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Music Buisness II: MUS 349

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Chapter 24: Discussion Questions

1. Globalization and online storefronts changed the way brick-and-mortar stores ran in that they included mail orders and catalogs, when they included these it opened up for business with musical instruments to be sold globally. Physical stores had limited access to various instruments and had limited storage space to keep all the products. Therefore, it resulted in a loft or out-of-stock items, and depending on the location the store probably didn't get a lot of foot traffic due to the scarcity of demand.
2. Some ways to have successful music production is during the slow floor traffic period, retailers can lower prices on certain items with heavy advertisement and promotions. Promoters can also cater to the heavily popular groups that often buy from music shops, some facilities will provide specific music companies to them so they can continue to profit.