



Blessed Productions  
Calvin Tucker Jr  
Oral Defense of Masters of Business Administration  
Nyack College



# Overview of Discussion

- Mission Statement and Core Values
- Management Team
- Services
- Industry Overview
- Location
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- Startup Costs
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- Break Even Analysis
- Profit and Loss Statement
- Net Profit
- Best Case, Worse Case, Most likely Scenario
- Exit Strategy
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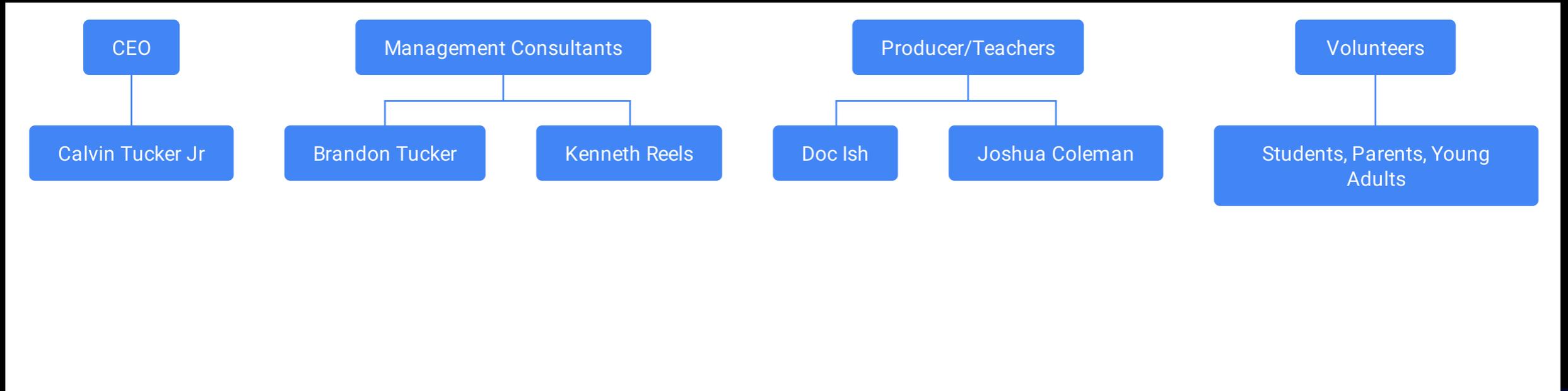
# Mission Statement

The mission statement of this company is to keep the youth off the streets by providing different music programs.





# Management Team



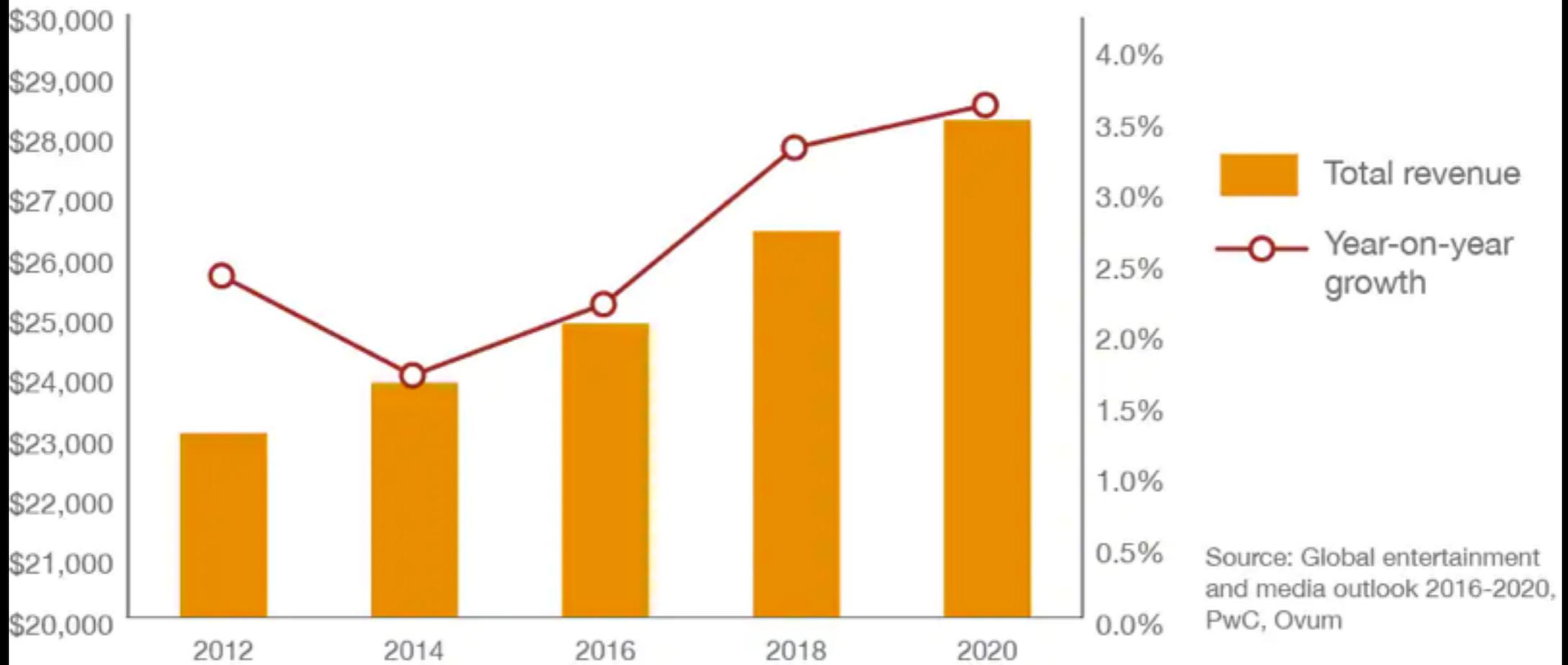
# Services

- Blessed Productions offers music lessons
- Blessed Productions educates
- Blessed Productions creates opportunities



## The increasing dependence on live music has triggered new strategies and revenue streams

Global total live music revenue (US\$m) and year-on-year growth (%), 2011-2020



# Industry Overview



# Location

474 Woodland Street, Hartford, CT 06112

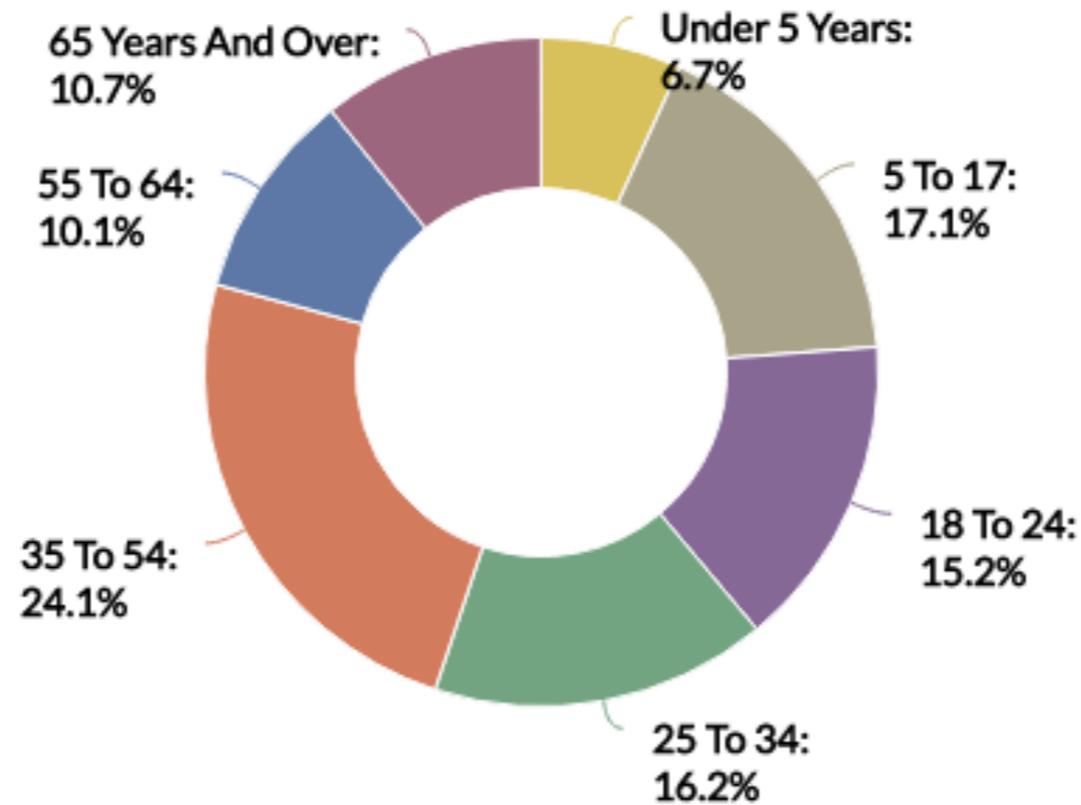


# Target Market

Generation Z  
1999-2014



## AGE



# Demographic of Hartford

# Marketing Strategies

- Word of Mouth
- Social Media
- Radio Stations
- Talent Shows and Fundraisers





# SWOT/PEST

Strengths	Weaknesses	Opportunities	Threats
Youth	Bad Production	New Customers	Online Music Privacy
Saving Lives	Poor Marketing	New Marketing Strategies	Strikes
Concert/ Relationships		Royalties Online Radio Play Streams	COVID-19
Free Online Promotion		Tours	



Political	Economic	Social	Technological
Commercial Labels	Touring	Socia Media	Softwares
Performances	Licensing	Marketing/ Ads	Loops

Start Up	Costs	Insurance Covers
Rented 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





**FUNDBOX**

Funding Sought



## Break Even Analysis

Regular Memberships = 68 Children  
Premium Memberships = 130 Children

36 Children Monthly  
428 Children Yearly  
Break Even Achieved: January 2022

# Break Even Analysis

$$BE = FC/P-MC$$

Income Statements	2021												
	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL
<b>INCOME</b>													
Gross Sales	\$9,048	\$9,228	\$9,413	\$9,601	\$9,793	\$9,989	\$10,189	\$10,393	\$10,601	\$10,813	\$11,029	\$11,249	\$121,346
(Commissions)	\$360	\$367	\$375	\$382	\$390	\$397	\$405	\$413	\$422	\$430	\$439	\$448	\$4,828
(Returns and allowances)	\$76	\$78	\$80	\$81	\$83	\$84	\$86	\$88	\$90	\$91	\$93	\$95	\$1,026
<b>Net Sales</b>	<b>\$8,611</b>	<b>\$8,783</b>	<b>\$8,959</b>	<b>\$9,138</b>	<b>\$9,321</b>	<b>\$9,507</b>	<b>\$9,697</b>	<b>\$9,891</b>	<b>\$10,089</b>	<b>\$10,291</b>	<b>\$10,497</b>	<b>\$10,707</b>	<b>\$115,492</b>
(Cost of Goods)	\$2,400	\$2,448	\$2,497	\$2,547	\$2,598	\$2,649	\$2,702	\$2,757	\$2,812	\$2,868	\$2,925	\$2,984	\$32,185
<b>GROSS PROFIT</b>	<b>\$6,211</b>	<b>\$6,336</b>	<b>\$6,462</b>	<b>\$6,592</b>	<b>\$6,723</b>	<b>\$6,858</b>	<b>\$6,995</b>	<b>\$7,135</b>	<b>\$7,278</b>	<b>\$7,423</b>	<b>\$7,572</b>	<b>\$7,723</b>	<b>\$83,307</b>

Income Statements	2021												
	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL
<b>EXPENSES - General and Administrative</b>													
Salaries and wages	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$45,000
Employee benefits	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Payroll taxes	\$563	\$563	\$563	\$563	\$563	\$563	\$563	\$563	\$563	\$563	\$563	\$563	\$6,750
Professional services	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$10,000
Marketing and advertising	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$600
Rent	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$7,200
Equipment rental	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Maintenance	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Depreciation	\$197	\$197	\$197	\$197	\$197	\$197	\$197	\$197	\$197	\$197	\$197	\$197	\$2,360
Insurance	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$1,200
Telephone service	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$600
Utilities	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$1,200
Office supplies	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$240
Postage and shipping	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Travel	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Entertainment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Interest on loans	\$125	\$122	\$119	\$115	\$112	\$109	\$105	\$102	\$99	\$95	\$92	\$89	\$1,284
Other (change title here)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other (change title here)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>TOTAL EXPENSES</b>	<b>\$6,388</b>	<b>\$6,384</b>	<b>\$6,381</b>	<b>\$6,378</b>	<b>\$6,375</b>	<b>\$6,371</b>	<b>\$6,368</b>	<b>\$6,365</b>	<b>\$6,361</b>	<b>\$6,358</b>	<b>\$6,355</b>	<b>\$6,351</b>	<b>\$76,434</b>
Net income before taxes	-\$176	-\$49	\$81	\$214	\$349	\$487	\$627	\$770	\$916	\$1,065	\$1,217	\$1,372	\$6,873
Provision for taxes on income	\$0	\$0	\$20	\$53	\$87	\$122	\$157	\$193	\$229	\$266	\$304	\$343	\$1,718
<b>NET PROFIT</b>	<b>-\$176</b>	<b>-\$49</b>	<b>\$61</b>	<b>\$160</b>	<b>\$262</b>	<b>\$365</b>	<b>\$470</b>	<b>\$578</b>	<b>\$687</b>	<b>\$799</b>	<b>\$913</b>	<b>\$1,029</b>	<b>\$5,155</b>

# Profit and Loss Statement



# Net Profit

## Income Statements

2022

	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL
<b>EXPENSES - General and Administrative</b>													
Salaries and wages	\$3,881	\$3,881	\$3,881	\$3,881	\$3,881	\$3,881	\$3,881	\$3,881	\$3,881	\$3,881	\$3,881	\$3,881	\$46,575
Employee benefits	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Payroll taxes	\$582	\$582	\$582	\$582	\$582	\$582	\$582	\$582	\$582	\$582	\$582	\$582	\$6,986
Professional services	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$5,000
Marketing and advertising	\$145	\$145	\$145	\$145	\$145	\$145	\$145	\$145	\$145	\$145	\$145	\$145	\$1,740
Rent	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$7,200
Equipment rental	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Maintenance	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Depreciation	\$197	\$197	\$197	\$197	\$197	\$197	\$197	\$197	\$197	\$197	\$197	\$197	\$2,360
Insurance	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$1,200
Telephone service	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$600
Utilities	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$1,200
Office supplies	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$240
Postage and shipping	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Travel	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Entertainment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Interest on loans	\$85	\$82	\$79	\$75	\$72	\$68	\$65	\$61	\$58	\$54	\$51	\$47	\$798
Other (change title here)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other (change title here)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>TOTAL EXPENSES</b>	<b>\$6,177</b>	<b>\$6,174</b>	<b>\$6,170</b>	<b>\$6,167</b>	<b>\$6,164</b>	<b>\$6,160</b>	<b>\$6,157</b>	<b>\$6,153</b>	<b>\$6,150</b>	<b>\$6,146</b>	<b>\$6,143</b>	<b>\$6,139</b>	<b>\$73,899</b>
Net income before taxes	\$1,700	\$1,861	\$2,025	\$2,193	\$2,363	\$2,537	\$2,715	\$2,896	\$3,080	\$3,268	\$3,460	\$3,656	\$31,754
Provision for taxes on income	\$425	\$465	\$506	\$548	\$591	\$634	\$679	\$724	\$770	\$817	\$865	\$914	\$7,939
<b>NET PROFIT</b>	<b>\$1,275</b>	<b>\$1,396</b>	<b>\$1,519</b>	<b>\$1,645</b>	<b>\$1,772</b>	<b>\$1,903</b>	<b>\$2,036</b>	<b>\$2,172</b>	<b>\$2,310</b>	<b>\$2,451</b>	<b>\$2,595</b>	<b>\$2,742</b>	<b>\$23,816</b>



Expected Sales	Worst Case	Most Likely Case	Best Case
1 month Regular	-10%		+10%
Unit Volume	725 units	805 units	886 units
Unit Price	\$13	\$13	\$13
Gross Sales	\$9,425	\$10,453	\$11,518
1 mon Premium	-10%		+10%
Unit Volume	604 units	671 units	738 units
Unit Price	\$18	\$18	\$18
Gross Sales	\$10,872	\$12,064	\$13,284
3 mons Regular	-10%		+10%
Unit Volume	544 units	604 units	664 units
Unit Price	\$26	\$26	\$26
Gross Sales	\$14,144	\$15,686	\$17,264
3 mons Premium	-10%		+10%
Unit Volume	482 units	536 units	590 units
Unit Price	\$35	\$35	\$35
Gross Sales	\$16,870	\$18,772	\$20,650
1 year Regular	-10%		+10%
Unit Volume	362 units	402 units	442 units
Unit Price	\$75	\$75	\$75
Gross Sales	\$27,150	\$30,173	\$33,150
1 year Premium	-10%		+10%
Unit Volume	302 units	335 units	369
Unit Sales	\$102	\$102	\$102
Gross Sales	\$30,804	\$34,197	\$37,638

Worst Case, Most Likely Case, Best Case  
Scenario

# Exit Strategy

- Preparing youth to takeover the company for future generations
- Partnerships with companies in the Hartford Area





Calvin Tucker Jr \$5,000

Local Churches/  
Business \$5,000

Blessed  
Productions  
Request \$30,000

# Funding Request



# Differentiation



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