

Vinyl Record Club



quality, authenticity, and curated experiences

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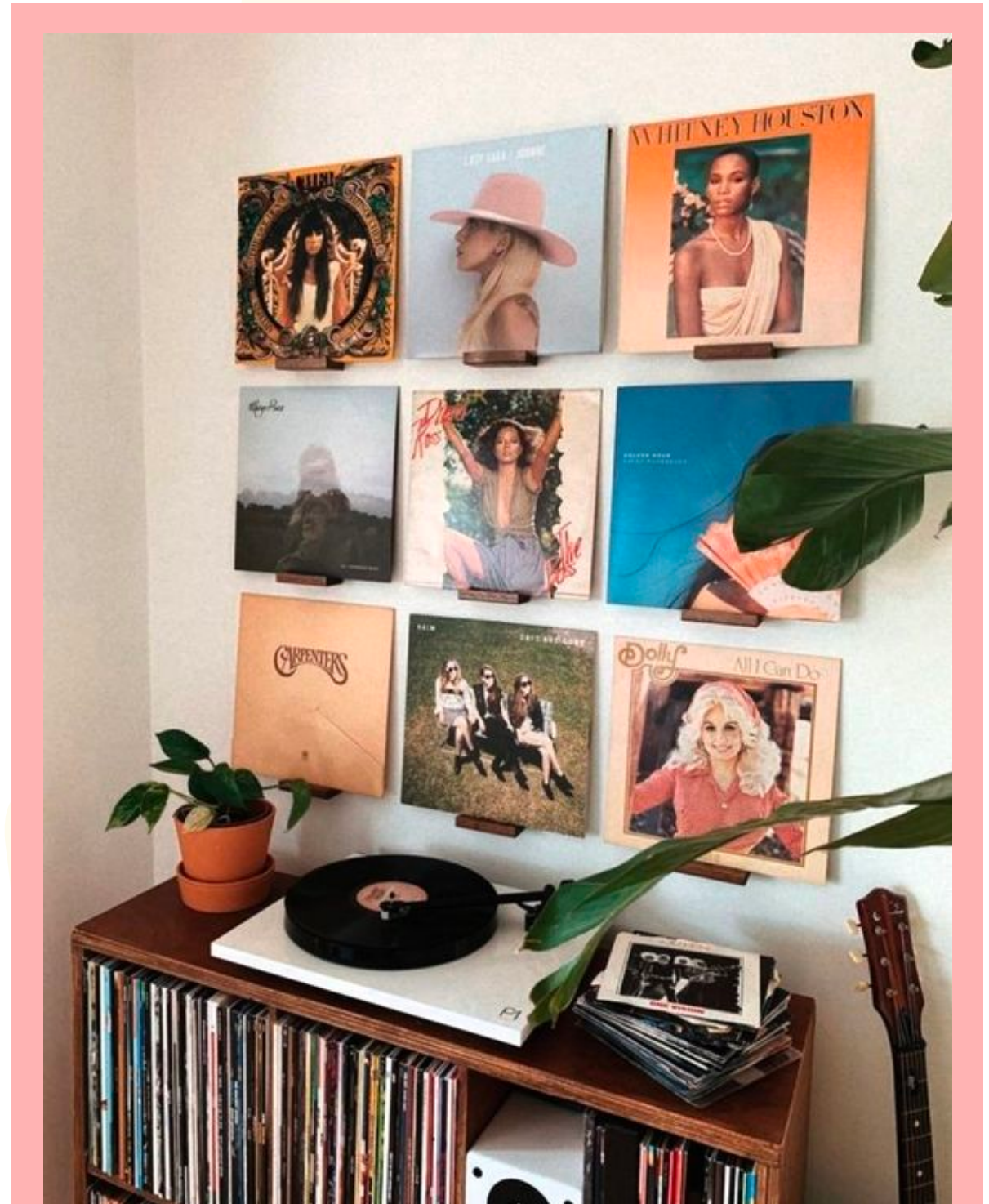
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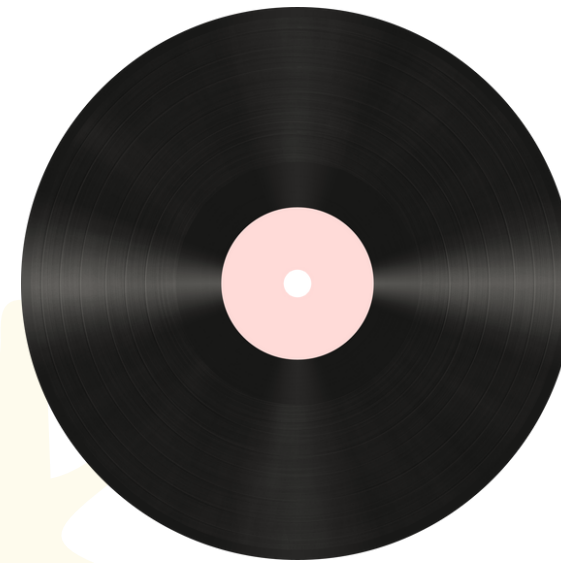
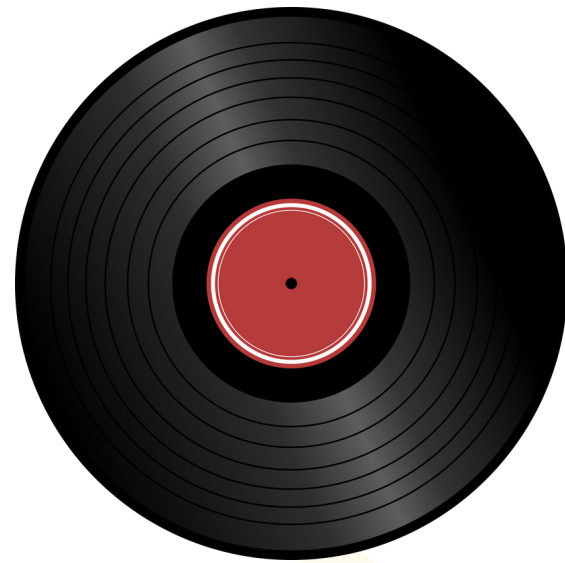


Vinyl Record Club

Subscription-based service that caters to music enthusiasts, collectors, and individuals.

A curated selection of vinyl records delivered to your doorstep monthly.

The vinyl record club operates on the principle of curation and discovery.

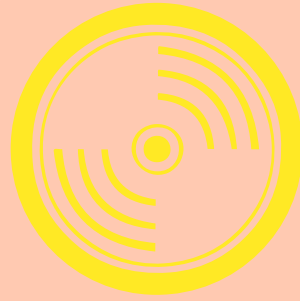


Eliminates the need for extensive research.

Offers additional value-added services and benefits.

Convenient and engaging way for customers to discover new music and build their vinyl collections.

What Does Our Service Offer



The records will feature a mix of popular classics, hidden gems, and emerging artists across various genres.



We offer a subscription-based service that delivers a carefully curated vinyl record to subscribers every month.



Our goal is to provide subscribers with a unique and enjoyable music listening experience, while also introducing them to new artists and expanding their vinyl collection.



Our Target Customer & Analysis



The ideal customer for the Vinyl Record Club is a music enthusiast who appreciates the nostalgic and high-quality sound of vinyl records.

Who has a passion for discovering new music and enjoy the tactile experience of collecting and listening to vinyl.

They may be of any age but typically fall within the 25-45 age range.

They value quality, authenticity, and curated experiences.

Music Enthusiasts

Individuals who have a deep passion for music across various genres. Who appreciates the unique sound quality, tangible experience, and nostalgic charm of vinyl records.

Collectors

Individuals who have a specific interest in vinyl records as a hobby. Who value the rarity, exclusivity, and aesthetic appeal of vinyl releases.

Experience Seekers

Individuals who value the overall experience of music listening. They appreciate the tactile feel and visual appeal of vinyl records, as well as the warm and authentic sound quality they provide.

The target customers of a vinyl record club can be broadly categorized into the following segments.

Our Target Customer & Analysis

Analyzing the target customers involves understanding their characteristics, motivations, and preferences.

To effectively reach and engage the target customers, Vinyl Record Club should employ targeted marketing strategies that resonate with their interests and preferences. This includes online advertising, social media campaigns, collaborations with music influencers, participation in vinyl record events, and leveraging customer testimonials. By understanding the target customers' motivations and preferences, Vinyl Record Club can tailor its offerings and marketing efforts to attract and retain a loyal customer base.



Diversity in terms of age, gender, and location. They may span across different age groups, ranging from millennials who appreciate the vinyl revival to older generations who grew up with vinyl records.

Demographics



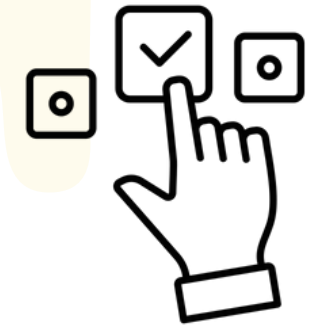
Sharing a love for music, a desire for a richer and more immersive music listening experience, and a willingness to invest in building their vinyl record collections. Likely to be open-minded, curious, and willing to explore different genres and artists.

Psychographics



Motivated by the desire to discover new music, build their vinyl collections, and indulge in the nostalgic and tactile experience that vinyl records offer.

Motivations



Specific preferences for genres, artists, or specific eras of music. Some may prioritize exclusive releases, limited editions, or signed records.

Preferences

Customer's Journey

1

DISCOVERY

The customer discovers the Vinyl Record Club through online marketing, social media, or word-of-mouth recommendations.

2

SUBSCRIPTION SIGN-UP

The customer visits the website, selects a subscription plan, and provides their preferences and music genres of interest.

3

MONTHLY DELIVERY

The customer receives a carefully selected vinyl record each month, packaged with additional content such as album information, artist profiles, and personalized recommendations.

4

LISTENING EXPERIENCE

The customer enjoys the vinyl record, exploring new music and rediscovering old favorites.

5

FEEDBACK & ENGAGEMENT

The customer has the opportunity to provide feedback on the record and engage with the community through online forums or exclusive events.

Value Proposition

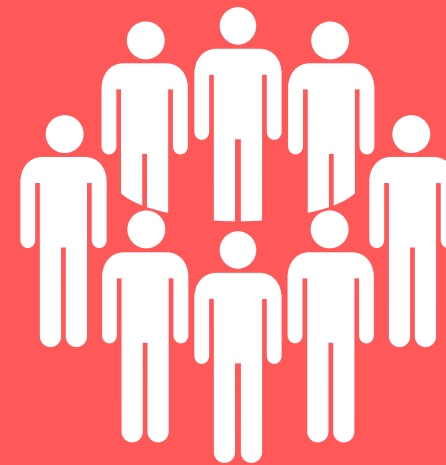
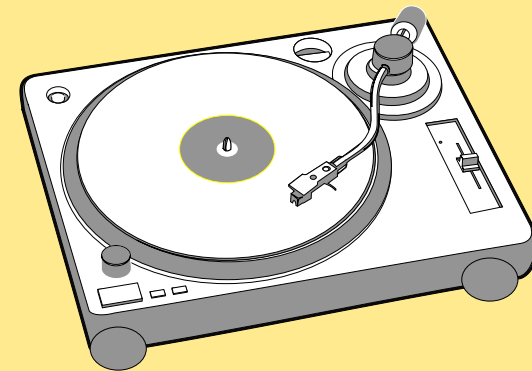
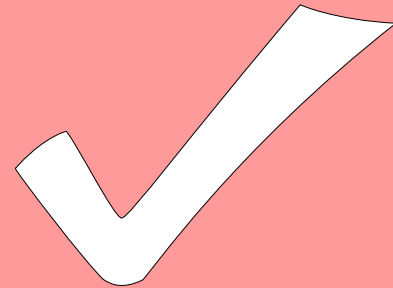
The Vinyl Record Club offers subscribers the following values

CONVENIENCE

Monthly delivery of vinyl records directly to the subscriber's doorstep, saving time and effort.

CURATED SELECTION

Carefully selected vinyl records that cater to various tastes and introduce subscribers to new music.



ENHANCED MUSIC EXPERIENCE

The warm and authentic sound quality of vinyl records, providing a unique listening experience.

COMMUNITY AND ENGAGEMENT

Access to a community of music enthusiasts, sharing recommendations, and participating in exclusive events.

Our Business Plan

1

Market research to identify target customers and their preferences.

2

Establishing partnerships with record labels, distributors, and independent artists to source high-quality vinyl records.

3

Developing a user-friendly website and subscription management system.

4

Curating a team of music experts to select records and provide engaging content.

5

Implementing effective marketing strategies to acquire and retain customers.

6

Continuous evaluation and improvement of the service based on customer feedback.



Competitor Analysis

Conduct a thorough analysis of existing vinyl record subscription services, their pricing models, music genres offered, customer reviews, and unique selling points. Identify their strengths and weaknesses to differentiate the Vinyl Record Club and offer a superior experience.

Existing Vinyl Record Clubs

Find other subscription-based vinyl record clubs that cater to similar target customers.

Online Vinyl Retailers

Online retailers specializing in vinyl records can also be considered competitors. Although they may not offer a subscription-based model, they attract vinyl enthusiasts with their wide selection of records, exclusive releases, and competitive pricing.

Brick-and-Mortar Record Stores

Traditional record stores that have adapted to the resurgence of vinyl can pose competition, especially in local markets. We will analyze their inventory, customer service, ambiance, and any special events or promotions they offer.

Online Music Streaming Platforms

Evaluate the features and benefits they provide, such as personalized playlists, algorithmic recommendations, and exclusive content.

Exclusive & Limited Releases

Identify any record labels, artists, or independent distributors that offer exclusive vinyl releases or limited editions directly to consumers.

Market Analysis

Research and analyze the market size for vinyl records and subscription services in your target region. Consider factors such as the growing popularity of vinyl, trends in music consumption, and the purchasing power of the target audience.

What

Offer a curated selection of vinyl records featuring popular classics, hidden gems, and emerging artists.

WHO

Target music enthusiasts who appreciate vinyl and curated music experiences.

HOW

Curate vinyl records, offer convenient monthly subscriptions, provide engaging content, and build a community.

WHY

Fulfill the desire of music enthusiasts to discover and collect vinyl records while providing a unique and enjoyable listening experience.

WHERE

Launch the service online, with a user-friendly website and digital marketing campaigns.

WHOM

Partner with record labels, distributors, and independent artists to source quality vinyl records.

Cost Structure

Procurement of Vinyl
Records

Curation and Content
Development

Inventory Management

Packaging and
Shipping

Technology and
Platform Costs

Marketing and
Advertising

Customer Support and
Community

Overhead Expenses

Revenue Streams

Generate revenue through monthly subscription fees. Offer different subscription plans at varying price points

Monthly Subscription Fees

The primary source of revenue for the Vinyl Record Club is the monthly subscription fees paid by customers.

Tiered Subscription Plans & Upgrades and Add-ons

Offer different subscription tiers and upgrades with varying levels of benefits .

Affiliate Marketing

Earn a commission on sales made through referral links or promotional codes shared with subscribers.

Collaborations and Partnerships

Collaborate with artists, record labels, or other brands for special edition releases, exclusive merchandise, or joint promotional activities.

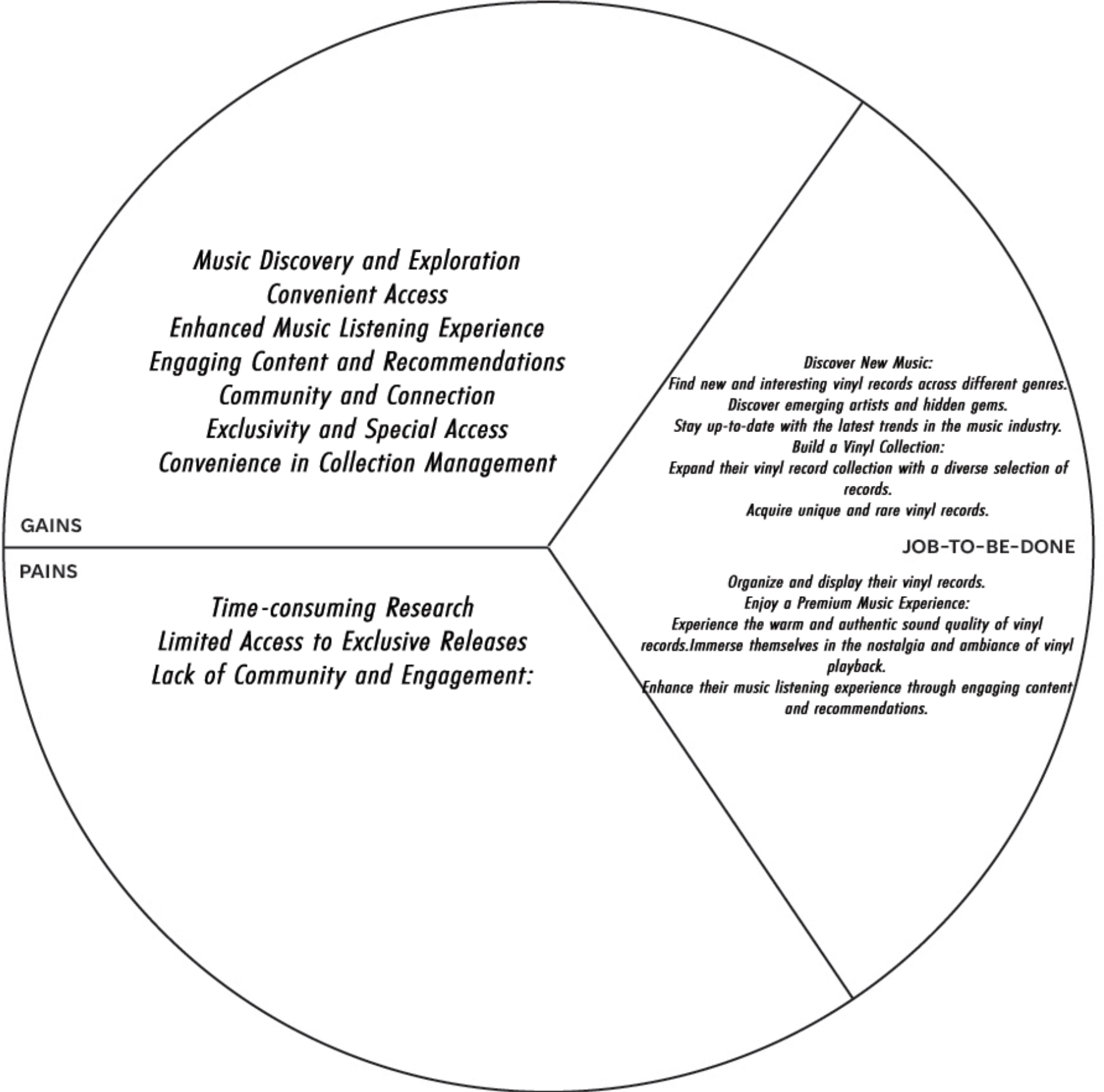
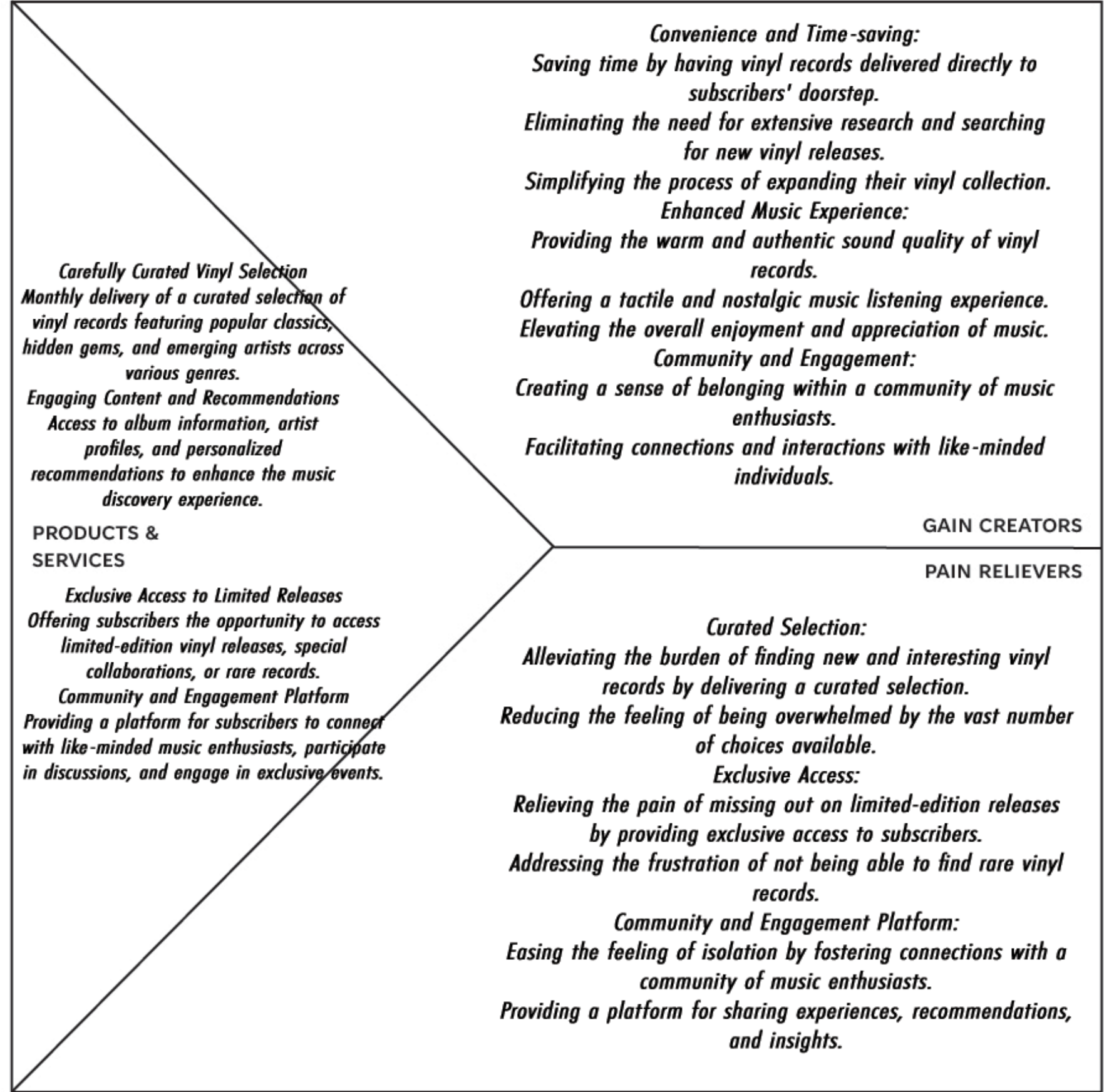
Limited Edition & Exclusive Releases

Generate revenue by offering limited edition and exclusive vinyl releases to subscribers.

Merchandise & Accessories

Offer a range of merchandise and accessories related to vinyl records, such as t-shirts, posters, turntables, cleaning kits, and storage solutions.

Value Proposition Canvas of Vinyl Record Club



Business Model Canvas of Vinyl Record Club

KEY PARTNERS <i>Record labels and distributors</i> Partner with various record labels and distributors to source a diverse selection of vinyl records. <i>Independent artists</i> Collaborate with independent artists to feature their music and support emerging talent. <i>Packaging and shipping providers</i> Establish partnerships with reliable providers for packaging and shipping services. <i>Marketing and advertising agencies</i> Collaborate with agencies to promote the vinyl record club and reach the target audience effectively.	KEY ACTIVITIES <i>Curation</i> Curate a monthly selection of vinyl records that includes popular classics, hidden gems, and emerging artists across different genres. <i>Sourcing</i> Establish relationships with record labels, distributors, and independent artists to source high-quality vinyl records. <i>Packaging and shipping</i> Ensure proper packaging and timely delivery of vinyl records to subscribers. <i>Content creation</i> Develop engaging content such as album information, artist profiles, and personalized recommendations to accompany the vinyl records. <i>Customer support</i> Provide responsive customer support to address inquiries, feedback, and concerns.	VALUE PROPOSITIONS <i>Curated selection of vinyl records featuring popular classics, hidden gems, and emerging artists.</i> <i>Convenience of monthly delivery to subscribers' doorstep.</i> <i>Enhanced music listening experience with the unique sound and tactile feel of vinyl records.</i> <i>Access to engaging content, including album information, artist profiles, and personalized recommendations.</i> <i>Community and engagement opportunities with like-minded music enthusiasts.</i>		CUSTOMER RELATIONSHIPS <i>Personalized experiences</i> Tailor vinyl record selections based on subscribers' music preferences and interests. <i>Responsive customer support</i> Offer timely and helpful assistance through various channels, including email and chat support. <i>Exclusive events</i> Organize exclusive events, such as artist meet-ups or vinyl listening parties, to foster a sense of community and enhance customer relationships.	CUSTOMER SEGMENTS <i>Music enthusiasts who appreciate vinyl records and enjoy discovering new music.</i> <i>Collectors who value curated experiences and want to expand their vinyl collection.</i> <i>Individuals who seek a nostalgic and authentic music listening experience.</i>
	KEY RESOURCES <i>Curatorial expertise</i> Have a team of music experts who can curate a diverse and high-quality selection of vinyl records. <i>Technology infrastructure</i> Build and maintain a user-friendly website, subscription management system, and database for customer information and preferences. <i>Inventory management system</i> Implement a system to manage inventory levels and track the availability of vinyl records. <i>Marketing and promotion tools</i> Utilize digital marketing platforms, social media channels, and analytics tools to promote the vinyl record club and track customer engagement.			CHANNELS <i>Website</i> Provide a user-friendly website for subscription sign-ups, account management, and accessing additional content. <i>Social media platforms</i> Utilize platforms such as Instagram, Facebook, and Twitter to engage with the target audience, share updates, and promote the vinyl record club. <i>Online communities and forums</i> Participate in relevant music communities and forums to connect with potential customers and share the value proposition of the club.	
COST STRUCTURE <i>Vinyl record procurement: Allocate funds for acquiring vinyl records from record labels, distributors, and independent artists.</i> <i>Packaging and shipping: Budget for packaging materials, shipping costs, and logistics services.</i> <i>Technology infrastructure: Invest in website development, subscription management systems, and database maintenance.</i> <i>Marketing and promotion: Allocate funds for digital marketing campaigns, advertising, and collaborations with influencers or music publications.</i> <i>Operational expenses: Consider staffing, customer support, content creation, and administrative costs.</i>			REVENUE STREAMS <i>Monthly subscription fees: Generate revenue through recurring monthly subscription payments from customers.</i> <i>Additional sales: Offer limited edition vinyl releases, merchandise, or exclusive content for additional sales and revenue opportunities</i>		



Thank You !