

# **BUSINESS PLAN 'Radio Station' (including financial model)**

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## **Abstracts**

The report is half ready. The updating and translating process takes 3-5 business days after the order confirmation.

**Project idea:** the creation of radio station «\*\*\*\*» in Moscow, Russia.

**Project Audience:** the population of Moscow aged from 20 to 30 years. It is expected to attract daily \*\*\* listeners after one year of work.

**Musical direction:** popular foreign and Russian music, themed musical programs, hits and novelties.

**Project equipment:** the production of such firms as «DELTA», «Sony», «Allen Heath», «Sound King», «Cordial», «Apogee BIG BEN», «Behringer».

**Object location:** the radio station will be located in rented premises of \*\* sq. m. Additional costs are accounted in the category «Capital Expenditure» and included in the financial plan.

Among kinds of promotion and marketing the main Internet means will be: the creation of the radio station web-site, social networks, SEO. Also the advertising material will be placed in the print media.

**Project implementation:** the broadcasting in the FM-frequency range and online-broadcasting in the Internet Network.

**Start of project implementation:** January 2015.

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