





ELYA MUSIC&STUDIO



ÖMRÜM ŞİMŞEK







RESUME

- Name Ömrüm Şimşek
- Legal address Taşdelen Mah. Değirmen Sk. No:7 B/8 Çekmeköy/İSTANBUL
- Founders of the company and the staff
- Ömrüm Şimşek & Emre Çikot
- Description of the product, the most essential qualities:
- Customers will have the chance to do a high quality rehersal and recording in the studio with the guidance of the experienced tonmeister.
- ▼ The/most important competitors
- Infact, there is not a competitor in our region. But of course we will have big competitors serving the
 popular singers and bands in Istanbul especially in Unkapanı region.
- Target group
- Amateur music bands, people interested in making music
 - Main marketing activities
 - Booklets, advertisements in social media, websites and newspapers.







DESCRIPTION OF COMPANY

- Name : Elya Music
- Legal address: Turgut Özal cd. Ayça sk no:!3 Taşdelen/Çekmeköy/İstanbul
- Contacts: omrumsimsek@gmail.com
 Tel: 0 531 252 3331
- Entrepreneurship form choice argumentation Equity capital and shares in the company
- Company idea history or how the business idea started, the planned direction.
- The idea came to my mind when I wanted to make a single and I thought that people will need it in Taşdelen.
- Assessment of the necessary means of production Having fixed equipments like voice recorders, phonoscopes...etc. and our investment with my partner.
- Assessment of the location of the company It will be in the center of Taşdelen. This place is getting more and more popular these days. There is the main road leading to Alemdağ just in front of it.







Here are some photos of my studio











Company goal: To provide high quality studio service where the customers will be able to do rehearsals and recordings ,to attract most of the customers attention with a great hardware structure.

Planned goals to be reached in the first year.

*To keep the company on

*To be recognized in the region and to be well-known with the quality.

*To be able to pay the credits and enable the cash flow.

*To enable customer confidence and get a place in the market









- Necessary equipment and facilities, possibility to buy or rent them, expenses.
- **Description of the product** Customers will have a good quality voice records or albums
- All the necessary equipments below will be supplied.

Machine&Tools	Number	Brand Model	Cost	Payment
Drums	1	Pearl ELX Export	1500 TL	Cash
Effect tooll	1	Behringer	350 TL	Cash
Microphone	6	Shure, Behringer	1000 TL	Cash
Guitar anfi	3	Ampeg, Carvin, Marshal	1000 TL	Credit card
Power anfi	1	Behringer Ep1500	1500 TL	Credit card
Loudspeaker	4	YAMAHA	1500 TL	Credit card
Record machine	1	Digi Designs	3000 TL	Credit card







Planned monthly sale

		Months														
Product/Service	1	2	3	4	5	6	7	8	9	10	11	12				
REHEARSAL	240	240	180	180	180	240	240	240	180	180	180	180				
RECORD	30	30	30	30	30	30	30	30	30	30	30	30				







POTENTIAL PRICE

PRODUCT&SERVICE	COST	AIMED PROFIT RATE	SALE PRICE
REHEARSAL	1 TL	14 TL	15 TL
RECORD	2 TL	33 TL	35 TL







COMPANY MANAGEMENT AND STAFF

FOUNDERS OF THE COMPANY	PERCENTAGES OF SHARE					
ÖMRÜM ŞİMŞEK	50%					
EMRE ÇİKOT	50%					

It is a private partnership company and it is established on me,I am the tonmeister and Emre Çikot is responsible from the technical work









MARKET ANALYSIS

PLANNED MARKET AND PLACE OF RESIDENCE

A warm atmosphere where people feel relaxed and enough income to sustain.

TARGET GROUP

Firstly amateur music bands, then professionals and famous singers

QUALITIES OF TARGET GROUP

At first, small enterprises, then big businesses. The small enterprises I chose as a starting group has less income than the big companies. Even if it is small-scale enterprise, the cost of this new product will remove the disadvantage of it.







Analysis of competitors

Data to analyze	Elya Music	1.Competitor Standart fm	2.Competitor Kral Studio		
Location	in Çekmeköy	İn Kadıköy	İn Üsküdar		
Service quality	Quite good, we do our best to fulfill customer's wishes	Excellent	Very good		
Types of advertising	Internet websites, social media, brochures, ads on newspapers	Internet websites, social media, brochures	Internet websites,social media,brochure s		
Product quality	Excellent	Excellent	Excellent		
Company reputation	Good	Perfect	Perfect		
Assortment	Rehearsal and record	Record	Rehearsal and record		
Price	Quite cheap	Very expensive	Expensive		







SWOT analysis

Strengths *We are the only one in Çekmeköy *Products are very good quality *Our products are accessible to everyone *We advertise on newspapers as well as social media and booklets. *Our prices are reasonable	*Our company is not very well-known. *Having less customers at he beginning of the work
*Being the only one in Çekmeköy *Having a warm atmosphere *Providing a reasonable price for customers	*The competitors' reputation *Economic situation in the country







MARKETING PLAN

Price policy

Comparing with the prices in the market, our prices are reasonable.

We need to continue this policy till we get well-known.

Assessment of sale possibilities

We create a strong sense of value for our customers and a warm atmosphere.







COSTS OF ADVERTISING (MONTHLY)

	Advertising activities	Individual responsible	Cost
/	Advertisement on Websites	Ömrüm Şimşek	100 TL
	Brochures, booklets	Emre Çikot	250 TL
	Advertisement on social media	Ömrüm Şimşek	100 TL
	Business Cards	Emre Çikot	50 TL







RISKS AND ACTIVITIES TO MINIMIZE THEM

Risk: The equipments and machines may be out of order and create

problem

Solution: All the equipments and machines will be checked regularly every

month

Planned production volume

Product / Service												
	1	2	3	4	5	6	7	8	9	10	11	12
REHERASAL	240	240	180	180	180	240	240	240	180	180	180	180
RECORD	30	30	30	30	30	30	30	30	30	30	30	30







CASH FLOW PLAN

Indicators	January	February	March	April	Мау	June	ylut	August	September	October	November	December	Total (TL)
Residue at the start of the month	35000 TL	3100	34100	3830	4580	5680	7780	9530	10530	10980	11380	11430	
Income: 2000	1800 1500	1500 2	2000 4000	4000 3000	2250	2350	2500 2000	28900					
Total income	3000	3900	4580	5330	6580	9680	11780	12530	12780	13330	13880	13430	
Raw materials	400	350	300	300	400	1000	1200	800	750	800	1100	1100	8500
Salaries	300	300	300	300	300	300	300	300	300	300	300	300	
Electric	100	70	50	50	100	350	400	400	350	400	500	500	
Advertising	100	100	100	100	100	250	350	500	400	450	550	600	
Total expenses	900	820	750	750	900	1900	2250	2000	1800	1950	2450	2500	18970
Residue at the end of the month	2100	3080	3830	4580	5680	7780	9530	10530	10980	11380	11430	10930	







CALCULATION OF PROFIT AND LOSS

E	xplanations	1	2	3	4	5	6	7	8	9
R	ncome (annual) ehearsal ecord	36.900 12.600	36.900 12.600	36.900 12.600	36.900 12.600	36.900 12.600	36.900 12.600	36.900 12.600	36.900 12.600	36.900 12.600
To	otal income	49.500	49.500	49.500	49.500	49.500	49.500	49.500	49.500	49.500
R	xpenses (annual) aw material DVD eneral expenses	120 12.000	120 12.000	120 12.000	120 12.000	120 12.000	120 12.000	120 12.000	120 12.000	120 12.000
To	otal expenses	12.120	12.120	12.120	12.120	12.120	12.120	12.120	12.120	12.120







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