

PROPOSAL AND OPERATIONS PLAN

Improvements for season 2018-2019

Partners in Sound
Productions NJ

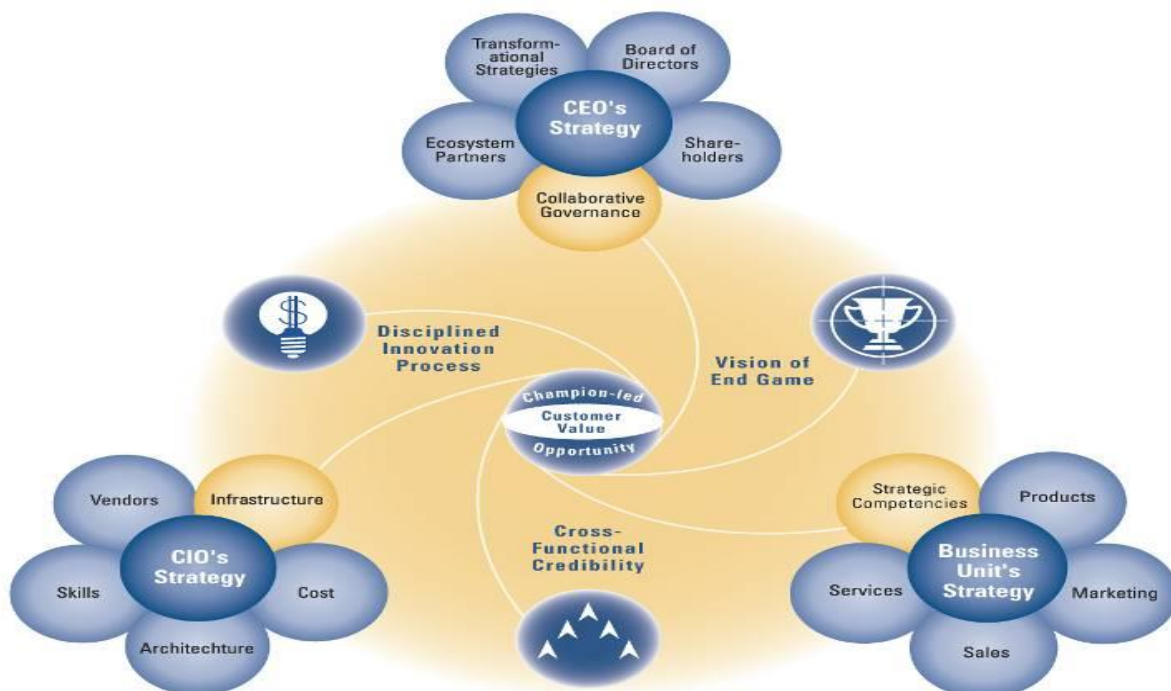
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The following report will go over ideas to improve on the following aspects of the company.

- Production team
- Marketing strategy
- Potential issues when facing growth



Production Team:

Partners in sound is at its highest potential. We've hired a strong team (13) that are held accountable for the production aspect of events. Their responsibilities include:

- Loading/unloading equipment from trucks
- Loading/ unloading into places of location of high monetary "risk" *
- Setting up equipment prompt, crisp, and functional
- Dismantling setups with the same prompt, crisp and functionality in mind
- Maintain a calm façade in front of customers at all times.

To improve on the responsibilities that are already in place, there are a couple of strategies we can implemented. It really depends on how we want the logistics to be in place.

1. Have separate teams for different phases of operation (divide and conquer)

- Create teams for phases such as: Warehouse, day of production, premature production (setting up jobs that aren't day of), and clean-up crew
- This plan can be implemented especially for events of our highest caliber. It can be adjusted and not every team is necessary it really depends on event size.
 - An employee can be on more than one team during the day

2. Keep current operations but improve on recruiting/staffing

- create a solid training system for new employees and employ in the mindset of focusing on capabilities over availability.
 - Employing while prioritizing capabilities allows us to be exclusive with our staffing and thus maintaining a sense of standards for our employees
 - Currently, we have a solid system but it took a lot of time to accrued the team we have today. This would decrease that time
- Implement the notion that working for partners in sound is a privilege not a right and we are a preferred company to work for not just attend the parties for.

3. Create teams that always go out on jobs week in and out.

- We can establish specific roles and teams that go out every week.
 - Head of Production
 - Lighting
 - Video
 - Extra Entertainment
 - Audio
 - Head of Live Entertainment
 - DJ
 - Dancers
 - Emcee
 - Extra Performers
- These roles can be adjusted based on how many people we need for the event.
- These Head roles can be filled by the same upper ranking staff member also based on need.
- Responsibilities for these Leads

- Head of production has the responsibility of creating all aspects of entertainment that have to do with the technical aspects of the job. If the Task Includes equipment, it's his responsibility. Nothing can get damaged or stolen
 - Although accidents happen this helps to prevent it if someone's sole job is to insure the "product" is finished and presentable.
- Head of live entertainment is in charge of the team that specifically deals with clients and guests the most out of anyone on the team.
 - All Team Members must look presentable. But, these members have to prioritize this over comfort. These members are expected to treat all customers with respect and give the client a sense of empowerment in customer service.
 - The Head of L.E. has to keep tabs on affiliated vendors (cigar rollers, special dancers, instrument players ETC.)
- Team Members can be grouped in numbered teams so that they can establish a sense of chemistry as well as a preexisting level of understanding with one another.
 - Dividing staff members on skill allows us to give opportunities for people to grow within the company with chances to gain experience
 - Assigning team members to certain roles has to be taken seriously with the notion that capability must exceed availability.

Marketing Strategy

1. #TeamProject

Aimed for Platinum entertainment, couples should feel excited about the wedding planning process. A wedding is the first thing that has the couple's names on it together. This is their first #TeamProject and they are the project managers. We are simply the one stop for all their event needs and we should have every need necessary.

2. Curator data retrieval

Curator has the phone numbers and email addresses of all the people that have interacted with the mobibooth. That information is proprietary and valuable because we can use this to create sophisticated marketing tools and we deserve some access to that information. If they say we don't have access to that information then curator themselves should be looked into (because they might be making money off it without us knowing)

3. Party Demos

360 cameras for parties can allow clients to step into the parties that we create. Clients should have a spectrum of party samples to choose from as the VRmedia library should become a developed portfolio of the services we offer.

360 media can now be played on both android and apple devices and do not require any special equipment to run (but headsets are recommended) we can simply email clients the 360 files and their phones will simple act as a window into the party.

Issues when facing growth

- Keeping up with the market
 - the market is becoming increasingly more aware:
 - environmentally
 - socially
 - financially

Clients today have the resources to find out whatever they need to know about businesses based on what other people say about us. Our image and brand are one of our most important assets. As we grow, we have to maintain the staple of what makes the company unique yet adapting it to the market. By simply maintaining the CEO's collaboration in the growth process, the company will not change its image in any negative way.
- Planning ahead
 - Planning the companies face of growth ahead of time and in a highly prioritized manner will make sure that the growth will be conducted in a timely manner.
 - Plans and goals should be set with distinct deadlines and plans should be updated as the process happens.
- Cash flow and financial management
 - Companies that become large corporations have to increase cash flow monitoring and a crisp system that can run autonomously.
 - Problems that we face like pay roll is not something that bigger companies face. They simply do not have the time for it.
 - Bringing in a financial professional to do things like payroll or book keeping would be extremely beneficial to the company. An accountant has to worry about other companies as well. Corporations have individuals that focus only on their company.
- Problem solving
 - Setting time to solve the issues that we face on a daily basis (known as a set profound term to describe situations that can't be avoided) might find potential solutions so long as we simply assign resources.
- Skills and attitudes
 - Growth initiatives are only successful when everyone in the company has the same welcoming attitude for growth and change. The company as a whole has to change their mood about work. We get paid to party and should enjoy the party.