Preface

**Let’s get down to business**

If you’re thinking of buying or starting a new business, it’s important to have a plan. But not just any plan. You’ll need one that acts as your roadmap to follow, your benchmark to look back on, and your key document to reassure prospective investors.

Keep in mind that the structure of the template is a guide only. So depending on your business type or intended audience, you might want to delete (or add) sections.



Business plan for Mel Hymes Media

Date: 08 August 2020

Business profile

|  |  |
| --- | --- |
| Structure | Company (LLC), Partnership, Sole trader {delete where appropriate} |
| established | 2020 |
| Date registered | {Enter date registered – if applicable} |
| Registration # | {Enter your Business Registration Number} |

Contact details

|  |  |
| --- | --- |
| Contact name | {Enter your name} |
| TELEPHONE | {Enter your main phone number} |
| Mobile | {Enter your mobile phone number} |
| Email | {Enter your email address} |
| Postal address | {Enter your postal address} |
| Physical address | {Enter your physical address} |

Online/Social media

|  |  |  |  |
| --- | --- | --- | --- |
| Website | <http://melhymes3media.com/> | BLOG | {Enter address} |
| LinkedIn | {Enter address} | Google+ | {Enter address} |
| Facebook | {Enter address} | YouTube | {Enter address} |
| Tumbler | {Enter address} | instagram | {Enter address} |
| Twitter | {Enter address} | Pinterest | {Enter address} |

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# 1. Executive Summary

### Introduction

### Mel Hymes Media Group (MH3MG), LLC is a U.S based and world-class multimedia marketing and production company. We aspire to be a media company with a strong portfolio in the podcast and production space, and we are aligning our efforts to grow in these two spaces. Our growth within the podcast space looks at us bringing together voices from different backgrounds to have a platform to speak at, building a podcast network, as well as creating our own podcast platform product which will host other podcasts and give us a wider platform to expand on our podcast efforts. We intend to host our own podcast outlet within this podcast app anchor, as we believe this will improve our brand presence in the podcast space.

Our growth within the media space looks at us being the champions to our customers by leading them in short film, commercials and music video production and marketing, providing our expertise for any production requests they may have as well as renting out our studio to them. We also intend to become a media representative to our customers by distributing their podcasts, vlogs and YouTube channels and providing them an opportunity to be discovered while managing some their media presence.

Through this plan, we want to highlight our current presence in the market as well as our forecast of growth with our product and service offerings expansion strategy in the podcast and media product spaces.

### Compelling points on CEO

Mel Hymes Media Group (MH3MG), LLC founder {insert name} is a passionate businessman and has successfully built the enterprise from its foundation. With its go-live date in March 2020, he has successfully launched the company through his hard work. He is a devoted leader, who spends his time and resources into preparing the business strategically for its present and future challenges. His strong background in business as a business consultant combined with years of experience in the music and media industry makes him an ideal CEO leading the organization.

### Financial goals overview

We are currently in early stages, with our business developing and unfolding new insights month-by-month. With our business model and the gap our business addresses in the market, we believe to gain a strong market share in the U.S. over the next few years. We forecast to make at least a 10% net profit within the first year, and then grow annually by at least 12.50%. We believe that this will allow us time to establish ourselves in the market and be recognised as a major player in the podcast and media space. We foresee a future where we expand to become one of the top players in the space and expanding our network.

### Objectives

* To become a voice of the people by providing a platform for individuals from all walks of life through our podcast show
* To provide our audience with diverse and insightful podcasts on a number of topics, including sports, politics and business
* To grow into a talk show business from podcasts in the long-term
* To create, produce and market short films, commercial and music videos with great content and media elements
* To eventually scale the business enough into a renting business, where third party companies can rent the studio space and our studio expertise
* To create a podcast app which hosts other podcasts like an anchor, as well as host one of the podcasts on the app
* To edit and distribute other people’s podcasts, vlogs and YouTube channels a part of our media portfolio
* To grow and maximize our media offerings in the types of services and products available in the podcast and media production space so as to multiply our revenue streams
* To make profit within our first year of operations
* To grow by at least 12.50% for the first 3 years, which will allow us to establish a stronghold in the market

### Keys to Success

• User-friendly and convenient app and website

We believe in order to be the best media and podcast company around, we need to offer the best digital customer experience on our platforms. We strive to make our online site user-friendly and easy to find, supported by SEO keywords.

• CEO with extensive background and understanding of sector

(Insert Name) comes with a strong background in the business space as well as in music and media. With his acute awareness, competitive knowledge and insights on the sector, we are bound to grow by leaps and bounds under his leadership.

• Strong market

The podcast and digital media space will always be in business due to growing digitalisation of businesses and way of life, and digital media and podcasts will be the way to get information out.

• Strong internal strategy

Our internal vision and mission have guided our strategy, as we want to bring the best services to our clients. Our strategy includes working on an existing list of clients which are qualified as interested, and then working our way through. We believe that this introduction into the market will position us strongly and provide us with a solid foundation to build on.

• Solid customer experience through good relationship building and management practices

Our professionals include those who are highly trained in sales and people-relationship management practices. We understand what is required to build good people management skills, an inclusive work culture and solid customer experience throughout the delivery and maintenance of our service/product.

# 2. Company Description

### MH3MG is an American multimedia marketing and production company based in Florida offering premium media marketing and production and podcast products and services. We have been able to secure a standard and well positioned office facility. We are a multimedia marketing and production that is set to compete in the highly competitive multimedia marketing industry not only in the United States market but also in the global market because our clientele base will not be restricted to just businesses and organizations in the United States.

### MH3MG, LLC, will offer robust multimedia marketing and production services to both corporate organizations and individuals. We will offer services such as Communication Services, Professional services, Blogging services, Specialty services, Entertainment services and Social media consulting and advisory services. Our business goal is to become one of the leading multimedia marketing and production companies in Central Florida with high profile corporate and individual clients scattered all around the world.

### Our workers are going to be selected from a pool of talented and highly creative social media

### marketing experts and influencers in and around central Florida and also from any part of the

### world as the business grows. We will make sure that we take all the members of our workforce

### through the required training that will position them to meet the expectation of the company and

### to compete with leading multimedia/digital groups in Florida and throughout the United States.

### At MH3MG, LLC, our client’s best interest will always come first, and everything we do will be

### guided by our values and professional ethics. We will ensure that we hold ourselves accountable

### to the highest standards by meeting our client’s needs precisely and completely. We will cultivate

### a working environment that provides a human, sustainable approach to earning a living, and

### living in our world, for our partners, employees and for our clients.

### Product and Services

Product

Our own podcast show featuring people from all walks of life

Talk show business

Our studio as a rental space

Podcast app which hosts other people podcast and which we have our host our own podcast outler

Other people’s podcasts, vlogs and YouTube channels listed as part of our media portfolio

Services

Media production and marketing services for short films, commercial and music videos with great content and media elements

Editing and distributing services for other people’s podcasts, vlogs and YouTube channels a part of our media portfolio

### Business Model

MH3MG is a B2B and B2C media and podcast production and marketing company with a range of clients from all walks of life, including individuals looking to build a brand for themselves using the help of digital media and product services to established corporations looking for assistance with the media portfolio. It recognises the revenue and profits from both streams of clients.

### Unique Selling Points (USPs)

* Comprehensive portfolio of media production and marketing and podcast services and products
* A mission to get people’s voices heard and for their media to be created beautifully and published well
* Provide honest, transparent, and high-quality products and services to our clients

### Mission

Our mission at MH3MG, LLC is to help make podcast and digital media production and marketing a better experience. We want to provide our clients with a holistic option for their media product and podcast endeavours. We want to be on the forefront on providing a platform for voices and expressions of people to be heard. We will make a profit and generate cash. We will provide a rewarding work culture and environment that is focused on fairly compensating our potential employees, ultimately providing excellent value to our customers, and a decent return to our stakeholders.

### Vision

We aspire to be the best digital media and podcast production and marketing company in the entire North American region. We want to empower individuals so that they have a solid platform for their content to be produced and appreciated.

### Intellectual Property

TBD

### Effective Date of Business

TBD

### Company Location

TBD

# 3. My team

## Management structure

{Enter Management Structure here}

## Current team

|  |  |
| --- | --- |
| Name | {Enter employee’s name} |
| **Position** | {Enter text} |
| **Qualifications** | {Enter text} |
| **Expertise** | {Enter text} |
| **Track record** | {Enter text} |

|  |  |
| --- | --- |
| Name | {Enter employee’s name} |
| **Position** | {Enter text} |
| **Qualifications** | {Enter text} |
| **Expertise** | {Enter text} |
| **Track record** | {Enter text} |

|  |  |
| --- | --- |
| Name | {Enter employee’s name} |
| **Position** | {Enter text} |
| **Qualifications** | {Enter text} |
| **Expertise** | {Enter text} |
| **Track record** | {Enter text} |

## Mentors and business support

{Enter text – list any support resources your business can rely on.}

# 4. SWOT and critical success factors

|  |  |
| --- | --- |
| **Internal** | |
| Strengths | *I will maximise them by:* |
| * Strong leadership with both academic and professional experience in the space * Deep understanding, appreciation, and knowledge of sector * Appealing and strong brand * Good internal culture * Clear mission and vision * Good internal strategy and planning * Clear on value proposition to clients * Growth initiatives are well-measured and there is a clear roadmap to roll-out strategic initiatives and growth * Great impact to client | Developing clear plans and hire staff who are knowledgeable, experienced and passionate about the space to executive strategies with minimal risks. |
| Weaknesses | *I will minimize them by:* |
| * New to market * Requires capital * Potential operational start-up risk * Risk in gaining customers * Potential risk with multiple plans and goals being achieved at one go | * Networking and pitching the company to investors * Hire freelance product launch professionals to assist the launch plan, measure and manage the risks |
| **External** | |
| Opportunities | *I will maximise them by:* |
| * Unique service which adds value to the customer and to the media production and podcast spaces * Opportunities to expand in the spaces through providing multiple production-related services for larger media projects as well as in the podcast consulting space * External opportunity events like Covid-19 which promotes remote work would promote the uptake of the services as there is a larger market who would want to be heard and produce content in the form of digital media | * Marketing our brand * Networking and tapping into the market potential |
| Threats | *I will minimize them by:* |
| * Lack of market knowing the brand * Competition with other podcast and media production and marketing companies | * Market the brand and come up with ideas to encourage cash flows even in an economic downturn – for example: increasing days for the payment duration * Work closely with clients to understand what they are after and be clear on the value proposition we provide compared to our competitors |

## SWOT summary

### Critical success factors

Key focus on marketing

Through employing various digital marketing strategies such as SEO, Social media marketing and Google Ads, we believe we can penetrate to some of our potential competitors and gain some degree of market share. We will have to invest in a virtual marketing manager who can upscale our digital presence.

- Ongoing advice from professionals

Throughout our execution, we will get professionals on-board to assist in mitigating risk and providing us with key advice so that we can perform our best and strengthen our capabilities better. This would include risk consultants, business consultants and strategists, marketing consultants, operations consultants, and sales consultants. We aim to implement this from time-to-time, potentially every quarter, so that we can assess our risks better.

- Support to customers to promote customer satisfaction

With the implementation of top CRM systems, we intend to focus on providing the best customer services to our clients in each account. We intend to build organic relationships with our clients to understand their businesses better so that we can empathise with their challenges and provide the best strategy possible. We believe that this is the best way to provide key customer satisfaction.

- Clarity in plan

Before we launch, we intend to take the advice and review of business strategy consultants to sharpen our plan so that we can mitigate risks as we launch. Ensuring that we have clarity in our plan is key to managing issues during execution.

- Positive and engaged team/founder and CEO

Our CEO intends on running webinars internally on a weekly, monthly, and quarterly basis to ensure that employees are engaged with the core services with provide to our clients. Our CEO intends to hire a communications officer who will regularly communicate to employees wins and training programs to keep employees highly engaged in delivering the best services possible.

# 5. Customer Analysis

**Target Market Description**

Target Audience/Age Range

* Since we run on B2B and B2C business model, our clients are companies looking to make or market digital media content such as podcasts or individuals looking to do the same.
* Our clients include companies/individual buyers either new to the entire media production and podcast process, or who have some experience and are looking for consulting services in the field
* Ages 21-75
* 50% Male, 50% Female

Attitudes, Behaviours and Characteristics:

* Highly professional and driven
* Outspoken and looking to be heard
* Interested in understanding what digital media production and podcasts can bring for them

Factors influencing purchasing habits

* Cycles at the start of the year and start of financial year due to new budget allocation from planning
* External events like Covid-19 which push for more digital media to be produced and circulated to gain traction to businesses and/or profiles
* Marketing campaigns activities

# 6. Marketing

## Marketing Plan

See spreadsheet attached

## Marketing Strategy

Refer to document attached which covers the following:

Initial To-do’s

Core marketing strategies

Market Campaigns

# 7. Review & Critique

# MH3MG, LLC is a great media production business with a strong niche focus on podcast and media production consulting. While its message stands clear and the company add values and provides a solution to a real customer problem and demand in the market, it faces tough competition from many as the industry has become increasingly popular in the past 20 years. In order to prevent any loss of revenue to competitors, MH3MG, LLC needs to look at strategically and continuously diversifying their portfolio without diluting their value proposition to clients. They need to market well to ensure that clients understand the exact value that they bring and how it can benefit the client’s vision. Another issue might be strategically trying to achieve too many goals at once, which may backfire against the overarching objective of growing the business, as resources might be too thinly spread across the goals. It would be best to strategically prioritise and map out the goals so as to prevent any clashes or misallocation of resources to strategic development and growth.

# 8. Financial Forecast and Plan

## See Spreadsheet Attached

# 9. Investor Outreach Email

Hi {Insert Investor Name}

I’m {insert name}, the founder of Mel Hymes Media Group (MH3MG), LLC. We are a Florida-based company which strategically looks at adding value to the digital media and podcast production and marketing requirements of our clients.

I wanted to reach out to you as we are going to open the first round of investment MH3MG next month and we would like to offer you early access. You will also be investing with a few other venture capital firms and angel investors like [X and Y edit as appropriate].

Our goal is not only to make a profit but provide quality, honest services to people who not have access to them. Note that the digital media and podcast spaces and our company have been projected to grow very quickly over the next 3 – 5 years in the US, and we would love to have you on-board with us.

Feel free to review our numbers attached in the financial summary as well our business plan enclosed.

Are you available for a call next week or the following?

Kind regards

{insert name}