

Red Spade Enterprises is dedicated to providing marketing and management consulting services to small and emerging businesses looking for opportunities to increase their potential for success. Unlike traditional management consulting firms that focus on analyzing problems for large customers, RSE works exclusively with small business clients to develop concrete, practical, short-term action plans that will start moving their businesses in the right direction. Red Spade Enterprises takes advantage of the small business owners' need for marketing and management skills, the scarcity of those skills in the market, and the lack of any major competitor owning the concept of "small business consulting." Additional services offered by Red Spade Enterprises are artist representation. In this segment of the Company's operations, the business will obtain, negotiate, and counsel clients in regards to obtaining contractual employment for the development of artist projects. In exchange for these services, the business will receive a fee equal to 15% of the face value of the secured contract. The Company's secondary revenue center will come from entertainment consulting/promotional services that are provided on behalf of clients.

My company would be considered a start up. We are creating our own spin on marketing and crafting different avenues for small business owners and talented individuals. Generating majority of business in the Charlotte Metropolitan Area and other regions in North Carolina. Our top competitors would include Wray Ward, Luquire George Andrews Inc, mythic, Eric Mower + Associates, and Planet Central Advertising. Their capital billing was estimated of an average 53.89 million dollars in 2014. These companies have between 10-70 full time employees. Business owners would enter into different package deals with a 3 to 6 months contract, for services rendered. An automatic renewal contracts will be in place with clients being notified by certified letter of contract renewal and will have 10 days to reply to any changes. We would be "considered" an oligopoly competition structure, but we are own brand in our own lane. The marketing companies named, are not a talent agency. We want to help all small businesses and talented individuals, reach the next part of their goals.

Our client's income would commit to our package deals we would provide for them. Each client has an individual plan designed specifically custom to their needs. The short contracts assist both client and Red Spade Enterprises. The client's are hands on with their plans. We introduce innovate tactics that will produces a rise in revenue, grow a new audience/customers and reduce expenses. Our basic package for small business owners will cost \$350. This would be considered an investment into their future and goals. Our luxurious plans would start at \$4,500. This will include magazine, media, radio, and online placement, and further exposure. People that want to take advantage of out talent agency, we will take 15% of every placement we find for them. Newer trends we are looking into is getting placement in Virtual Reality. We are looking into a media network. This will assist in providing new content, advertisement, and placement for small businesses and talented individuals. Our network will only assist

small businesses and up and coming new talent. The media network will provide music from independent artist, podcasting, adult cartoons, independent films, and other content. We would like to tap into an unexplored market. This would create a newer was to find a new audience or customers. We would have our subscriber have a 2-month free trial. After the 2nd month is over, we would allow our new potential customers to sign up for yearly subscription. With new tech companies, avenue streams, and technology advancing faster than ever, we would be able to deliver a plan that would give our client the advantage they we looking for, to contribute to the changing market. We are projected to grow 20% in our client base each year. We find our client on social media, email listings, B2B, flyers, and other avenues to keep us growing each year. Our prices are reasonable and affordable for our clients to invest into their goals. We do not have to lower our prices. We reduce our client's expenses and give them the advantage of grown a new customer or audience. This will provide income to invest back into our client's business. Our client's are at a stagnated point. We want to pump life back into their business, and give the same feeling when they started their business. Majority of our client's will not recognize and admit that the business is barely floating above water. We introduce a new way of thinking, structure, and implement goals.

We feel that the prices for our input will increase. This is due to new distribution areas but that are readily available but our clients do not have access to, not aware of, or do not have the time to research. The fact that our clients have these problems, we will take our resources and give them those benefits to grow. With our client base growing 20% each year, we will eventually hire agents to provide certain functions for the day-to-day operations, having a small office space that we would rent, and keeping the "homegrown" feel that will attract small businesses and independent artist. We see ourselves as a small corporation that keeps small businesses and talents in the foreground of our business model. One new technology that will decrease our cost is new ways of view free content. We would be able to place content on free platforms like YouTube, Periscope, Instagram, and others to reach a broader audience. Using these platforms instead of television, radio, or magazine that we would have to pay for, we would decrease these expenses and gain a following from social media. As long as media and marketing exist, our clients have an outlet for potential customers to use their products and services. We view our expectations for our business decisions in that way. Since we are a newly developed start up company putting a new spin on marketing and being a talent agency, we expect a new competitor within our 4th year of conception. This will give any competitor to observe our brand structure, and create a new competitive version of our company.

Number of Establishments in the Charlotte NC:

(Independent artists, writers, and performers) 60

(Marketing consulting services) 211

Total industry revenue:

(Independent artists, writers, and performers) Withheld to avoid disclosing data for individual companies; data are included in higher level totals.

(Marketing consulting services) \$215,138

Total industry payroll:

(Independent artists, writers, and performers) \$9,236

(Marketing consulting services) \$65,500

Reference:

Fact Finder from the United States Census Bureau: Retrieved from:

http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ECN_2007_US_54A1&prodType=table

Marketing Strategy Business Plan: Retrieved from:

http://www.bplans.com/marketing_strategy_business_plan/executive_summary_fc.php

Talent Agency Business Plan: Retrieved from:

http://www.thefinanceresource.com/free_business_plans/free_talent_agency_business_plan.aspx

Shapiro, A. (2015, August 7). Advertising and Marketing Agencies (Ranked by Local 2014 capitalized billings). Retrieved from: http://www.bizjournals.com/charlotte/subscriber-only/2015/08/07/advertising-and-marketing-agencies.html?surround=etf&ana=e_article&u=rd6bg52JN4iRHV46fOcPjA0a40cfc8&t=1463344524&j=72633092

