

# INTERNATIONAL BUSINESS AND MARKET PLAN

AN INTERNATIONAL BUSINESS AND MARKET PLAN EXPLAINS HOW YOU WILL TARGET INTERNATIONAL MARKETS. IT IS USEFUL TO THINK ABOUT THE FOLLOWING AREAS WHEN DEVELOPING YOUR PLAN:

## PURPOSE

1. WHY DO YOU THINK IT'S TIME TO TAKE YOUR MUSIC OVERSEAS?

CONSIDER:

- The quality of the New Zealand music being promoted relative to other music in the international music marketplace.
- The applicant's business capability, access to capital and ability to sustain international networks.
- The key factors that have lead to this proposed activity.

INCLUDE:

- Biography of artist, band or business
- The key factors that have lead to this proposed activity.
- Full description of your plan
- Tour dates/Itinerary (if applicable)
- Confirmed meetings (if applicable)

## MARKET CHOICE

2. HOW DOES YOUR MUSIC FIT WITH YOUR SELECTED MARKET(S)?

CONSIDER:

- Whether there is an audience for your music in the market(s) you are targeting?
- The market niche that you intend to cater for?

3. WHICH MARKET(S) DO YOU PLAN TO TARGET AND WHY?

CONSIDER:

- Geographical factors (airfare costs, freight and distribution channels, seasons and touring circuits, the size of your touring party)
- Economic and legal factors (taxes, duties, exchange rates, regulations, visas, taxes, etc)
- Audience factors (age, gender, income, lifestyle, cultural differences)
- Market characteristics (market size, types of venues, availability of agents and distributors)

INCLUDE:

- Statistics from streaming platforms (e.g. YouTube and Spotify) that support your objectives.

4. WHAT MARKETING STRATEGIES WILL YOU USE AND HOW DO YOU KNOW THAT THESE WILL BE EFFECTIVE?

## INCLUDE:

- A marketing overview
- People taking part on the project
- your comparative position in the marketplace (i.e. Consider what other artists and/or bands operate in the same or similar market)
- Examples of successful marketing strategies used by you in the past and the impact on audience size and income generation.
- Information on how the various income streams from the proposed market initiative will generate a return on investment - both directly and indirectly - to the applicant.

## RISKS

5. WHAT ARE THE RISK FACTORS RELATING TO YOUR PROJECT?

## BUDGET

6. HOW MUCH WILL YOU AND YOUR PARTNERS INVEST IN TARGETING THE PROPOSED MARKET(S)?

## TIMELINE

7. WHAT ARE YOUR LONG-TERM (THREE YEARS OR MORE) PLANS AND SHOW HOW THE CURRENT PLAN ADDS TO YOUR LONG-TERM GOALS.

8. WHAT ARE THE CRITICAL MILESTONES IN YOUR PLAN AND WHEN WILL YOU ACHIEVE THEM?

## INFRASTRUCTURE AND READINESS

9. WHO ARE THE KEY PEOPLE INVOLVED IN YOUR BUSINESS/CAREER IN NEW ZEALAND? (I.E. MANAGER, TOUR MANAGER, RECORD COMPANY, PUBLICIST, BUSINESS MANAGER ETC.)

10. WHAT CURRENT INTERNATIONAL INFRASTRUCTURE DO YOU HAVE? (I.E. AGENTS, LABELS, DISTRIBUTORS, RECORD COMPANIES, PUBLISHERS, PROMOTERS, PUBLICISTS, CONTRACTORS ETC.)

11. WHO WILL YOU NEED TO DEVELOP PROFESSIONAL RELATIONSHIPS WITH TO ACHIEVE YOUR GOALS?

## MEASUREMENT

12. HOW WILL YOU MEASURE YOUR SUCCESS?

## INCLUDE:

- Criteria which can be used to measure if the activity is successful or not.
- Tangible measures of success (e.g. Showcases, tours, signed agreements, return on investment etc.)