

Enlaire Events is a communication agency, which is specializing in artists, festivals and different types of cultural products and generating content. The main object of the company is managing external communication, facilitating the dissemination of its products and proposals and mediating its relations with the media. The object include collecting, analysing and evaluating the interactions this communication creates between its own stakeholders, to plan a series of effective medium and long-term strategies in the field of communication and promotion.

The main advantage is clients can get the professionalism of its communication, insomuch as the company segment its varied audiences and public. Its professionalism is conducted under the professional standards of quality and actual knowledge of the media. It also allows the release of a non-specific work of art production to the creators of cultural contents.

The idea comes from the confluence of the skills acquired along the degree.

The need of specialization is obviously growing the service economy inside the field of communication, and it's located on the third environment or virtual environment, where the economic balance of the western states is weighing increasingly.

I have discarded lots of ideas which needed a high capital investment, and the current situation doesn't benefit a funding.

The customer segment is looking for artists and bands who need to professionalize its communication. In the first phase we will seek to please the customer: musical groups or soloists who need professionally manage their relationship with the media.

If we look for examples of potential customers, we find bands like Arrap Atupa, festivals like Mediterrap Mislaitas, and graffiti artists like Dave Mahiques.

It's true there's too much commercial competition in the specific market, but if we research companies that we consider competition, we conclude there's little amount.

This business initiative is not directly linked to the suppliers which produce the service. There are such agents as communications, Internet or advertising, which are referred because of their limited relevance in other chapters and sections of the business plan.

The SWOT analysis is a dynamic strategic planning tool used to evaluate the Strengths, Weaknesses, Opportunities, and Threats. It's a fundamental tool to develop a viable, useful, safe, serious and effective business plan. If we analyse all the agents, we get:

- WEAKNESSES:

- The customer can't clearly view the work performed.
- Spanish, high and complicated taxes .
- It has to identify the service which is offering.
- You can't standardize some processes .
- This type of business doesn't facilitate aids.
- There are large structures in the industry which offer similar services.

- THREATS:

- It's difficult to distinguish the role of advertising and promotion which is done by other companies, record labels and management agencies.
- The service offered is still very unusual.
- Many actors and creative artists take their communication themselves.
- The need of service professionalism external communication is not perceived
- There is much community manager and this fact can confuse some of the features we provide with this type of workers.

- STRENGTHS

- The entrepreneurial part knows the journalistic and cultural sector.
- It takes little investment to get started.
- It can supplement the project with other peripheral services (management , event management , representation, promotion).
- There are no barriers to access.
- It's a elastic project which allows changes and adaptations.
- Light business structure.

- OPPORTUNITIES

- There's not much competition in the Valencian geography.
- The number of potential customers is continually getting bigger because of the increasing number of creators and cultural players.
- There's a evident and increasing need to professionalize communication to artists and cultural events.
- Improving the quality of communication involves the improving public perception of an art product .
- Many tasks can be outsourced, and this will save equipment and personnel costs.

products are as follows:

- Communication Management Development press
- Content development for different journalistic formats (web, leaves promotion, reviews, reviews).
- Management and Media Relations
- Prepare dossier press
- communicative advice
- Designing communication strategies
- Implementing the web content
- journalistic writing and corporate websites of Customers.

The initial capital to start the project will be € 7,500 in cash, and it will be contributed by the entrepreneur.

I decide not to seek outside funding or Business angels or banks because of the size of the company. Moreover, it creates savings and it eliminates the need of bank fees and its interest, which can be turned out at around 15%. The contribution of capital from external sources affects in some way the project management, because it always delivers results beyond sustainability and viability. This isn't necessary, useful or substantial in the business model I want to manage. This is a modest, individualized, anti-capitalist and anti-competitive project. It follows an unusual model, but it's viable and generates enough volume to keep economic activity over time.

I think making the model is the hardest part of this job. The information which the project includes is the result of a great effort. I hope it serves in the near future, and I hope create this company soon. The journalist job is a job very good and nice, but it's badly paid. Because of that I prefer to be my own boss. That way I can work a lot in my own interests.

I can say this isn't the first company I create or the first business plan I do. But it's the first time I'll evaluate people with different sponsors or partners which can be interesting. So I'd like to tell what the strengths and weaknesses of my idea are. I always try to improve and exploit all the indications I get from people who I consider fit and prepared. Therefore I wish to thank all the time I have devoted to me and my own idea: Enlaire Events.