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Music Products

1. How have globalization and online storefronts changed the way brick-and-mortar stores are run?

Changes come in all forms, in every field, and with positive and negative impacts on the world; some companies are obliged to change their game plan because they have to adapt to new technologies and gain more clients and investors. The music business saw how changes developed how music used to be, and the music stores began to adapt to those changes; the increase of economic globalization, mail order, and online storefronts changed how brick-and-mortar stores are run. Those new evolutions give the brick-and-mortar stores some challenges regarding their sales because the online market tends to “experience fewer out-of-stock items than stores” (Baskerville and Baskerville 427), for they have limited places to stock their products. Many brick-and-mortar stores then run online stores to obtain more clients because globalization is at its peak, and they should follow to stay in business. But even though those factors caused how brick-and-mortar stores operate, the mail order is still not powerful enough to break those local stores because people still use them both.

2. What are some factors that contribute to successful music product retailing?

Music retailers sell musical instruments, accessories, “electronic and recording equipment; DJ gear; recorded music; printed music scores; and publications from books to magazines” (Baskerville and Baskerville 419-420). After finding investors who will support their investment in a music store, the retailer proceeds to promote the musical products of their store. Those stores use some factors to bring a lot of musicians to come to their shops which facilitates the increase of their profits. Those factors contribute to successful music product retailing; for instance, we can list most proprietors of music stores lower the price of their products to encourage people to buy them and simultaneously make them popular in the country. They also employ professional performers to publicize a chosen instrument and further their sales; they also create a program for colleges and universities in which they buy the devices and “loans them to the school..., [and] offers them at sale prices at the end of the year” (Baskerville and Baskerville 426) to pay the manufacturers.

Work Cited

Baskerville, David and Timothy Baskerville. *Music Business Handbok and Career Guide*. 12th. 2019.