

# **Business Concept Paper for New Dimension Entertainment LLC DBA Rave-Nation.com**

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## **Problem**

Ravers are people that actively attend Electronic Dance Music (EDM) Concerts AKA "techno concerts" or "raves". Ravers enjoy the electronic music played at these concerts and are influenced by the culture of electronic music genres. Ravers want unique and customized products that will make them stand out from others. They also want them for specific dates, usually the date of the next concert they are attending. These products are often rare so there are only a few suppliers. Many companies that do offer them do not offer a variety of different products, have poor customer service and a lack of customization. Also many of these companies are located outside the US, and they can take quite some time to ship out orders. Ravers often require their products by the date of their next concert. This is a big shortfall to ordering from overseas and from multiple companies.

## **Products**

Rave-Nation.com offers rare and customizable products in one place. Ravers can find nearly everything they need for their next event at one website instead of multiple websites. Our customization allows customers to purchase just part of an outfit instead of the whole thing, make requests for specialized clothing, and provide custom options and additions to many products, such as adding spikes, extra lenses, and extra decals to goggles. Rave-Nation has two product types: **Apparel** – Clubwear and items not generally seen in everyday society such as Cyber falls, and Fluffy boot covers. **Accessories** – Products used at a rave, such as Glowsticks, LED Glowsticks, and LED Hula Hoops.

## **Customer**

Ravers can be defined as anyone that enjoys Electronic Dance Music (EDM) and frequently goes to EDM Concerts. These individuals want to be seen as unique and they express this uniqueness at raves through clothing and accessories. The majority of ravers are between the ages of 18 and 25, many of which are collegestudents. Three main types of ravers: **Kandi Ravers**- Dress in lots of colors and wear a lot of fur. They also wear beaded jewelry, and enjoy fast paced music. **Gogo Girls**- Typically paid dancers that work in groups with similar outfits of fluffies, clubwear, and hosiery. **Cyber Ravers** – Wear black clothes with bright colors. Interested in LED gas masks, LED goggles, and UFO pants.

## **Market**

**Market Size:** Actual market size is hard to determine. The largest EDM Concerts and festivals have attendances between 100k and 200k people. Below are estimates on the size of the largest Dance Parties in the US. Some of the below events happen multiple times in one year. The CEO of Insomniac Events, the promotion company in charge of the Electric Daisy Carnival stated: "We're doing 16 festivals in 2012," (Amter, 2011). Again it is hard to find list style statistics, but there are tens of DJs that have the ability to attract tens of thousands ravers with their name alone. These events are occurring every weekend and many weekdays of the year, across the entire US. The bigger events with attendances in the 100 thousands, happen frequently as well. Six of these largest events are listed below but this is not a complete list of 100 thousand + person events.

Electric Daisy Carnival – 140,000 (Wake, 2012)

Ultra Music Festival – 150,000 (Wake, 2012)

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