	Manager	Department
Business plan completion	1/1/2021	2/15/2021	\$0	Dexter	Business Development
First compilation released	2/15/2021	5/1/2021	\$0	Dexter	Marketing
Second compilation released	5/1/2021	9/15/2021	\$0	Dexter	Marketing
The first band signed	2/15/2021	10/30/2021	\$0	Dexter	Sales
First revenue stream	10/30/2021	2/28/2022	\$0	Dexter	Sales

Milestone	Start Date	End Date	Budget	Manager	Department
Band representation currently full	10/30/2021	6/30/2022	\$0	Dexter	Sales
Totals			\$0		

6.

Web Plan Summary

Website Marketing Strategy

Development Requirements



TIP

Fearless Records' website will be an excellent source of information dissemination and CD sales.

- The different bands will be listed with information about their music, bios, etc.

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Website Marketing Strategy



TIP

The site will be linked to the various Portland entertainment guides such as Willamette Weekly. Fearless Records will also submit the site to several different search engines. Lastly, the URL address will be prominent on all printed material and correspondence.

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Development Requirements



TIP

The site will be developed by a computer science student.

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7.

Management Plan

Personnel Plan



REMEMBER

The management plan is also an important component of a Record Label business plan since it gives you an estimate of the staff required for your startup as well as the costs incurred on their salaries. So, make sure to duly consider it before thinking about how to start a Record Label Business. The management plan of the Record Label business is as

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TIP

Dexter Clinton first got her feet wet in music after college. After graduating with a Bachelor of Arts degree, Dexter and band-mates of 180 South decided to start their own record label to support a regional tour. The goal of the record label was primarily self-promotion and personal satisfaction. By creating their own label, they could release their one studio CD. They did not expect to

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Personnel Plan



TIP

Dexter will be the primary employee. She will be working long hours, often with her husband's help, but after some sweat equity, the business model will begin producing revenue. Dexter will not take a salary for the first two years in order to build the business. For year three she will draw a salary. Dexter will hire two other employees to assist her.

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PERSONNEL PLAN	YEAR 1	YEAR 2	YEAR 3
Dexter	\$0	\$0	\$30,000
Sales	\$0	\$12,000	\$13,000
Distribution	\$1,600	\$12,000	\$13,000
TOTAL PEOPLE	1	3	3
Total Payroll	\$1,600	\$24,000	\$56,000

8.

Financial Plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



REMEMBER

The last component of a Record Label Business plan is an in-depth financial plan. The financial plan crafts a detailed map of all the expenses needed for the startup and how these expenses will be met by the earned profits. It is recommended that you use [our financial planning tool](#) for guiding you through all financial aspects needed to be considered for startup.

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TIP

The following sections presents important financial information.

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Important Assumptions

The financial projections of the company are forecast on the basis of the following assumptions. These assumptions are quite conservative and are expected to show deviation but to a limited level such that the company's major financial strategy will not be affected.

	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	10,00%	11,00%	12,00%
Long-term Interest Rate	10,00%	10,00%	10,00%
Tax Rate	26,42%	27,76%	28,12%
Other	0	0	0

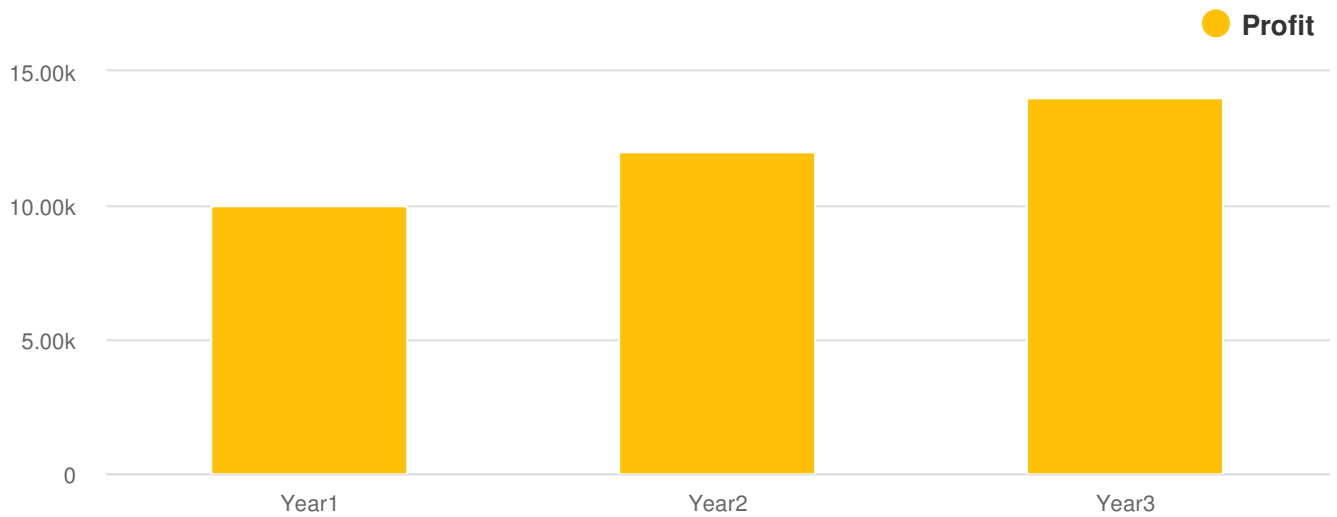
Brake-even Analysis

Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
Assumptions:	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

Projected Profit and Loss

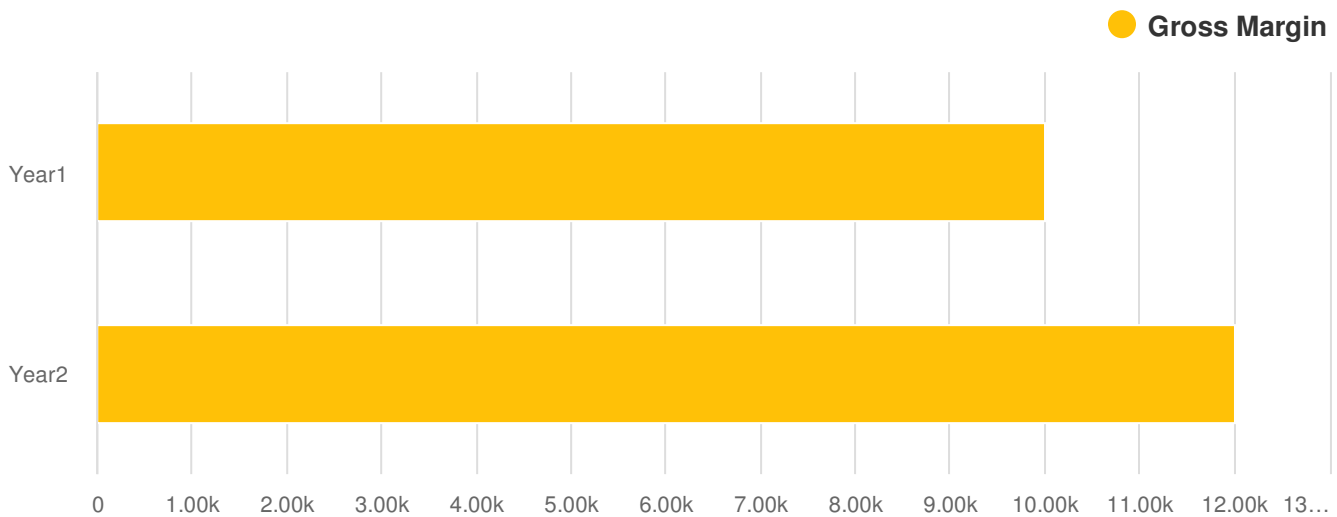
	Year 1	Year 2	Year 3
Sales	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0
TOTAL COST OF SALES	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
Expenses			
Payroll	\$138 036	\$162 898	\$187 760
Sales and Marketing and Other Expenses	\$1 850	\$2 000	\$2 150
Depreciation	\$2 070	\$2 070	\$2 070
Leased Equipment	\$0	\$0	\$0
Utilities	\$4 000	\$4 250	\$4 500
Insurance	\$1 800	\$1 800	\$1 800
Rent	\$6 500	\$7 000	\$7 500
Payroll Taxes	\$34 510	\$40 726	\$46 942
Other	\$0	\$0	\$0
Total Operating Expenses	\$188 766	\$220 744	\$252 722
Profit Before Interest and Taxes	\$105 205	\$146 040	\$186 875
EBITDA	\$107 275	\$148 110	\$188 945
Interest Expense	\$0	\$0	\$0
Taxes Incurred	\$26 838	\$37 315	\$47 792
Net Profit	\$78 367	\$108 725	\$139 083
Net Profit/Sales	30,00%	39,32%	48,64%

Profit Yearly



Financial Year	Profit
Year1	10000
Year2	12000
Year3	14000

Gross Margin Yearly



Financial Year	Gross Margin
Year1	10000
Year2	12000

Projected Cash Flow

Cash Received	Year 1	Year 2	Year 3
Cash from Operations			
Cash Sales	\$40 124	\$45 046	\$50 068
Cash from Receivables	\$7 023	\$8 610	\$9 297
SUBTOTAL CASH FROM OPERATIONS	\$47 143	\$53 651	\$59 359
Additional Cash Received			
Sales Tax, VAT, HST/GST Received	\$0	\$0	\$0
New Current Borrowing	\$0	\$0	\$0
New Other Liabilities (interest-free)	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0
Sales of Long-term Assets	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$0
SUBTOTAL CASH RECEIVED	\$47 143	\$53 651	\$55 359
Expenditures from Operations			
Cash Spending	\$21 647	\$24 204	\$26 951
Bill Payments	\$13 539	\$15 385	\$170 631
SUBTOTAL SPENT ON OPERATIONS	\$35 296	\$39 549	\$43 582
Additional Cash Spent			
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$0	\$0	\$0
Other Liabilities Principal Repayment	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0
Dividends	\$0	\$0	\$0
SUBTOTAL CASH SPENT	\$35 296	\$35 489	\$43 882
Net Cash Flow	\$11 551	\$13 167	\$15 683

Cash Received	Year 1	Year 2	Year 3
Cash Balance	\$21 823	\$22 381	\$28 239

Projected Balance Sheet

Assets	Year 1	Year 2	Year 3
Current Assets			
Cash	\$184 666	\$218 525	\$252 384
Accounts Receivable	\$12 613	\$14 493	\$16 373
Inventory	\$2 980	\$3 450	\$3 920
Other Current Assets	\$1 000	\$1 000	\$1 000
TOTAL CURRENT ASSETS	\$201 259	\$237 468	\$273 677
Long-term Assets			
Long-term Assets	\$10 000	\$10 000	\$10 000
Accumulated Depreciation	\$12 420	\$14 490	\$16 560
TOTAL LONG-TERM ASSETS	\$980	\$610	\$240
TOTAL ASSETS	\$198 839	\$232 978	\$267 117
Current Liabilities			
Accounts Payable	\$9 482	\$10 792	\$12 102
Current Borrowing	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0
SUBTOTAL CURRENT LIABILITIES	\$9 482	\$10 792	\$12 102
Long-term Liabilities	\$0	\$0	\$0
TOTAL LIABILITIES	\$9 482	\$10 792	\$12 102
Paid-in Capital	\$30 000	\$30 000	\$30 000
Retained Earnings	\$48 651	\$72 636	\$96 621
Earnings	\$100 709	\$119 555	\$138 401
TOTAL CAPITAL	\$189 360	\$222 190	\$255 020
TOTAL LIABILITIES AND CAPITAL	\$198 839	\$232 978	\$267 117
Net Worth	\$182 060	\$226 240	\$270 420

Business Ratios

	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
Percent of Total Assets				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%	-21,01%	-32,55%	58,40%
TOTAL ASSETS	100,00%	100,00%	100,00%	100,00%
Current Liabilities	4,68%	3,04%	2,76%	27,30%
Long-term Liabilities	0,00%	0,00%	0,00%	25,80%
Total Liabilities	4,68%	3,04%	2,76%	54,10%
NET WORTH	99,32%	101,04%	102,76%	44,90%
Percent of Sales				
Sales	100,00%	100,00%	100,00%	100,00%
Gross Margin	94,18%	93,85%	93,52%	0,00%
Selling, General & Administrative Expenses	74,29%	71,83%	69,37%	65,20%
Advertising Expenses	2,06%	1,11%	0,28%	1,40%
Profit Before Interest and Taxes	26,47%	29,30%	32,13%	2,86%
Main Ratios				
Current	25,86	29,39	32,92	1,63
Quick	25,4	28,88	32,36	0,84
Total Debt to Total Assets	2,68%	1,04%	0,76%	67,10%
Pre-tax Return on Net Worth	66,83%	71,26%	75,69%	4,40%
Pre-tax Return on Assets	64,88%	69,75%	74,62%	9,00%
Additional Ratios				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.

	Year 1	Year 2	Year 3	Industry Profile
Activity Ratios				
Accounts Receivable Turnover	4,56	4,56	4,56	N.A.
Collection Days	92	99	106	N.A.
Inventory Turnover	19,7	22,55	25,4	N.A.
Accounts Payable Turnover	14,17	14,67	15,17	N.A.
Payment Days	27	27	27	N.A.
Total Asset Turnover	1,84	1,55	1,26	N.A.
Debt Ratios				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
Liquidity Ratios				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.
Interest Coverage	0	0	0	N.A.
Additional Ratios				
Assets to Sales	0,45	0,48	0,51	N.A.
Current Debt/Total Assets	4%	3%	2%	N.A.
Acid Test	23,66	27,01	30,36	N.A.
Sales/Net Worth	1,68	1,29	0,9	N.A.
Dividend Payout	0	0	0	N.A.

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5. Share easily with anyone

Upmetrics plans are easily shareable in pdf and word documents. And if either doesn't work, you can share it with a quick link too and track the reader's activity!

6. Real-time and Collaborative

Invite your team members to initiate conversations, discuss ideas and strategies in real-time, share respective feedback, and write your business plan.

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