# Business Plan for It Must Go On Variety Show

## Executive Summary

It Must Go On is a multicultural variety show based in Dubai, showcasing comedy, poetry, music, and inspirational speeches to create a unique, engaging, and thought-provoking entertainment experience. The show fosters a deeper appreciation for creativity and dialogue, promoting values of respect, authenticity, and cultural harmony.

## Loan Requirement

Amount: AED 500,000  
Purpose: To fund production costs, staff salaries, marketing campaigns, venue rentals, and operational expenses.

## Show Concept and Format

The show features a host and four acts—a stand-up comedian, a poet, a musician, and an inspirational speaker (TED Talk-style). The format includes performances, post-performance discussions, audience Q&A sessions, and social media engagement.

## Market Opportunity

Increasing Demand for Unique Entertainment:

• Dubai’s diverse audience is seeking cultural and meaningful experiences.

• Limited options for variety shows that combine humor, art, and intellectual discourse.

• Opportunity to cater to tourists and locals looking for high-quality live performances.

Target Audience:

• Residents and tourists interested in creative and cultural experiences.

• Art enthusiasts and professionals seeking inspiration.

• Corporates interested in sponsoring unique entertainment formats.

Competitive Edge:

• Combines humor, art, and intellectual engagement in a single format.

• Provides a platform for underrepresented artists to showcase their talents.

• Builds a community-centered brand fostering cultural appreciation.

## Revenue Model

\*\*Ticket Sales:\*\*

- Pricing: AED 200 per ticket.

- Capacity: 300 seats per show.

- Frequency: 8 shows per month.

- Potential Revenue: AED 576,000 per month (AED 6,912,000 annually).

\*\*Sponsorships and Partnerships:\*\*

- Collaborations with cultural organizations, brands, and government entities, with sponsorship packages ranging from AED 50,000 to AED 150,000 per season.

- Potential Revenue: AED 600,000 annually.

\*\*Streaming Rights:\*\*

- Monetize recorded shows through online platforms like YouTube or private pay-per-view streams.

- Potential Revenue: AED 500,000 annually.

\*\*Merchandising:\*\*

- Branded apparel, digital recordings, posters, and premium seating packages.

- Potential Revenue: AED 300,000 annually.

## Cost Breakdown

\*\*Production Costs:\*\*

- Venue rentals: AED 150,000/year.

- Stage design and equipment: AED 120,000/year.

\*\*Marketing Costs:\*\*

- Social media campaigns: AED 80,000/year.

- Content creation: AED 50,000/year.

- PR and influencer outreach: AED 70,000/year.

\*\*Staffing Costs:\*\*

- Creative Team:

- - Show Director: AED 20,000/month.

- - Talent Manager: AED 15,000/month.

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- Production Team:

- - Stage Manager: AED 12,000/month.

- - Sound and Lighting Technicians (2): AED 10,000/month each.

- - Videographer: AED 8,000/month.

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- Marketing Team:

- - Social Media Manager: AED 12,000/month.

- - PR Specialist: AED 10,000/month.

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- Support Team:

- - Ushers (4): AED 3,000/month each.

- - Administrative Assistant: AED 7,000/month.

\*\*Total Monthly Staff Salary:\*\* AED 122,000

\*\*Total Annual Staffing Cost:\*\* AED 1,464,000

\*\*Operational Costs:\*\*

- Utilities and logistics: AED 100,000/year.

- Ticketing platform fees: AED 80,000/year.

\*\*Total Annual Costs:\*\* AED 2,214,000

## Financial Projections

- Year 1:

- - Revenue: AED 8,312,000.

- - Expenses: AED 2,214,000.

- - Net Profit: AED 6,098,000.

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- Year 2:

- - Revenue: AED 9,144,000 (10% growth).

- - Expenses: AED 2,456,000 (10% increase).

- - Net Profit: AED 6,688,000.

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- Year 3:

- - Revenue: AED 10,058,400 (10% growth).

- - Expenses: AED 2,701,600 (10% increase).

- - Net Profit: AED 7,356,800.