

# **BUSINESS PLAN**

**Sicario Productions RS**  
Albuquerque, NM, USA

February 22, 2023

## **Executive Summary**

### ***The Company***

Sicario Productions specializes in sound engineering & music compositions.

### ***The Ownership***

The Company will be structured as a limited liability company (L.L.C.)

### ***The Management***

The Company will be managed by a hired manager.

### ***The Goals and Objectives***

To provide free studio time to artists & musicians who normally wouldn't have access to a professional grade studio. Provide resources to artists signed to our music label division.

### ***The Service***

Music production & mixing engineering services.

### ***Pricing Strategy***

The Company will make use of an economy pricing strategy.

## **Business Plan - Sicario Productions RS**

### **The Company**

#### *Business Sector*

The Member would like to start a business in the following industry: art, entertainment, and recreation sector.

#### *Company Background*

Sicario Productions specializes in sound engineering & music compositions.

#### *Company Goals and Objectives*

To provide free studio time to artists & musicians who normally wouldn't have access to a professional grade studio. Provide resources to artists signed to our music label division.

#### *Company Ownership Structure*

The Company will be structured as a limited liability company (L.L.C.)

#### *Ownership Background*

- Member: Jose Barron  
Experience and training: Sound engineer, producer & video editor.

#### *Company Management Structure*

The Company will be managed by a hired manager.

#### *Company Assets*

The Company has the following assets:

- Equipment, with an estimated value of \$20,000.00.

### **The Service**

#### *The Service*

Music production & mixing engineering services.

#### *Proprietary Rights*

sicarioproductions.com.

### *Future Service*

Other future services include talent management & live events.

### *Pricing*

The Company will make use of an economy pricing strategy.

### *Advertising*

The Company will promote the business through:

- Online channels (website, Google ads, etc.)
- Email marketing (newsletters, brand story, etc.)
- Social media
- TV or radio ads
- Print (magazines, flyers, etc.)
- Other: Through promotional live events.

The annual budget for advertising is: \$7,000.00.