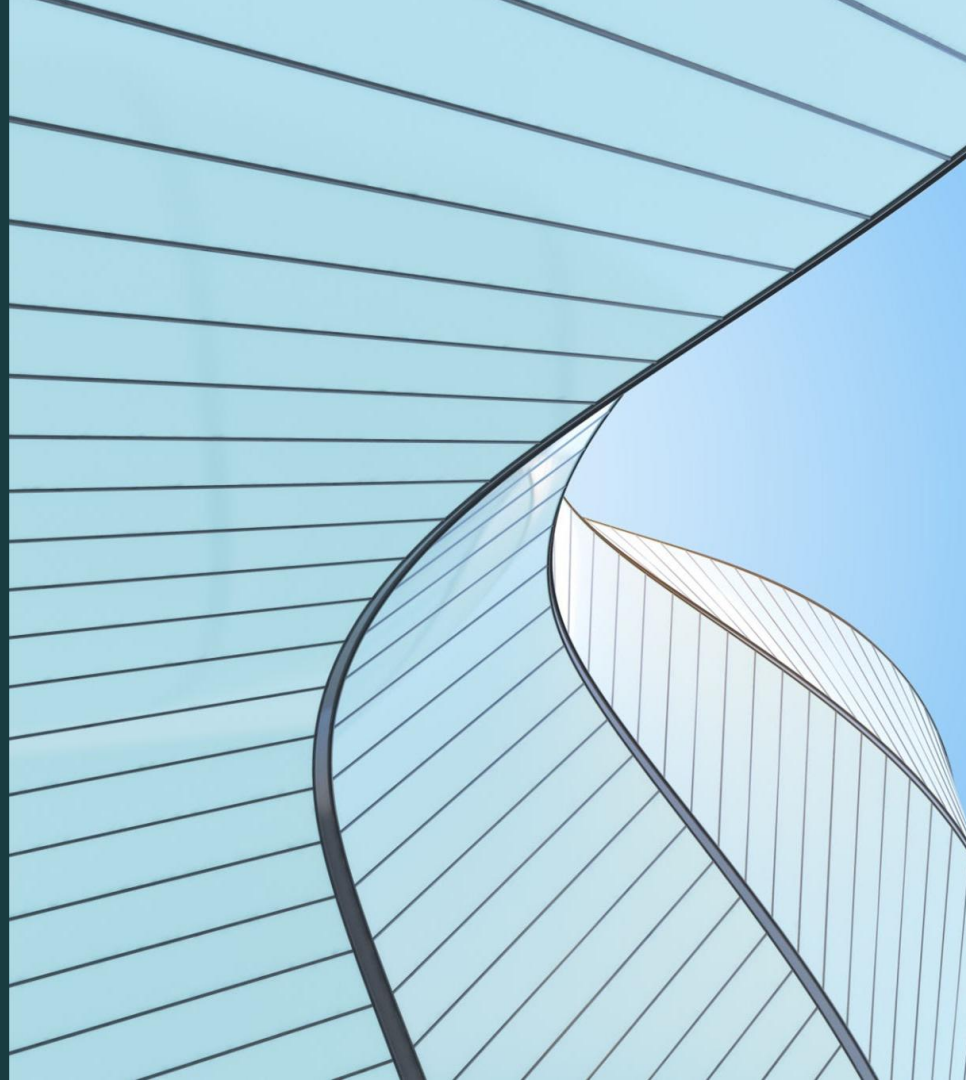


HALE BRASS & WIND INSTRUMENTS

Business *Plan*

Hale B&W



ABOUT HALE BRASS & WIND INSTRUMENTS



Hale is a multi-faceted enterprise addressing the surging demand for live *jazz* and *classical* music performances in Kenya, alongside a critical need for specialized repair services for brass and woodwind instruments. Our synergy provides a unique value proposition, ensuring quality musical experiences and care of brass & woodwind instruments.

OUR MISSION

To create unforgettable musical experiences through professional, engaging, and high-quality *live performances*, enriching events and captivating audiences.



To be a leading live performance band, recognized by our musical versatility, professionalism, and the ability to connect with diverse audiences.

WHAT WE OFFER

Delivering authentic, high-quality, and engaging live jazz performances and quality repairs.

01

Elegant Event Performances

Upscale weddings, corporate galas, private dinner parties, anniversaries, and exclusive celebrations.

02

Music Workshops & Masterclasses

Offering educational sessions on jazz and classical music appreciation, improvisation, and instrumental techniques.

03

Custom Jazz Sets

Tailored musical selections, arrangements, and improvisational themes to meet specific client requests and event moods.

04

Collaborations

Partnering with other artists, cultural institutions, and educational bodies.

Brass and Woodwind Repair

Specializing in brass instruments (trumpets, trombones, saxophones, French horns, tubas) and woodwind instruments (clarinets, flutes, oboes, bassoons). This specialization allows for deep expertise and efficient service.

Services Offered:

- **General Maintenance:** Cleaning, lubrication, pad replacement, cork replacement, minor dent removal.
- **Advanced Repairs:** Overhauls, valve alignment, slide adjustments, soldering, key straightening, crack repair.
- **Restoration:** Bringing older or damaged instruments back to playable condition.
- **Accessory Sales:** Offering essential accessories like reeds, mouthpieces, lubricants, cleaning kits, and cases.



TARGET MARKET

Our primary target markets include:

- **Affluent Individual Clients:** Those planning sophisticated weddings, milestone celebrations, and exclusive private events seeking refined musical entertainment.
- **Corporate Clients:** Companies hosting executive dinners, product launches, client appreciation events, and holiday parties requiring an elegant and professional atmosphere.
- **High-End Hospitality Industry:** Upscale hotels, resorts, fine dining restaurants, and dedicated jazz clubs looking for regular, authentic jazz performances.
- **Arts & Culture Organizations:** Museums, galleries, and cultural institutions organizing events, exhibitions, or festivals with a focus on jazz.
- **Professional Musicians:** Orchestra members, band musicians, session players.
- **Music Students & Educators:** Students learning brass and woodwind instruments, and their instructors.
- **Schools & Music Academies:** Institutions with instrument programs requiring regular maintenance.

SALES & STRATEGY

We aim to be the preeminent jazz ensemble, celebrated for our musical artistry, improvisational prowess, and ability to connect with audiences through the timeless appeal of jazz.

Musical Artistry

Commitment to deep understanding, authentic interpretation, and continuous mastery of jazz.

→ Professional-grade sax.

→ Deep jazz roots

→ Custom jazz sets

→ Improvisational skills.

Musical Instrument Repair

Investing in specialized tools for brass, good location and professional conduct.

→ Online Presence

→ Relationship development

→ Workshops

→ Flyers & Brochures

Online Presence and Social media marketing.

Increased visibility and reach through platforms like Instagram, Facebook, YouTube, and TikTok for marketing performances and repair services.

→ Dedicated website.

→ SEO

→ Social Media presence

→ Online directories

Networking & Partnerships

Direct outreach and building relationships with key players in the event industry .

→ Event Planners & Venues

→ Cultural Organizations

→ Repeat clients

→ Music Schools & Conservatories

Our team



Mr

Keith Osogo

Founder and pioneer at Hale B&W with vast experience in Jazz performances. He plays the Tenor & Alto saxophone.

osogohkeith@gmail.com



Mr

Brian Mboyi

Brian is a Co-founder at Hale B&W and brings wealth of experience in teaching and live performances. He also plays the tenor saxophones.

brianmboyi@gmail.com

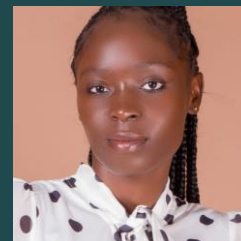


Mrs

Joan Mokuia

Joan is the lead singer and educator at Hale B&W. She brings a lot of experience in the field.

joannyamongo@gmail.com



Mrs

Charity Idaya

Digital Communication Manager proficient in brand and digital strategies. Manages online presence and leads marketing efforts

Charityidayay@gmail.com

COMPETITIVE LANDSCAPE

competition ecosystem

	Hornsphere Band	BnB Band	The 2nd Entity Band	DJs
FEATURES	<ul style="list-style-type: none">• Contemporary live band	<ul style="list-style-type: none">• Contemporary jazz band	<ul style="list-style-type: none">• Kenyan band	<ul style="list-style-type: none">• Full board music players
STRENGTHS	<ul style="list-style-type: none">• Modern and contemporary playing style	<ul style="list-style-type: none">• Urban jazz• Contemporary playing style	<ul style="list-style-type: none">• Authentic kenyan band• Thriving modern contemporary music	<ul style="list-style-type: none">• Authentic kenyan style• Both modern and contemporary music
WEAKNESSES	<ul style="list-style-type: none">• Lack a jazz touch• Lack of flexibility to classical music.	<ul style="list-style-type: none">• Urban jazz not widely recognised by jazz enthusiasts.	<ul style="list-style-type: none">• Lack of an african touch in jazz.• Lack of classical touch	<ul style="list-style-type: none">• Does not relate to classical & Jazz enthusiasts

THE OPPORTUNITY

We are highly skilled and adaptable group of musicians capable of performing a wide *repertoire* with exceptional quality. Capitalizing on the growing niche demand for these *sophisticated genres*.



Emphasis on Jazz & Classical Music

Primarily jazz (swing, bebop, contemporary, Afro-jazz) and classical chamber music (duos, trios, quartets). This caters to the identified market preference.

Curated Experiences

Tailoring performances to client-specific themes and preferences, offering customized playlists.

Music Workshops & Masterclasses

Offering educational sessions on jazz and classical music appreciation, improvisation, and instrumental techniques. This builds community and identifies potential future talent.

THE OPPORTUNITY

Specializing in brass instruments (trumpets, trombones, saxophones, French horns, tubas) and woodwind instruments (clarinets, flutes, oboes, bassoons). This specialization allows for deep expertise and efficient service.



General Maintenance

Cleaning, lubrication, pad replacement, cork replacement, minor dent removal.

Restoration

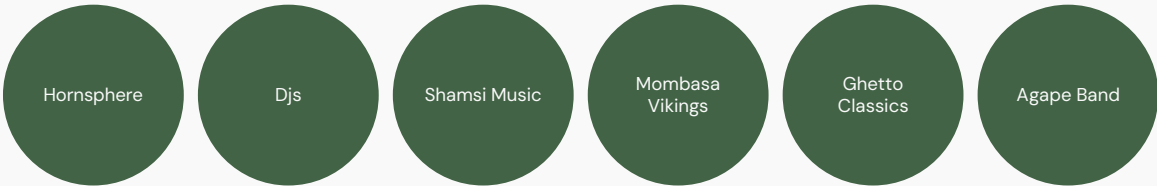
Bringing older or damaged instruments back to playable condition

Advanced Repairs

Overhauls, valve alignment, slide adjustments, soldering, key straightening, crack repair.

Market analysis

Key players



Market value	2 bn
Historic growth rate	25%
Projected growth rate	50%
Cost of entry	1 million

Context

Leveraging the consistent growth in Kenya's live entertainment industry, the increasing preference for sophisticated musical genres, and the wide reach offered by social media

Customer segments



Pricing strategy

PRICE POINT			
MARKET	High	Medium	Low
	Premium		
	Mid-level		
	Economy		

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BUSINESS MODEL

By combining passion for music with specialized technical expertise, the venture is poised for sustainable growth and a significant contribution to the local arts scene.

Cost structure

Initial instrument upgrades, sound system, microphones, amplifiers, rehearsal space rent deposit, initial marketing materials, licensing fees.

→ Instrument upgrades

→ Rehearsal space

→ Licensing fees

Revenue streams

Performance fees (per event/hourly), concert ticket sales, workshop fees, merchandise sales.

→ Performance fees

→ Repair service fees

→ Online space

Key activities

Pricing Strategy

Tiered pricing based on band size, duration of performance, event type, and travel distance. Competitive but value-driven, reflecting professionalism and

Key partnership

Collaborations:

Partnering with other artists, cultural institutions, and educational bodies.

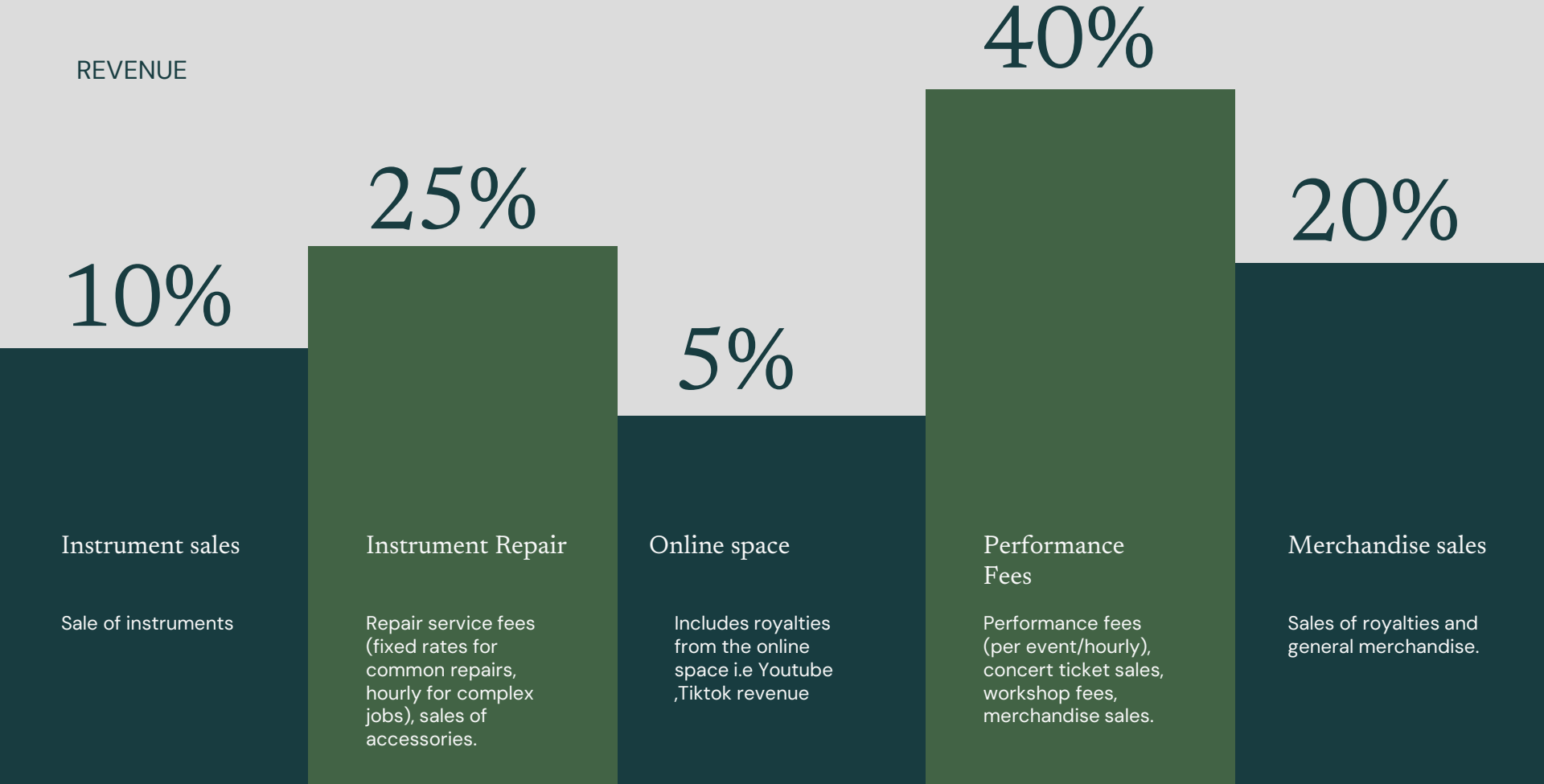
Customer segments

Target Market – Live Performance

→ Hotels & Restaurants

→ Cultural Institutions

→ Individual Music Enthusiasts



OPERATIONAL PLAN

Hales vision for scaling operations

Conceptualization Month 1–3

The phase will involve procuring essential tools. Simultaneously, efforts will be made to launch a professional website.

01

Initialization: Month 4–12

The goal during this stage is also to secure the first 3 to 5 performance bookings and acquire 10 to 15 repair jobs to build early momentum and market visibility. Also increase social media engagement by 50%.

02

Implementation: Year 2–3

Increase revenue by 30% annually. Establish a reputation as the go-to provider for jazz/classical performances and brass/woodwind repairs in Nairobi.

03

Take Off : Year 3–5

Expand service offerings (e.g., custom instrument modifications, instrument rentals). Also develop a line of branded musical accessories. Become a hub for music education and community events.

04

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PROCUREMENT COST

Category	Item	Cost
Drum Set	5-piece professional drum set	250,000
Keyboard/Piano (Digital)	Professional-grade digital piano/workstation	40,000
Keyboard Amplifier	Dedicated amplifier for keyboard	20,000
Bass Guitar	Quality bass guitar	20,000
Bass Amplifier	Dedicated amplifier for bass	30,000
Main Speakers	2-4 high-quality powered/passive speakers	90,000
Subwoofers	1-2 professional subwoofers	70,000
Mixer	Professional digital mixer (16+ channels)	70,000
Microphones (Vocal)	3-5 professional vocal mics	15,000
Microphones (Instrument/Drum)	4-8 instrument/drum mics	12,000
Wireless Microphones	Optional wireless systems	10,000

Monitors (Stage Monitors)	3-5 stage monitors	50,000
Cables & Accessories	XLR, instrument, power cables, stands	50,000
DI Boxes, Power Strips, Cases	Essential for protection and connectivity	30,000
Total Estimated Band Set Cost (Range)		757,000
Workbenches & Vises	Sturdy work surfaces	30,000
Hand Tools	Various precision screwdrivers, pliers, files, etc.	50,000
Cleaning Supplies	Ultrasonic cleaner, brushes, solutions	20,000
Lighting	Good task lighting	10,000
Storage	Toolboxes, parts organizers, instrument stands	10,000
Dent Removal Tools	Dent balls, mandrels, mallets, burnishers	5,000
Soldering Equipment	Torch, soldering iron, solder, flux	20,000
Total Estimated Repair Tools & Parts (Range)	Minimum (Essential Starter Kit)	145,000
		902,000

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FINANCIAL DATA

Profit & Loss Statement

Category	KSh/Month	KSh/Year	Notes
I. Income			
Live Performance Revenue	320,000	3,840,000	(4 events/month * KSh 80,000/event)
Instrument Repair Service Revenue	175,000	2,100,000	(25 jobs/month * KSh 7,000/job)
Accessories Sales	17,500	210,000	(10% of Repair Service Revenue)
Total Revenue	512,500	6,150,000	
II. Cost of Revenue (Direct Costs)			
Musician Fees (per performance)	200,000	2,400,000	(Assumes 5 musicians at KSh 10,000/gig)
Repair Parts & Supplies	35,000	420,000	(20% of Repair Service Revenue, for consumables like pads, corks, springs)
Total Cost of Revenue	235,000	2,820,000	
Gross Profit	277,500	3,330,000	

III. Operating Expenses			General and administrative expenses
Salaries & Wages:			
Lead Repair Technician Salary	70,000	840,000	
Social Media Manager (Part-time)	40,000	480,000	
Rent & Utilities:			
Workshop/Office Rent	40,000	480,000	
Rehearsal Space Rent	32,000	384,000	
Utilities (Electricity, Water, Internet)	10,000	120,000	
Marketing & Administration:			
Marketing & Advertising	25,000	300,000	Website, social media ads, flyers
Licensing & Permits (MCSK, etc.)	5,000	60,000	Monthly allocation for annual fees
Professional Services (Accounting, Legal)	10,000	120,000	
Transportation & Logistics	15,000	180,000	Fuel, vehicle maintenance, delivery/pickup
Equipment Maintenance & Small Repairs	8,000	96,000	Routine care for band equipment and workshop tools
Office Supplies & Miscellaneous	5,000	60,000	
Depreciation	12,500	150,000	(Assuming KSh 1.5M startup assets depreciated over 10 years)
Contingency (5% of OpEx)	13,875	166,500	For unforeseen expenses
Total Operating Expenses	286,375	3,436,500	
Operating Profit (EBIT)	-8,875	-106,500	(Gross Profit - Total Operating Expenses)

FINANCIAL DATA

Revenue projections 5 years

Yearly revenue

KES 3.3m

6.15m

Net revenue

Gross revenue

Revenue growth



Thank you

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