

# Business Capstone Project

Nyack College: Master of Business Administration  
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# Blessed Productions



# Focus of the evening

- Overview.
- Products and Services.
- Target Market.
- Competition.
- Differentiation.
- Start Up Cost.
- Pricing Strategies.
- Expected Revenue.
- Costs.
- Profit.
- Partnerships.



# Overview

Blessed Productions is a company that will keep the youth away from street violence by providing different music programs.



# Products and Services

- Blessed Productions offer music lessons.
- Blessed Productions educate.
- Blessed Productions create opportunities.





# Target Market

Generation Z





Competition



# Differentiation



Necessities	Costs	Insurance Covers
Recording Space	\$1,000	Yes
Microphones	\$1,000	Yes
Monitors	\$1,000	Yes
Audio Interfaces	\$1,000	Yes
Cables	\$700	Yes
3 Pianos	\$3,000	Yes
3 Keyboards	\$1,250	Yes
3 Organs	\$1,250	Yes
3 Drum Sets	\$250	Yes
Software Expenses	\$600	Yes
Food	\$500	Yes
Licenses	\$200	Yes
Uniforms/Apparel	\$400	Yes
Furniture	\$500	Yes
Total	\$12,650	

# Start Up Cost



Rent Property	\$1,000
Utilities	\$800
Insurance	\$1,000
Internet	\$600
Advertising Marketing	1,000
Monthly Rent Payments	\$700
Yearly Rent Payments (If one chooses this option instead)	\$8,400
Total without including the option of yearly rent payments	\$5,100



# Fixed Cost

Membership Information	Regular Membership Fees	Premium Membership Fees
1 Month Membership	\$12.99	\$17.99
3 Month Membership	\$25.99	\$34.99
12 Month Membership	\$74.99	\$101.99
Total	\$113.97	\$154.97

# Pricing Strategy



Best Case Scenario	\$1,000,000
Worse Case Scenario	-\$1,000
Expected Revenue	\$50,000



Expected Revenue

Total Expenses Information

Total Expenses

Insurance

Garage Band

Free

Yes

Logic Pro X

\$200

Yes

FL Studios

\$200

Yes

Pro Tools

\$200

Yes

Total

\$600

# Cost Breakdown





Break Even Analysis

$5,100/84 = 60$  Children

# Break Even Analysis

$$BE = FC/P-MC$$

# Profit



Projected Profit

\$50,000

Total Expenses

\$21,050

Expected Profit

\$40,000

# Partnership



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