

MANAGEMENT OFFICE STARTUP ASSIGNMENT

Professor Calle

MUM 2702

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Due date: Tuesday, January 27th at the beginning of class.

Format: Assignment must be typed. You may hand it in or send it via e-mail.

Please describe the following at length. Include operational and startup costs.

1. Infrastructure:

Describe what equipment, supplies, technologies and office space you will need to start your management business. Include such items as:

- Telephones
- Subscriptions
- Internet
- Supplies
- Computers
- Office space (rent)
- Website
- Business cards
- Business wardrobe

PLEASE ESTIMATE THE BUDGET FOR THE INITIAL STARTUP AND THE RECURRING MONTHLY EXPENSES. You may visit www.officedepot.com or www.staples.com for prices. A “Google” search may provide you office space rates in the Miami, Florida area.

2. Describe, in outline form, the terms of your management contract:

- a. Percentage of commission. Describe the situations when and if the commission varies.
- b. Length of term.
- c. Exit clause.

3. Describe your services. Remember this is a sales pitch. Make it good but make it realistic.

- a. What ideas do you have for the artist? Give 5 including marketing, promotion, visibility, direction, business ventures, investment opportunities and educational possibilities. Most importantly, describe what revenue streams you expect to create and the length of time you believe it will take for your artist to begin earning a living.
- b. What promotional services can you offer your artist?
- c. The crystal ball. Describe to the artist your vision of his or her future.

You may answer the infrastructure question using a table. Questions 2 and 3 should be answered in outline form.

Thanks,
PC