



Music and Media Business Enterprise

By Verena Stickler

GRIN Verlag Sep 2011, 2011. Taschenbuch. Book Condition: Neu. 210x148x4 mm. This item is printed on demand - Print on Demand Neuware - Scholarly Research Paper from the year 2009 in the subject Business economics - Company formation, Business Plans, grade: 1, London Metropolitan University, language: English, abstract: iBus® will offer an exciting new service for music enthusiasts by combining the special features of an Apple store with those of an internet café. iBus[®] is a mobile entertainment hub that will tour all of the UK's finest festivals and gigs. iBus® will be a magnet for the iPod generation of today, enabling customers to either download exclusive iBus® iTunes, surf the net or purchase first-class Apple merchandise. iBus® is the answer to the abiding demand of new and creative music ventures. By collaborating with innovative brand leader Apple, iBus[®] is able to create an exclusive forum for communication and entertainment through the medium of public internet access. In today's increasingly mobile society, fast and easy internet access has quickly become a necessity of life. However at most festivals, internet access is still a rarity, which would make iBus® the sole provider of this service. This fact, in addition to the...



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