

## **Raaga Sudha Music Academy CIC – Business Plan**

Whose plan is this? Mr Srikailash Venkitadri

Business and owner details: Raaga Sudha Music Academy CIC;

Mr Srikailash Venkitadri and Mrs Vidya Praveena Srikantan

Business name: Raaga Sudha Music Academy

Owner(s) name: Mr Srikailash Venkitadri and Mrs Vidya Praveena Srikantan

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### **Executive Summary**

#### **1.1 Business summary:**

To set up a performing arts academy for training students in Indian Classical Carnatic Music

#### **1.2 Business aims:**

To become the best performing arts academy in the Northeast UK for Indian Classical Music

#### **1.3 Financial summary:**

- Core regular income will come from music tuition through monthly direct debit payments

- Organise performing events which will include music dramas to help students become “artists”
- Initial achievement will be to get 50 registered students from age group range from 5-85 years which will get £2500-£3000 per month
- Expand into the local community through schools, charities dealing with learning disabilities, community youth music groups, disadvantaged youth groups and elderly groups (especially south-asian elderly groups)

## **Owner’s background**

### **2.1 Why do you want to run your own business?**

Vidya Praveena learnt Carnatic Music for 16 years. She has been teaching Carnatic music for the last 20 years in small groups in Newcastle. She has a Master’s degree in Applied Behaviour Analysis (ABA) from Queens University. So, she is an expert in training children and young people with learning disabilities and behaviour issues.

She will teach Carnatic music to the local Indian community. She is planning to take her expertise in music and behaviour therapy to the community groups.

One of the directors of our Academy (Dr Bijoysee Sengupta) is disabled and elderly. There is a great need to deal with loneliness of the elderly people especially amongst south asian community in this area as they don't usually socialise. So, the plan is to take Music and offer “social concerts” for elderly where their music is sung by our musicians which will help deal with loneliness. There will also be dramas at our performances where the elderly play lead roles.

Mr Srikailash Venkitadri is an expert in Event management and loves writing stories for dramas. His expertise will be to plan and execute Performances (called Pradarshana) which will include dramas laced with music. Srikailash has been telling stories to Indian Children clubs for the last 20 years from Indian culture focusing on positive values of Love and Harmony.

There is an ever-growing audience for performances with an exciting drama laced with South Indian Carnatic Music.

## **Products and services**

### **3.1 What are you going to sell**

- Music tuition classes in community centres

- Specific one-on-one tuition classes online for specific students (especially elderly students)
- Performances of dramas laced with music and dance
- Music tuition classes in the schools and clubs (Community)
- Musical evenings with Tea for elderly community
- Specific music classes for children and young people with disabilities

3.2 Describe the basic product/service you are going to sell:

Indian Classical Carnatic Music will be taught.

**The market:**

- People of Indian origin and their children are our core market
- Children interested in music from local schools
- Children and young people with disabilities
- Elderly community (especially from South Asian origin)
- Audience who will attend the Academy's performances

4.2 Where are your customers based?

- Tyne and Wear; Durham; Stockton
- Online classes to students in London and Kent
- For Performances, the audience will be based on where the performances are held. There are shows planned in London as well as Tyne and Wear.

4.4 What prompts your customers to buy your service?

There are no Indian Carnatic Music schools in the Northeast UK. The nearest school is in Leeds. No schools are available in Scotland either.

The performances are unique, exciting and entertaining. No performance has drama with indian carnatic music laced into it. Moreover, the artists performing will bring their families as audience. So, the marketing is by word of mouth.

4.5 Have you sold services to customers already?

Yes- we already have students registered to learn music.

## **5.0 Market research**

Regarding academies which teach Indian Classical Carnatic music, we have none in the Tyne and Wear, Durham and Stockton. The nearest school is in Leeds. There are a few schools which teach Indian Classical Hindustani music but not Carnatic music.

Regarding performances and taking music into the community, the two main organizations are GEM Arts and CIA (Creative Inclusive Arts) who organise concerts and have associations with local schools. The plan will be to collaborate with them as our audience will be different from theirs and we can look at combining the audience.

## **5.1 Marketing strategy**

What are you going to do? Why have you chosen this marketing method?

Word of mouth is the best way amongst Indian families. WhatsApp plays a major role and reaching out through flyers on different WhatsApp is the key. Website will be set up for the school.

Performances will be shared via social media and WhatsApp groups.

## **6.0 SWOT analysis:**

### **Strengths:**

This will be the only Carnatic music school in the area. Praveena is also a Behaviour Therapist and hence can combine music and behavioural knowledge to teach children and young people with autism and other disabilities.

The ability of Srikailash to write a script including music and do event management will help in organising performances, festivals and concerts.

Promotion of culture, harmony and inclusivity through these programmes is unique.

### **Weaknesses:**

Listening to Carnatic music is less popular than movie songs of Bollywood and other Indian industry.

### **Opportunities:**

- Massive increase in south asian population, especially Indian population, in the Northeast presents an amazing opportunity for growth.
- Loneliness is a major concern with elderly in south asian population as they tend to not leave the house (especially women) after 60. Bringing them out and making them involved in music, drama and dance is an excellent way to reduce loneliness.

### **Threats:**

If we get many people starting music classes at a lower tuition fee than us, then it will be a threat.

### **7.0 Legal requirements:**

Teachers and at least one Director (who is directly involved) should have fully enhanced DBS checks. Safeguarding policy; Equality and Diversity; Data Protection Policies must be in place.

### **8.0 Insurance requirements:**

- We have to make sure that the community centres and the performance venues are covered by insurance (including public liability insurance).
- The business will have insurance in place.

### **9.0 Staff:**

Praveena will be the main teacher. She will get another teacher based on the demand from students. Srikailash will manage the performances. Web developers and all others will be hired freelance as and when needed.

### **10.0 Costs and pricing strategy:**

- Music Tuition classes work out to £60 per month for each student paid by Direct Debit.
- There will be a 10% discount if there are 2 children studying from the same family for both children.
- Performances are set to transform students into artists and not for profit. The three Directors are not paid for their advice and roles. Srikailash will be paid for his scripts and direction.

### **11.0 Back-up Plan:**

- If we don't get enough students, then we will do free taster sessions in community groups to encourage students to join.
- We will also try and reduce the fees for the first month to encourage children.

