

Hit Records Entertainment, LLC

Identity

Hit Records Entertainment, LLC is a record company that provides a platform for entry into the music business.

Problem

Local Philadelphia Music artists don't have many entry level platforms to introduce their talent. Traditionally, music artists have been reliant upon record companies to broaden their consumer base, market their albums, and promote their singles on streaming services, radio, and television

Our solution

Hit Records Entertainment, LLC is a brand of music recordings, music videos, and music merchandise. We serve as the publishing company that manages the brand, coordinates the production, manufacture, distribution, marketing, promotion, and enforcement of copyright for sound recordings and music videos, while also conducting talent scouting and development of new artists, and maintaining contracts with recording artists and their managers. Hit Records Entertainment, LLC also provide publicists, who assist performers in gaining positive media coverage, and arrange for their merchandise to be available via stores and other media outlets.

We plan to develop entry level artist portfolios to include photos, performance outlets and strategies, music recordings, videos, merchandise, and assist artists with developing their niche.

Finally, we plan to use Hit Records Entertainment, LLC to apply for employment, violence reduction, anti-bullying, and other initiatives that empower and support community members.

Target market

The target audience is music artists, specifically Local Philadelphia artists, who wish to legitimize their passion for music, whether part time or as a full-time profession.

The competition

Hit Records Entertainment, LLC is part of a music market with companies of all sizes. Major labels include Universal Music Group, Sony Music Entertainment, and Warner Music Group. Small record companies, localized and independent (indie) are not under the control of the big three.

Revenue streams

Hit Records Entertainment, LLC provides the following Revenue Streams:

- ✓ Streaming revenue from sound recordings
- ✓ Download revenue
- ✓ Social video monetization on Youtube, Facebook, Instagram, Oculus, and more
- ✓ YouTube Partner Program revenue
- ✓ Physical sales
- ✓ Mechanical Royalties
- ✓ Performance Royalties
- ✓ Non-interactive streaming royalties
- ✓ Fee for Session, production, arranging, or remixing work
- ✓ Live performance income
- ✓ Sync Licensing Revenue
- ✓ Merch Sales

Marketing activities

Hit Records Entertainment, LLC will participate in the following Marketing activities:

- ✓ Create a Music Website
- ✓ Doing Cover Versions
- ✓ Contribute Music to the Top Digital Music Streaming Services
- ✓ Involving Followers and Fans
- ✓ Collaborations
- ✓ Social Media Marketing
- ✓ Experimenting and Going Out of the Box
- ✓ Host Our Own Concerts
- ✓ Giveaway Time
- ✓ Paid Ads to Market Music
- ✓ Getting in contact with Radio Stations
- ✓ Live Shows in Colleges and Schools
- ✓ Influencer Marketing
- ✓ Partner with Music Marketing Companies

Expenses

Copyright fees	Publishing fees	Trademark fees	Attorney fees
Bookkeeping setup	Accounting costs	Music consultant	Music producer
Recording studio	Recording engineer	Mixing engineer	Mastering
Session players	Graphic designer	web designer	SEO expert
Photographer	Videographer	Distribution	Marketing/publicist
Apparel	Insurance (gear)	Healthcare	Grant writer
Web hosting	Miscellaneous Products	Press kits	Banners
Business cards	Postcards	Merchandise displays	Printing fees
Postage fees	Memberships	Instruments	Cases
Computer	Phone	Online backups	Website support
Music conferences	Gas/tolls	Vehicle maintenance	Radio promotion
Magazine ads	Postering	CDs/Vinyl	Download cards
Rent/mortgage	Hotels	Food	Salaries
Internet	Clothing	Flights	Hotels
T-Shirts	Cups and glasses	Merchant setup	Taxes
Towels	Stickers	Facebook ads	Twitter ads
YouTube ads	Promoted posts	Internet radio ads	Press releases
Website ads	Print ads	Laundry	Instrument repair
Local promoters	Personal insurance	Hair	Make Up

<p>Team and key roles</p> <p>Hit Records Entertainment, LLC will perform DIY (Do it yourself) Direct-to-fan marketing, initially through a Partnership Commission deal between the artist and the following Core 4 roles:</p> <p>Artist/Owner: Andre Rivers</p> <p>Manager: Tyrone G. Morris</p> <p>Agent: Tyrone G. Morris</p> <p>Publisher: Andre Rivers</p> <p>Record Label (and/or distributor): Tyrone G. Morris</p>	<p>Milestones</p> <p>Several milestones have been established and will act as a set of goals and a tracking mechanism for achieving the goals. Initial milestones include:</p> <ol style="list-style-type: none">1. Business plan completion2. Host Our Own Small Concert Series3. First Compilation Released4. Second Compilation Released5. First Artist signed6. First Revenue Stream
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