

## **Tiktok Talent Management Agency**

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### **Executive summary**

This business project aims to teach us how to create a complete plan for a business from scratch. In doing so we gain valuable insights into how real business actually works and the vast aspect it takes into consideration. My preferred choice of the business idea was a Tiktok Talent Management agency. We recognize that the use of influencer marketing is on the rise, but small businesses often do not have the resources or knowledge to effectively utilize it. On the other hand, many TikTok influencers/content creators are unable to find jobs in the related field, Our agency aims to bridge both of these gaps by offering a personalized service to connect businesses with the right influencers for their brand. Through extensive internet research, we have identified several key problems in the current influencer marketing landscape. Many businesses struggle to find suitable influencers who align with their brand values and message, leading to ineffective campaigns. In addition, the process of negotiating terms and managing collaborations can be time-consuming and confusing for businesses without prior experience. To solve these problems, our agency will offer a comprehensive service that includes influencer research and selection, contract negotiation, and ongoing collaboration management. By taking care of these details, we aim to make influencer marketing more accessible and effective for small to mid-size businesses. In summary, our Tiktok Talent management agency aims to provide small to mid-size businesses with a hassle-free way to connect with influencers and effectively utilize influencer marketing to reach their target audience. We believe that our personalized service and expertise in this area will make us a valuable asset to businesses looking to expand their reach and engagement on Tiktok.

### **Acknowledgment**

I would like to express my deepest appreciation to all those who have supported me in the completion of this assignment. First and foremost, I am deeply grateful to my business teacher for their invaluable guidance and support throughout this process. Their expertise and insights provided me with a solid foundation upon which to build my business plan, and their encouragement and constructive feedback helped me to refine my ideas and approach. I would also like to extend my thanks to my friends for their valuable input and feedback on my business plan. Their fresh perspectives and constructive criticism were instrumental in helping me to improve and enhance my ideas. Their support and encouragement kept me motivated and inspired throughout the process. In addition, I am grateful to the vast resources of the internet, which provided me with a wealth of information and insights that were essential in my research and understanding of the various aspects of my business plan. Without the internet, it would have been much more challenging to complete this assignment to the best of my ability. Finally, I would like to express my sincere appreciation to all of those who have contributed to the success of this assignment. Their support and assistance have been invaluable, and I am deeply grateful for all that they have done.

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## **Defining problem**

With the current boom in entrepreneurship in Nepal, many innovative, as well as conventional businesses, are ever emerging. These businesses are run mostly by a sole owner, who carries out most of the functions themselves, like operations, accounting, etc, and mostly gets them right. However one area they often lack is Marketing. There are multiple businesses out there that provide a direct solution to their marketing problem. However, only a few of them utilize Tiktok marketing, the fastest-growing social media platform as of now. Many businesses try to go viral in TikTok, but simply lack the expertise or manpower to make that happen. As a new entrepreneur, juggling multiple responsibilities is already hard and in a scenario like this, going out and finding capable individuals who are ready to create suitable content for their business is a big headache. On the other end of the spectrum, we have motivated, creative and skilled individuals that can create top-notch TikTok content but lack the skills to sell themselves in the marketplace or effectively manage their time schedule to become profitable. Therefore, currently, we have two pieces of a puzzle that perfectly fit together, however, there is no one that is willing to put these pieces in place.

## **Stakeholders**

- Small to mid-size business owners - They are new business owners that often handle multiple scopes of the business themselves, and have very less time to focus properly on aspects like marketing.
- Unrecognized and underrated TikTok talent - They are skilled TikTok content creators that have a good following and engagement but often fail to land good content creation jobs.



- A general audience that is often looking to buy products online - They are people between 18-45 years old, who mostly do not have time to go out in the market to buy goods and as an alternative try to make wise purchases online. They try to drive their buying decisions through the content displayed about the product.

## **Questions**

### ***Business owners***

- a. What estimated percentage of the business revenue comes from digital marketing?
- b. How often do small to mid-size businesses promote themselves in the digital space?
- c. Have businesses ever thought of promoting themselves in TikTok?
- d. Are businesses aware of competitors that are generating revenue from Tiktok?
- e. Have businesses ever tried hiring an individual to make TikTok videos for you that promote your business?
- f. What are the biggest challenges that businesses face while trying to hire a content creator for their Tiktok platform?
- g. What are businesses willing to pay for a good Tiktok content creator who can bring sales directly for your business?

### ***Online shoppers***

- h. Are online shoppers like to make a purchase after looking at a TikTok promotion?
- i. Does the quality of Tiktok video navigate the decision of online shoppers about purchasing a product?

- j. Are online shoppers likely to purchase a product from an influencer that they happen to know or recognize?
- k. Is making a purchase through a TikTok promotion convenient for online shoppers?

***TikTok artist***

- l. Is it difficult for underrated TikTok artists to find jobs as a TikTok content creators?
- m. What are the biggest challenges underrated TikTok artists face while trying to find employment as a TikTok content creator?
- n. Are underrated TikTok artists ever approached by a business in order to make Tiktok content for them?
- o. Do underrated TikTok artists try approaching businesses to create paid content for them?
- p. Is it difficult for underrated TikTok artists to manage schedules when trying to work for multiple businesses?
- q. Is working as a content creator for businesses sustainable as of now?
- r. What do underrated TikTok artists expect to earn if they ever decide to work as a TikTok content creator for businesses?

As of now, we see three main groups that are facing challenges that are directly or indirectly connected to Tiktok content. If the problems are solved, here are the benefits it will bring forward to each group

- Small to mid-size business owners - New business owners will have less burden on their shoulders and more time to focus on other important aspects of the business. They will be able to generate a second revenue channel for their business through Tiktok
- TikTok artist - Many youths will get employment in a country where the employment rate is already very low. They will have someone who can provide them with a consistent and reliable source of income while also helping them become more professional in this field.
- General audience - They will be able to make more informed purchases of goods without having to go physically to the market, which will save them both time and effort.

### **Researching solution**

In 2021, Nepal had a youth unemployment rate of 9.50%, this is an increase of 1.40% compared to the unemployment rate of 2020. This indicates that there are a growing number of capable individuals that find it difficult to find a job. While trying to research if youths have faced unemployment problems specifically related to Tiktok, we see that such data is not easily available, but this does not entirely mean that no such problem has been faced before. Moving on to our other major stakeholders, i.e Business owners, we can see that they have often faced and are still facing the problems mentioned above. According to an article written by Ewor.io, 62% of business owners work more than 50 hours a week. This means they are already working more than an average employee which goes to show how busy their daily life is. This basically means they have very less time to go and search for people who are willing to run Tiktok marketing for them. This problem, in fact, has already been identified in developed countries like USA and UK and as a result, there are companies already solving this problem as well. Some of them are:

### **Previous solutions**

- Neo Reach - Neo Reach showcases influencers from different platforms and not just only TikTok. It solves the mentioned problem for both Business owners and Tiktok talents.
- Ubiquitous - Ubiquitous is one of the fastest-growing Tiktok talent management agencies that actively supplies Tiktok influencers to big brands.
- The Influencer Marketing Factory - This company directly helps talented influencers to get sponsorship and deals with businesses.
- Audiency - Audiency core motive is to provide management services to influencers and bring the most out of them

- Famepick - Famepick's main goal is to help talented artists from different platforms including Tiktok to grow and manage their own personal businesses.

In Nepal, so far there is the only company that solves the mentioned problem. The company is called Uptrendly. Uptrendly allows talents to show case themselves on there platform while also quoting their price and at the same time allows businesses to handpick which talent they want to work with.

### **Assumptions:**

1. Around 20-30% of the business revenue comes from Digital marketing for those businesses that utilize digital marketing and are good at it.
2. The business that struggles with digital marketing generates around 5-10% of revenue from digital marketing
3. Small to mid-size businesses that sell products online mostly utilize only digital marketing
4. Small to mid-size businesses like restaurants, cafes or sell retail products mostly don't use digital marketing at the beginning of the business
5. Some businesses have already begun to promote themselves in Tiktok, but the majority don't promote themselves in TikTok
6. The businesses that think of promoting themselves in Tiktok are primarily run by people aged 18-30
7. Since we live in a small businesses space, businesses run by people active on social media most likely know that other competitors are making revenue through Tiktok
8. New businesses are mostly busy so they don't have the time to go out and hire people who can create TikTok content for them

9. Well-established mid-size businesses might have the free time to focus on hiring TikTok content creators for their businesses.
10. Some mid-size businesses might ask their digital marketing agency to find a TikTok content creator for them
11. The biggest challenge small to mid-size business face while hiring TikTok content creators is a lack of time, and experience in hiring, and not having the knowledge about where they should be looking for the right people
12. Some businesses might be able to hire TikTok content creators but they might hire someone who is not fit for their niche.
13. Small size businesses are willing to pay good commissions to Tiktok content creators if they are able to generate sales for them.
14. Mid-size businesses might be willing to pay content creators per video they create
15. Many online shoppers aged between 18-30 actively make purchases by looking at TikTok promotions
16. Mostly, online shoppers who are female are likely to make purchases through a TikTok promotion
17. Online shoppers are likely to be more attracted to the high-quality video which increases the chance of them buying the product being promoted in the video
18. If the quality of the video is too low, online shoppers might not trust the store selling the product and hence not make a purchase
19. Since many products are still promoted by celebrities and influencers, it is possible that online shoppers are likely to make purchases in case they see a familiar face in the TikTok promotion

20. Adversely people might not make a purchase in case they see certain influencers in the Tiktok promotion simply because they don't like the type of content they put forward
21. Making purchases through Tiktok is easy as you just have to send the promotion video back to the store owner and give them details.
22. Some people might not find making purchases through Tiktok convenient because of the communication gap that can occur between the store owner and the buyer.
23. While some might have already got jobs as TikTok content creators, it is still very difficult for the majority of the underrated TikTok artist to find jobs as TikTok content creators easily
24. Some Tiktok artists might be able to land one or two temporary one-time jobs but find it difficult to constantly be employed.
25. Many Tiktok artists might find it difficult to find a suitable business that can use the genre of content they produce on TikTok
26. Since the Tiktok artist in question is underrated it might be difficult for them to explain their value to businesses and hence are unable to get themselves hired.
27. Only a very few Tiktok artists are actually approached by Businesses themselves, most of the time it is the other way around
28. Even if they are approached by businesses, it is only when they have got enough recognition to not be considered underrated
29. Some Tiktok content artists might have already got the idea to get themselves paid for making TikTok content and hence might have tried approaching businesses to create content for them on their own.

30. Tiktok content artist might reach out to small businesses more for creating Tiktok contents rather than mid size business.
31. Underrated artists who are able to get employment as content creators might find it easy to manage schedules if they work for 1-2 clients.
32. When the number of clients increases and goes beyond 2 clients, Tiktok artist might find it difficult to manage their schedules
33. The market is ever-changing and many Tiktok artists might find themselves getting laid off after only a few days of employment. Also, the payment they get in return for their hard work
34. Some Tiktok artists that have gained enough experience working as a content creators and are able to land deals with better businesses might find this a sustainable career.
35. Some Tiktok content creators expect to earn hefty amounts after considering what content creators abroad earn.
36. Many Tiktok content creators expect to only earn a moderate amount of money through content creation because they want to do content creation as a side hustle.

## **Stakeholder Observations**

### ***Small to Mid Size business***

After interacting with multiple business owners, we get to know that as of now most of their revenue comes from digital marketing itself. They know a few competitors that are successfully doing TikTok advertising. They do want to get adapt to TikTok marketing and are open to hiring TikTok content creators. However, the biggest challenge is managing time for the hiring process and also finding capable people that align with their brand. For capable Tiktok content creators, they are willing to pay anywhere between 10-15K Nepali Rupees.



### ***Online Shoppers***

Online Shoppers happen to give answers of varying degrees. However, some common points we can extract from those responses are that the quality of the video indeed drives their decision to purchase products. So better the video quality, the higher the chances of a sale being made. Secondly, making purchases through TikTok itself is not a convenient process. Now, at first glance, this is a downside to use because business owners will be less willing to adapt TikTok marketing if purchasing through TikTok is a difficult process. However, there might exist a way this process can be made easier, and there is, we can provide this solution as an additional free service too, which overall increases the value we can provide.

### ***Underrated TikTok artists***

After brief interview with TikTok Artists we get to know that most of our assumptions were indeed right and it is very difficult for Underrated TikTok Artist to actually find a job. None of them were ever actually approached by a business to do TikTok marketing for them. They don't really believe that in the current context making a living out of this profession is really sustainable. Some of them have actually tried approaching businesses to create contents for them but have got very little success in getting accepted. They don't expect an extraordinary payment in return for their work, most of them stated that they would be happy with amounts between 10 and 15k from per client.

## **Ideate**

### **Brainstorm**

Now that we have discussed the problems and made an assumption, we can use them to derive a solution that is suitable and sustainable. We can solve the discussed problem through the creation of an agency that actively searches and manages TikTok talents and uses their market presence to find businesses that are in need of TikTok talents or convince businesses to use influencer marketing. The agency would be responsible for scouting talented but underrated TikTok artists with no active employment in the related field, managing their schedules, looking after their performance, and most importantly landing them deals with businesses. On the other side, the agency will be responsible for communicating with businesses, understanding their needs, suggesting correct TikTok talent, and ultimately making sure the business is profiting from their service. I believe that businesses can earn a great return if they invest in influencers through such an agency. If the agency is successful in actively managing and supplying TikTok talents, they can earn a great deal of money and there is a good scope of scalability. While backing this up with data, we can see that in 2021, Audiencly, a huge player in the business of managing influencers, reported unaudited revenue of EUR 7.31 million, which shows that there is a huge market for such businesses out there. Also, data shows that business earns \$5.2 for every dollar they spend on influencers, which proves that business can remain profitable by utilizing TikTok talents for their business. However, running an agency is easier said than done. Doing an agency business requires a good HR team and a hefty amount of administrative work, and unless the business is conducted on a large scale it might be difficult to stay profitable or even make break-even revenue. Making trust and presence in the market is not something that happens overnight; it is a challenge that can take a few months or even years to overcome.

However, with a good amount of digital marketing of our own services we might be able to make some noticeable presence. It might be a good idea to collab with existing digital marketing agencies and pursue them to use our services on a white label basis, this will give us a chance at sustainability. Ultimately the business aims to provide top-notch service that aims to bring very trackable returns. Clients will most probably be able to earn what they spend on working with us within just a few days, which makes this a very lucrative deal. Our services are likely to save time and money for new businesses, and if we are able to educate them about these facts, they will most probably not hesitate to work with us. The first step in launching this business is scouting for talents that have a good Tiktok following and content but have not been employed in the respective field yet. We need a proper management system that can effectively manage the schedules and offers of these talents. Using online management tools like “Clickup” or “Notion” can make managing this talent much easier and more effective. On the other side, we also need to reach out to Businesses through cold calling, online ads, door to door marketing. Once we gain enough momentum, it might be possible to get new businesses to work with us just through “Word of mouth”

- **Key Partners:** The Tiktok marketing agency, like many other businesses, is a people-centric business. It requires successful collaboration with multiple groups in order to work. The first key partner in this business is Tiktokers. Our entire business depends on underrated TikTok artists agreeing to work with us. We will supply these Tiktokers to businesses in need. In order to create content, if we use mediocre camera skills the output might not look great. To make sure our quality of work is great, we will also work with experienced videographers. This videographer will also help create appealing marketing

content for our own agency. The other key partner in this collab is photographers. They will be used to do a photo shoot for our agency. As a marketing agency, the way we present ourselves is very important. Experienced photographers will help us create photographic content that we can use to market ourselves. Lastly, in order to capture the market faster we can partner up with already existing marketing agencies that don't fulfill TikTok marketing needs for business. In a sense, the other agency will white-label our services. We will be able to penetrate the market faster with less effort if the collaboration becomes successful.

- **Key activities:** The main business activity is to supply Tiktok artists to businesses. In doing so, first, we need to scout for underrated TikTok artists effectively, and this should be conducted periodically. Once we have a good amount of Tiktokers, the next task we need to do on a daily basis is manage their schedules. We need to make sure they don't have work during overlapping timing and are not overloaded so they can work effectively and efficiently. In order to keep the businesses that we are working with us satisfied, we also need to check daily that the work is being done for them by the Tiktokers. While onboarding the TikTok artist we will most probably promise them constant employment, and in order to meet this promise, as well as sustain and grow, we need to look for new businesses to work with us. This is the most important activity of the business, if we cannot get new businesses to be our clients the business might ultimately cease to exist.
- **Value proposition:** Although the business is done for profit generation, it is ultimately providing a lot of value to the involved stakeholders. For underrated Tiktok artists, the business is creating constant employment opportunities. In a country facing major unemployment, this is one of the greatest values that the business can present. The

business will also help Tiktok artists become more productive and work efficiently.

Secondly, on the other end, we will also be providing value to businesses that decide to work with us. Tiktok has proven to be one the fastest growing platform with a lot of potentials to generate money from it. We will help businesses do exactly this. We will also monitor the marketing performance of the businesses that will provide an added value of quality work that brings in direct profits.

- Customer relationship: Here, in this case, both Tiktokers and businesses can be considered our customers and therefore we need to maintain customer relationships with both of them. On TikTok's side, we need to be in almost daily touch with them, communicate with them about their tasks, and be respectful. Since they perform dual roles of both customers, we also need to find out new ways to keep them motivated and give them more reasons to work with us. With businesses, we need to give them value on a daily basis and keep them updated about the work being done for them. Setting expectations, defining a time frame to generate results, and explaining exceptions are pillars of effective communication that will avoid customers from getting dissatisfied.
- Customer segments: In our particular business, there are two customer groups. Tiktokers and businesses. When we narrow the business customer group, we will work with only Mid to small-size businesses because they are the ones that are most likely to outsource TikTok marketing. Large businesses generally hire in-house TikTok content creators. Even in a Mid-small size business, our core focus will be on the ones owned or operated by people between the age group 18-35. These age groups are more likely to understand the true potential of TikTok marketing and will be easier to convince. Narrowing down Tiktokers, we will work with underrated TikTok artists that have the potential to create

content. We decide to scout underrated TikTok artists because they will be easier to hire at a lower wage and will have more free time so we can utilize them to the fullest. In contrast, popular TikTok artists will already have job opportunities and might have tight schedules.

- **Key resources:** In terms of resources, the business will heavily rely both on quality human resources as well as materialistic resources. The biggest pillar on which our Agency will rely is a good management team. They should be able to effectively scout and hire new talents, and also manage their schedules and professional life. Since we are running an agency business, actively landing clients is one major task. Hence, in order to land more clients there be the utilization of telephones to do cold calls and the use of cold emailing software as well. Although both of these technological resources seem a bit insignificant and inexpensive, they are ultimately what can make or break the business. And lastly, since content creation is the name of the game, we will also use a resource like cameras and videography equipment, however, this might be the least necessary resource for our business
- **Channels:** In order to market our business to potential clients as well as underrated TikTok artist, we will take an Omni channel approach. Omni channel means utilizing all available and possible marketing channels. Within the Omni Channel, the most prominent one will be reaching out to people through Social Media. This approach will be great initially, however, once we accumulate a handful of businesses, word of mouth will become our most powerful channel. The roadmap is simple, land clients, provide quality service, and new clients will automatically land through referrals. The other channel we can try out to reach our potential customer segment is door-to-door

marketing. In both the previous channels, businesses were attracted to us, however, in this channel, we will directly go to the business and ask if they want our service. Since I have personally not tried this method, no comments can be made about its success rate. Lastly, our final channel for reaching out to customers will be cold emails and cold calling as mentioned above.

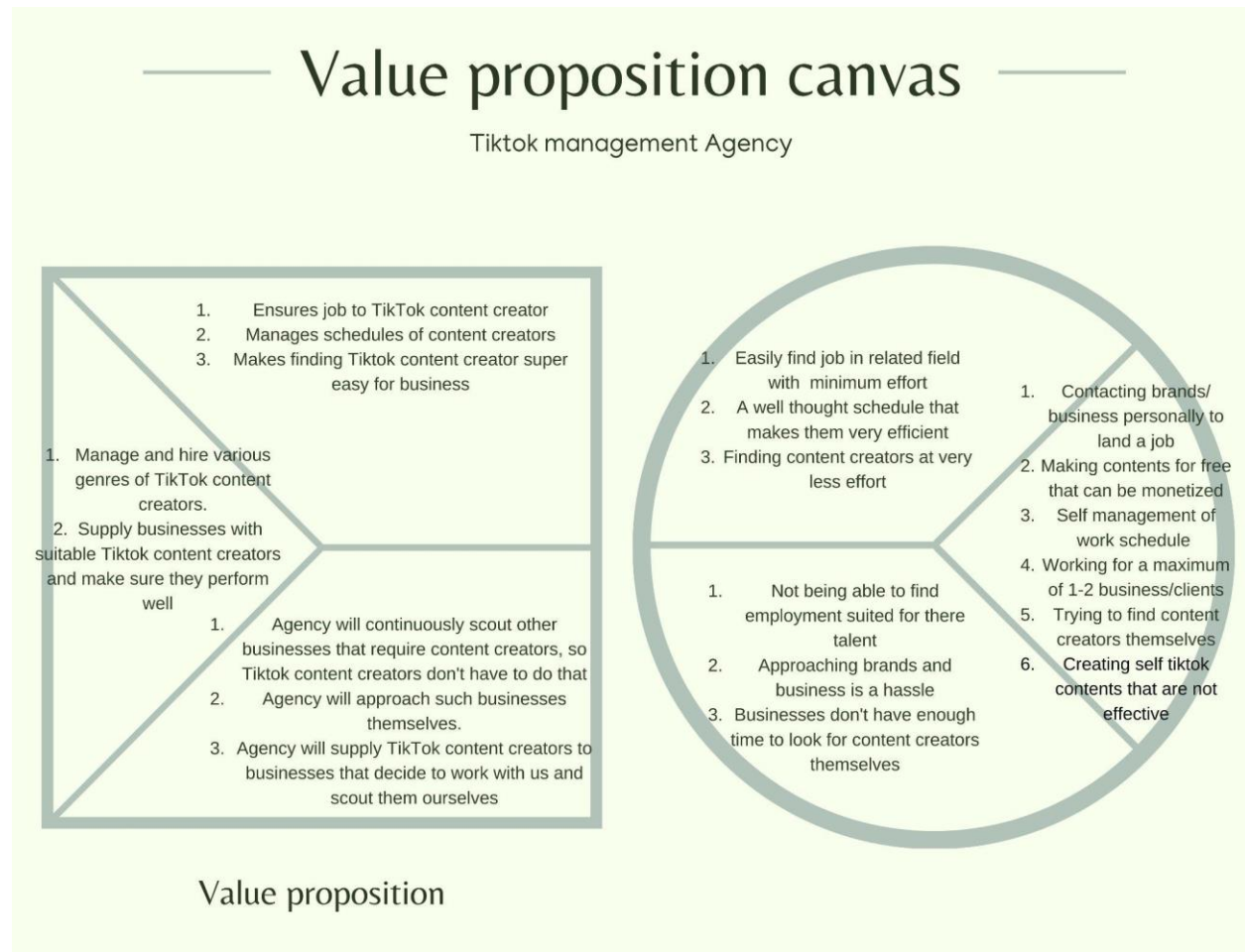
- **Cost Structure:** Running an agency business is not very costly, and matter of fact, it can be run for zero cost! However, without injecting capital, the growth will be painfully slow. So in order take the business ahead at a healthy pace we need put spend in some operating costs. One of the major operating expenses will be paying rent for the office space, however, we can also give a shot to remote working. The second cost will be to the creative team, i.e designers, photographers, videographers, etc. And in order to create content we need multiple pieces of equipment, so that would be other costs incurred in the business. Lastly, in order to market ourselves, we will use software and paid ads on social media constantly, so this will be another recurring cost for our business.
- **Revenue Streams:** The business as of now does not have multiple revenue streams. The major revenue stream is taking a certain percent commission from Tiktokers from whatever they make for the business they are working with. The other way the business can earn revenue is by cross-selling services of other digital marketing agencies to the clients that we work with.



## Value Proposition Canvas

Figure 2

### Value Proposition Canvas



### Customer Jobs:

As of now, one of our target customers, an underrated Tiktok artist, is trying desperately to find a job, by approaching businesses themselves. Even if they do land a job, they are limited to working with one or two clients. On top of that, they manage their schedules themselves. Some are even creating content for free that could have been monetized easily. Our other target

customers, small to mid-size businesses, are often in need of Tiktok talents and therefore try to hire creators themselves. Some even create Tiktok content for their businesses themselves.

### ***Pains***

The number one pain of Tiktok content creators is that they can find jobs based on TikTok content creation. Apart from this, they also have problems managing their schedules while working with multiple clients. If they try to sell their skills by approaching individual businesses, it consumes a lot of time, and this process becomes a hassle for them. On the other hand, businesses face pain mostly when they are in the startup or growth phase. The owner has very limited time, and although they need to hire TikTok content creators, they simply cannot do it because of the scarcity of time. Finding the write Tiktok artist, that is reliable, is proven to bring in good results, and understands the businesses well is not an easy process that can be done instantly

### ***Gains***

In the pains are solved, both Tiktok content creators and small to mid-size business owners will face immense gains. The TikTok content creators will no longer have to worry about not being employed. They will be able to find jobs based on their skill easily. If the problem of unmanaged time schedules is solved, TikTok content creators will become more efficient, have a great work-life balance, and will not be limited to working with just one or two clients. As for the business owner, they won't have to spend their precious time finding a suitable Tiktok content creator. They will be able to find them easily with minimum effort

### ***Gain Creators***

Our Agency aims to relieve the pains mentioned above and provide consequential gains to both the customers involved. The TikTok Talent Management Agency will actively scout for businesses that are in need of TikTok content creators and by supplying them with TikTok content creators there will be an assurance of jobs for the content creators. In addition, the Agency will be managing the time schedules of the TikTok content creators which will enable them to be efficient as well as work for multiple clients. Businesses will be able to consult us and find the right TikTok content creator for their businesses in no time. This is going to save them time and effort

### ***Pain relievers***

Like said above, the number one pain of the Content creators is not finding employment. The Agency will scout businesses that require TikTok talents, and this TikTok content creator will be supplied to the business. This way the content creators will no longer have to worry about employment. Since the Agency is going to approach the client business and handle all the talking, the TikTok content creators don't have to worry about this anymore. The Agency will be responsible for scouting, screening, and ultimately hiring all kinds of TikTok content creators, so businesses can easily find the one that is suitable for them without spending too much time.

### ***Product/Services***

As of now, the Agency will provide two major services. One service will be to hire different categories of TikTok content creators and manage their schedules as well as their professional life. As discussed above, TikTok content creators mostly have a hard time managing time as soon as they work with multiple clients, so this will be a valuable service to them. Another service

will be supplying this Tiktok content creator to small to mid-size businesses that are in need of them. In doing so first the Agency will also have to scout businesses that have such needs and convince them to work with us. Once the deal is sealed, and content creators start working for the business, the Agency will monitor their performance and make sure the monetary results they create are appropriate

## Swot Analysis

**Figure 3**

### *SWOT Analysis*



### ***Strength***

The major strength of the business is that we are utilizing the first-mover advantage here. There are barely any other businesses out there doing something like this. Having no competition means that here is the freedom to apply different prices and offers that can increase business profitability. It also gives us an opportunity to test different management models and figure out what works best without having to rush things. The second advantage is that the agency does not

try to focus on multiple skills or services but rather specializes in only one thing. This specialization means room for fast-paced growth and quality services to all our clients. Other agencies out there provide all kinds of services from Instagram Ads to SEO. Although this means a greater customer base, however, the agency will also require more time to develop specializations in all of the services. This will not be the case for us. The last advantage is the good payment that the Tiktok Content creators get through our agency. They are not being paid a fixed salary, but rather getting paid according to the number of work they do, minus the small commission taken by the agency. This results in them being more motivated to undertake work and also perform well, as they will get hired more and more if they perform well.

### ***Weakness***

Although specialization in only one kind of service is a strength to the organization, in some sense this can also be a weakness to the business. Having only one kind of service means a smaller customer base and only one source of revenue. Any slight change in external factors can make the whole business become oblivious. The other weakness is the fact that at first very less people would actually know about our business and there won't be a significant market presence to gather clients. On top of that, it might be difficult to convince prospects because of the lack of reputation in the market. Lastly, one of the most significant weaknesses is that there is no proven management system yet to manage the Tiktokers. The whole business depends on the ability to manage Tiktokers, and hence if we cannot come up with a way to do this we will lose some clients initially and maybe even in the long run

### *Opportunities*

As we discussed before, our current weakness is providing only one kind of service. However, there is a great opportunity to increase our service line without changing the core operation of the business. We can do this by supplying influencers for Instagram and Facebook as well instead of just supplying the artist for TikTok. The fundamentals will still remain the same, only the platform will change and hence no major changes will have to be made to our business. The other opportunity is presented by the fact that the Nepal government has launched huge a campaign called Visit Nepal 2023 to increase tourist inflow. The impact of this has been seen greatly in the tourism industry with the bloom of many new businesses. This gives us an opportunity to provide our services to such businesses. If we can highlight how TikTok marketing can attract more customers for their respective businesses then our client base can skyrocket easily and we can even look forward to specialization in the tourism industry

### Threats

The biggest threat here is possessed by the instability of the platform. Although Tiktok is very popular, it is considered a very controversial social media platform with a bad reputation in privacy handling. As a result, many governments around the world have started to ban it. One of prime example is our neighboring country India. If regulations like this were to be in our Nation, the business will go shut and cease to exist. This is also one of the threats that we as business owners have almost no control over. The other threat is that there are no entry barriers in this business like cost barriers, or technological barriers. If someone wanted to replicate this business, they can do it without any major obstacles in the way. So there can be rapid competitors in the

market in a very less amount of time. Apart from this, there are no other known threats to the business.



## **Pestle analysis**

1. Political and legal - Tiktok as a social media platform is often in many controversies, and countries like India have already taken initiative to totally ban it. Therefore, the chances of this platform getting banned in Nepal are not impossible. As a result, the future of the business hangs at the mercy of the government to not ban Tiktok. If this were to happen, the business to automatically go shut down or would have to adapt and select any other platform to work with
2. Economic - A Tiktok talent management agency can only function effectively if there are enough businesses out there demanding their services. In case of economic recession where the growth of the new business is slowed and existing businesses go bankrupt, it will be very difficult for the Agency to keep on operating. Similarly, in case if the economy were to boom with enough new businesses being launched, this would automatically increase the potential client base for the Agency.
3. Social - Different people in society have different values, as such everyone might not be satisfied with the type of content created by the content creator. Therefore there must be care taken in whenever the content is produced and there must be someone to review the content. If inappropriate content is published by the content creator, ultimately the Agency can face consequences.
4. Technological - Tiktok, being a platform based totally on technology is heavily influenced by technological factors. The introduction of newer technology to mobile and computer devices that can make the Tiktok experience more vivid and rich for the user can have a more positive impact on our business. However, Technology can also have a very adverse effect on this agency's business. The recent rise in Artificial intelligence is

expected to overtake many creative jobs like copywriting, designing, etc. There are AI platforms capable of creating hundreds of static content for Instagram accounts within a matter of minutes. Hence there is a high possibility that there will be the introduction of AI capable of replacing Tiktok content creators.

5. Environmental - The agency business is not connected to the environment in anyways. Also, it does not have any direct or indirect impact on the environment.

## **Design Thinking Approach**

The design Thinking approach involves thinking about our business processes while keeping customers at the center of attention and making those processes as easy for the customer as possible. Here in our business, both the Tiktok talents and Business owners can be considered as customers. When we think about Tiktok Talents, we first need to make sure they grow very familiar with there tasks, for this providing an SOP would be a very optimum solution. Secondly, they need to know on what day which task they need to complete, so for this, we can provide a simple solution by making use of Task Management tools like Trello, ClickUp, etc. When we come to another group of customers, that is Business owners, we need to think from the first point of interaction. Once the deal is sealed, we need to make sure they are registered with us and the team knows we have a new client. We can do this through the help of Online Spreadsheets or Sales or CRM like Salesforce, HubSpot, etc. After that, we need to let them know exactly what is coming next. For this, we can create a brochure that exactly defines the next steps.

Communication is a big key in defining how they interact with us and Tiktok talent, so we will create a common group, most probably on Whatsapp, which will include the business owner, assigned Tiktok talent, and a talent manager who will make sure the business owner is satisfied and assist the Tiktok talent. Since this is more of a service business, rather than a product-based business, I think the design thinking approach is more limited and no other major adjustments or innovation can be made.

## **Strategic model**

The strategic model of our business defines what kind of roadmap will we follow in the long term and how our business will ultimately stand out from the rest of the crowd. While building a strategic model we use four bases, Competitive forces, Investment framework, Hypercompetition, and Sustainability of competitive advantage. We can have different approaches for each base which in the end makes our Strategic model unique.

### ***Competitive forces***

Since we are working on a very specific niche that no one is currently operating on, we will play on two important competitive advantages, having a unique product, and operating on a focused niche. We will try to stand out as much as possible and include features that no one else in the market has introduced yet. Similarly, we will continue to exploit the current niche more and more by focusing on what other problems people are currently facing and introducing solutions to those problems

### ***Investment framework***

As of now, the business we are planning to build can be done with a very low capital injection. There is no need for a large amount of investment. Also, since the business is going to be brand new, it can be considered a weak firm. Therefore we will be taking a chance by running this business. There is a high chance that others can ultimately copy the same business so we will be somewhat relying on our competitive forces to sustain ourselves.

### ***Hyper competition***

Technology is a big factor in this business. It can propagate us forward but at the same time also make us oblivious. So it's very important that we are continuously changing whether

that change is a small one or a big one. We also need to make sure to innovate not only because of changing technology but also in order to stay at top of the competition. As said above, since the business is easy to copy we have to bring new services, and schemes to capture the greater market.

### ***Sustainability of competitive advantage***

As of now, there are no external factors that can actually make help the business remain at a competitive advantage in the long run. So we have to focus on what we can actually control. Moving fast, making as many clients as possible loyal, and providing good payment to the Tiktok content creators is what will help us beat our competition.

## **Business Ethics**

Since our business is operating in the service sector, we are dealing purely with people. We are providing our services through a person. While dealing with so many people, knowingly or unknowingly it is very easy to exploit them. In such a case, it is very important for us to be ethical and set the ground for what is right and wrong in our business. Our major Ethical aspect would be avoiding overwork, underpaying, and overcharging. Under no circumstances is it considered ok to overwork any of the content creators. A burning topic in the nation is the underpayment of workers. If we want to present ourselves as an Ethical business we should make sure to pay the right amount of time to our Tiktok content creators. We cannot overcharge for our services. Since the service is brand new, many people might not know what is the right or optimal amount for the service, in such case, it will not be ethical to charge extraordinary prices. Lastly, we need to be Ethical about what kind of client requests we can accept. Client requests dealing with nudity, violence, and controversial topics must be rejected even if it brings in a lot of profit to the business. Therefore, summing up, we need to choose Ethics in our business over short-term profits. In order to remain Ethical, one of the first steps would be to hold regular meetings where the entire business team discusses ethics and assess if we are going on an ethical path or not. Inevitably we might take Unethical decisions once or twice, but we should reflect on it and let experience be our teacher. Ultimately, the development of a company culture that is open about Ethics and encourages everyone to be ethical will ensure that our business remains Ethical as well.



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