

# Music & Music

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## Business Timeline (1990 - 2024)

### 1990: The Grand Opening & Cassette Era

- **Opened my shop in 1990**—a bold start in an era dominated by cassettes.
- Launched with **selling cassettes** and offering services like **master recording and cassette duplication**.
- As technology advanced, the cassette scene began to fade, setting the stage for future pivots.

### 2000 - 2005: Transition to CDs & Camera Accessories

- Expanded into **CDs and cameras** to adapt to shifting market demands.
- Ventured into selling **Hi8, DV, HD, and VCR tapes**—key accessories for camera enthusiasts.
- **2004 Tsunami Impact**: With Japanese production of DV and Hi8 tapes disrupted, capitalized on the shortage by stocking up and selling at premium prices, reaping significant profits.

### 2005 - 2008: Diversification into Electronics & Mobile Phones

- Broadened the product line to include **camera accessories** such as **halogen lights, card readers, microchips, and pendrives**.
- Introduced **blank CDs and DVDs** into the mix.
- Launched **keypad mobile phones in 2006**, and later, **touchscreen phones**; however, slow sales eventually led to discontinuing this segment by 2008.

### 2008 - 2009: Digital Shift in Photography & Music

- The rise of **digital cameras** made traditional photography and reel services less viable.
- Began offering **music uploads on microchips**, tapping into emerging trends.

### 2009 - 2012: Experimenting with Stationery

- To boost revenue, added **stationery items** to the product range.
- Despite the effort, the rapidly evolving tech market made this category less impactful.

### 2010 - 2015: Mobile Recharge & Electronics Accessories

- Diversified further by launching **mobile recharge services**.

- Expanded offerings to include **DTH recharge, remotes, cables, and other TV/DTH accessories.**
- **2015: Market Shifts**
  - Witnessed a dramatic downturn in the camera, CD, and cassette sectors, resulting in a **50% drop in revenue.**
  - Strategically reduced inventory to minimize losses.

#### **2016 - 2017: Embracing Food & Gaming**

- **2016:** Pivoted away from stationery to **ice cream sales**, starting with a single deep freezer.
- **2017:** Expanded into the food market with **cold drinks, chips, biscuits, chocolates, and other packaged snacks.**
- Also in **early 2016**, ventured into the **PlayStation gaming business**, running it profitably for about two years alongside the main store.

#### **2019 - 2021: Navigating the COVID-19 Challenge**

- **2019:** COVID-19 hit, causing major disruptions—sales slowed, and inventory and cash flow faced serious challenges.
- Adapted by shifting sales operations to a **home-based model**, employing safety measures like social distancing, sanitizing currency, using gloves, and designating spots to manage crowds.

#### **2021 - 2024: Strategic Shift Towards Food**

- Gradually rebalanced the business model, with **50% of operations pivoting to food products** to ensure sustainability and profitability.
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