**Business & Owner Details**

Business Name:

Brilliant Minds Entertainment t/a BM Entertainment

Owner (s):

Finlay Iddon

Business Address & Postcode:

Business Phone Number:

Business Email (s):

[England@bm-ent.ml](mailto:England@bm-ent.ml)

Home Address & Postcode:

30 Well Orchard, Bamber Bridge, Preston, Lancashire, PR5 8HJ

Home Phone Number:

07963 370653

Home Email:

Finster154@hotmail.com

**Section One**

Business Summary:

Business Alias:

BM Entertainment

Financial Summary:

Business Name:

Brilliant Minds Entertainment

Strapline:

Elevator Pitch:

**Section Two**

Why I want to run my own business:

I’ve wanted to do this as either gaming servers or to employ entertainers like actors, artists, models, gamers, vloggers and more.

Work Experience:

Transport Training Academy Ltd (31st January - 4th Feburary 2022)

The responsibilities were:

Maintaining the clean tidy environment

Assisted by the instructor with First Aid at work training

Assisted with setting up the equipment and made sure that the attendees had the resources required

Provided excellent customer service.

Qualifications & Education:

Wellfield High School (2014 – 2019)

Science – Combined (3, 2)

Art & Design – Photography (3)

Food & Nutrition (1)

Computer Science (2)

English Literature (1)

English Language (1)

Mathematics (1)

Runshaw College (2019 – 2022)

Number & Measure (L1P)

English Language (2)

Mathematics (4)

English Language (3)

Training in the future:

First Aid at Work

Hobbies & Interests:

I enjoyed helping at Leyland St Ambrose Cub Scouts

I enjoy going camping, canoeing, archery, baking with my mum

Gaming is a favourite pasttime when I’m not spending time with family or my grandma’s two old english sheepdogs

I like to listen to any sort of music

Additional Information:

**Section Three**

What I’m going to sell:

a service

Basic:

maintaining their entire team either I’ve given or accepted that team to the employee.

Different:

Clothing Teams, Make-up Teams, Security Teams, Production Teams, Producers, Managers, Backing Dancers.

I’m going to be using all of these from the beginning with the artists and gradually divide what services are going to be used by other employees later on.

Additional Information:

**Section Four**

Customers:

Both

Typical Customer:

Anyone who is one of the following: actor, artist, model, gamer, vlogger, & more.

Customers Based:

Anywhere across the country because they will move closer to work for me.

Prompts Customers: the initial artist being the face of the agency; the more they grow, the more the agency grows with them.

Factors:

The agency will take 50% of profits made by employees at the beginning but downgrade to 25% of profits made by employees. Showing how brilliant we are as those who are struggling with something we will talk to them through it step by step.

Sold Products/Services:

No

Got Customers:

No

Additional Information:

**Section Five**

Desk Research:

Field Research:

Field Research:

Additional Information:

**Section Six**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Going to do | Marketing Method | Will it cost |
|  |  |  |
| Total |  | | |

**Section Seven**

Competitors:

Product/Service:

Price:

Strengths:

Weaknesses:

Strengths:

Weaknesses:

Opportunities:

Threats:

Unique Selling Point:

**Section Eight**

Production:

Delivery to customer:

Payment Methods & Terms:

|  |  |  |  |
| --- | --- | --- | --- |
| Suppliers | Required & Price | Payment Arrangement | Reason for choosing |
|  |  |  |  |

Premises:

Office & Recording + Filming Studio Buildings

Equipment:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Not Being Bought | | If Being Bought | | |
| Item | Owned | New/Used | Purchased | Price |
|  |  |  |  |  |

Transport:

Legal Requirements:

Insurance Requirements:

Management & Staff:

Additional Information:

**Section Nine**

|  |  |  |
| --- | --- | --- |
|  | Product/Service Name |  |
| A | Units in calculation |  |
| B | Product/Service Components | Components Price |
| C | Total Product/Service Cost |  |
| D | Cost per unit |  |
| E | Price per unit |  |
| F | Profit Margin (£) |  |
| G | Profit Margin (%) |  |
| H | Mark Up (%) |  |

**Section Ten**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Month | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | Total |
| A | Name | January | Feburary | March | April | May | June | July | August | September | October | November | December |  |
| Sales Forecast | | | | | | | | | | | | | | |
| B | Product/Service |  |  |  |  |  |  |  |  |  |  |  |  |  |
| C | Product/Service |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Costs Forecast | | | | | | | | | | | | | | |
| D | Product/Service |  |  |  |  |  |  |  |  |  |  |  |  |  |

Assumptions (e.g. Seasonal Trends):

|  |  |
| --- | --- |
|  | Monthly Cost (£) |
| Mortgage/Rent |  |
| Council Tax |  |
| Utilities |  |
| Water Rates |  |
| Personal & Property Insurances |  |
| Clothing |  |
| Food & Housekeeping |  |
| Telephone |  |
| Hire Charges (TV) |  |
| Subscriptions |  |
| Entertainment |  |
| Car Tax |  |
| Children’s Expenditure |  |
| Credit Card, Loans |  |
| National Insurance |  |
| Other |  |
| Total Costs (£) |  |
| Partner’s Income |  |
| Part-time Job |  |
| Working Tax |  |
| Child Benefits |  |
| Other Benefits |  |
| Other |  |
| Total Income (£) |  |
| Total Survival (£) |  |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Month | | Pre-Start | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | Total |
| A | Name |  | January | Feburary | March | April | May | June | July | August | September | October | November | December |  |
| Money In (£) | | | | | | | | | | | | | | | |
| B | Prince’s  Trust |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Other  Sources |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Own  Funds |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Sales |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Other |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Money Out (£) | | | | | | | | | | | | | | | |
| C | Repayments |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Drawings |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Balance (£) | | | | | | | | | | | | | | | |
| Opening | | |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Closing | | |  |  |  |  |  |  |  |  |  |  |  |  |  |

|  |  |  |
| --- | --- | --- |
| Item | Included & Worked Out | Total |
|  |  |  |

**Section Eleven**

Short-term Plan:

Have the employees give 50% of their earnings to the agency for first two years straight and decrease the percentage to 25% after 24 months because the agency should have enough to survive even when getting more employees

Long-term Plan:

Having more than one site but in different countries like Austria, France, Spain, United States, etc

Plan B:

If it doesn’t work out then I will get a job in retail so that I can try it again in ten years' time.