



# ***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 rehearsal and recording in the studio with the guidance of the experienced tonmeister.
- ▶ **The most important competitors**
- ▶ In fact, there is not a competitor in our region. But of course we will have big competitors serving the popular singers and bands in İstanbul 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:13 Taşdelen/Çekmeköy/İstanbul
- ▶ **Contacts** : [omrumsimsek@gmail.com](mailto: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,Marshall	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





## 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,brochures
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

<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"><li>*We are the only one in Çekmeköy</li><li>*Products are very good quality</li><li>*Our products are accessible to everyone</li><li>*We advertise on newspapers as well as social media and booklets.</li><li>*Our prices are reasonable</li></ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"><li>*Our company is not very well-known.</li><li>*Having less customers at the beginning of the work</li></ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"><li>*Being the only one in Çekmeköy</li><li>*Having a warm atmosphere</li><li>*Providing a reasonable price for customers</li></ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"><li>*The competitors' reputation</li><li>*Economic situation in the country</li></ul>



# 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











**THANK YOU** 😊