

#Jenny



Finally I get this ebook, thanks for all these I can get now!

#Rio



Cool! I'am really happy

#Markus Jensen



I did not think that this would work, my best friend showed me this website, and it does! I get my most wanted eBook

#Hun Tsu



wtf this great ebook for free?!

#Che Salsa



My friends are so mad that they do not know how I have all the high quality ebook which they do not!

#Diego Butler



so many fake sites. this is the first one which worked! Many thanks

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

Team Leader: Shawheen Amirkhizi

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

RaveNation.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 sparkles, extra lenses, and extra details to goggles. Rave-Nation has two product types: **Apparel** - Clubwear and items not generally seen in everyday society such as Cyber fanny, and fluffy boot covers. **Accessories** - Products used at a rave, such as Glowsticks, LED Glowsticks, and LED Kula 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 college students. Three main types of ravers: **Rave Ravers** - Dress in top of colors and wear a lot of fur. They also wear headgear, 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 attendance between 200k and 250k 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've done 14 festivals in 2012" (Shaw, 2011). Again it is hard to find real-time statistics, but there are tons 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 biggest events with attendances in the 200 thousands, happen frequently as well. So of these largest events are listed below but this is not a complete list of 200 thousand + person events.

Electric Daisy Carnival - 140,000 (Wike, 2012)
Ultra Music Festival - 150,000 (Wike, 2012)

[Download PDF version of :](#)
Sample Business Paper