Brand Name: Savvy Records

Type of Product: Record Label

We’re located in downtown Atlanta. We inspire to bring up the next hottest hip hop and r&b artists. Savvy Records is an American record label founded by seven young business moguls Ryan Fuller, Johnathon Reddick, John Weaks, Amea Thompson, Ashley Bilak, Q Edwards, and TK Grisby

1. Executive Summary
   1. Promote hip-hip and r&b music with marketing strategies including online advertisements, billboards, and social media. In appealing to a younger audience, we expect to have a competitive advantage in the social media arena to be able to promote our music.
2. Product/Service
   1. Offer recording time, music and copyright management, as well as manufacture of music, and development of artists.
3. Customers
   1. Millennials, or ages 16-34
4. Competitors
   1. Other large record labels, such as Cash Money, Def Jam, QC. They promote their artists’ music well through various channels. Their social media reach is very large and they have built up goodwill with their customers.
5. Positioning
   1. We offer 360 deals. As a result we expect to help our artists grow their career in various ways to the benefit of both parties. We also will have compelling music that doesn’t exist in the space currently.
6. Pricing
   1. We will offer our music on all streaming services to reach the widest possible audience. We will our our music to prmote merchandise based on it. We expect this will provide a majority of our income.
7. Sales and Support
   1. We will put music on streaming services as well as in traditional music formats. We will also sell merchandising branded with our music and artists.
8. Promotion
   1. Social media and word of mouth, and billboards
9. Budget
   1. Our budget is tentatively $1,000,000
10. Action Plan
    1. Make connections in the music industry, make licensing deals, network, advertisement deals, touring.