

# DJ SERVICE

## 1. INTRODUCTION

Uttarakhand is a vibrant travel destination with a thriving hotel industry. DJ services are needed for parties, conferences, and other events in hotels, resorts, and event spaces, which generates revenue. Uttarakhand has become a popular place as a wedding destination, drawing in couples looking for gorgeous settings. DJ services, which provide entertainment for pre-wedding events, ceremonies, and receptions, are an essential component of wedding celebrations. There is immense scope for professional DJs to work with wedding planners, event organizers, and concerts and elevate the energy of the setting.

## 2. SERVICE & ITS APPLICATION

DJ services involve the provision of music and entertainment by Disc Jockeys (DJs) in various settings, including concerts, events, weddings, and parties. DJs play a crucial role in creating a dynamic and engaging atmosphere, offering versatility across music genres, maintaining continuous energy, and connecting with the audience. Their skills in mixing tracks, creating remixes, and reading the crowd contribute to the success of events.

## 3. DESIRED QUALIFICATION FOR PROMOTER

The desired qualifications for a promoter in the context of DJ services include a strong foundation in marketing or related fields, effective skills to articulate DJ services, and a background in sales to engage with potential clients. While a formal degree in marketing is beneficial, practical experience and a genuine passion for the DJ services being promoted are equally important.

## 4. BUSINESS OUTLOOK AND TRENDS

Due to Uttarakhand's popularity as a wedding destination, DJ services that specialize in providing entertainment for destination weddings will have plenty of chances in the state's thriving wedding sector. Additionally, the state's rich heritage helps DJs fit in and add traditional music components to the historically significant settings. With this specialization, DJs can stand out in a congested market by catering to particular audiences. Technological improvements such as digital lighting systems, software, and mixing equipment are the latest additions to the DJ service industry. Besides that, DJs who keep up with the newest developments in technology frequently have a competitive advantage. DJs that adopt technology, expand their offerings, and handle virtual events will be better positioned to weather disruptions.

## 5. KEY BUSINESS ELEMENTS

- **Networking and Collaboration:** The promoter must build strong relationships with event planners, wedding organizers, and other professionals in the local events industry and enhance the visibility of the business.
- **Equipment Quality and Maintenance:** Reliable sound systems, lighting, and other technical elements are crucial for delivering a memorable and seamless experience at events. The promoter should invest in high-quality DJ equipment and ensure regular maintenance.
- **Adoption of Technology:** This includes holding knowledge of digital mixing software, online streaming possibilities, and any other technological advancement that can enhance services.
- **Customer Feedback and Continuous Improvement:** Continuous improvement is the key to staying competitive in the DJ service industry. The promoter must encourage and actively seek customer feedback after events.

## **6. MARKET POTENTIAL AND MARKETING ISSUES; IF ANY**

The market potential for DJ services in Uttarakhand is promising due to the abundance of cultural events, weddings, and festivals in the region. However, DJs must navigate the legal landscape carefully, ensuring strict compliance with licensing and copyright laws concerning music usage. A notable regulatory aspect is the directive set by the Uttarakhand High Court on June 26, 2018, establishing a five-decibel limit for loudspeakers. The court mandated that the use of loudspeakers, even during the daytime, is contingent on the user providing an undertaking that the noise level will not exceed five decibels. This legal regulation underscores the importance for DJs to be aware of and adhere to local noise restrictions to avoid legal complications and ensure responsible event management in the region.

## **7. SUPPLY OF RAW MATERIAL**

The promoter must acquire tools, such as controllers, mixers, headphones, and speakers, through reputable suppliers and retailers specializing in music and DJ equipment. Platforms like Amazon and Newegg serve as online marketplaces where various sellers offer DJ equipment. Whether purchasing new equipment or exploring the secondhand market or opting for rental services, DJs must keep a variety of suppliers to choose from in their setups.

## **8. BUSINESS MODEL**

The business layout for a DJ service involves creating an office space for client inquiries and bookings, a dedicated DJ booth with proper equipment storage, a designated space for music planning and event preparation, and a small space for administrative tasks. Exterior signage should be clear and reflective of the brand, and soundproofing measures should be considered to minimize noise disruptions.

## **9. BUSINESS PROCESS**

1. **Client Inquiry and Consultation:** The primary step involves receiving and managing client inquiries through phone, email, or website and scheduling consultations to discuss event details.
2. **Quotation and Contract:** This involves providing clients with a detailed quotation based on event requirements and finalizing contracts outlining services, costs, and terms.
3. **Booking Confirmation:** This is to confirm bookings upon receiving signed contracts and required deposits and provide clients with event date, time, and venue confirmation.
4. **Music Planning and Preparation:** At this stage, the promoter must collaborate with clients to plan music playlists and logistics and use a dedicated space for listening, planning, and preparing playlists.
5. **Event Setup:** Upon arrival at the event venue, the promoter must set up the DJ booth, conduct sound checks, and coordinate with event organizers for a seamless setup.
6. **Event Performance:** DJ the event according to planned playlists and client preferences by engaging with the audience and maintaining a positive atmosphere.
7. **Post-Event Breakdown:** At the end, the promoter must efficiently coordinate with venue staff for load-out and seek client feedback after the event.

**10. MANPOWER REQUIREMENT**

Sr. No	Particulars	No.	No of month in year	Wages/Salaries per month (Rs. In Lakhs)	Annual Expense (Rs. In Lakhs)
1	Self-employed (Head DJ)	1	-	-	-
2	Event Coordinator	1	12	0.25	3.00
3	Playlist Coordinator	1	12	0.15	1.80
4	Technician (Lightening & Visual Effects)	1	12	0.15	1.80
	<b>Total</b>				<b>6.60</b>

**11. IMPLEMENTATION SCHEDULE**

Sr. No.	Activity	Time Required (in months)
1	Acquisition of premises	1
2	Construction (if applicable)	1.5
3	Procurement & installation of Plant & Machinery	2.5
4	Arrangement of Finance	1
5	Recruitment of required manpower	1
6	Total time required (some activities shall run concurrently)	3

**12. COST OF PROJECT**

Sr. No.	Particulars	Annual Expenses (Rs. in lakhs)
1	Pre-operative and preliminary Exp.	0.09
2	Equipment and Furniture Exp.	6.40
3	Working Capital	2.44
	<b>Total Project Cost</b>	<b>8.93</b>

**13. MEANS OF FINANCE**

Bank-term loans are assumed @ 60%

Sr. No.	Particulars	Annual Expenses (Rs. in lakhs)
1	Promoter's contribution	3.57
2	Bank Finance	5.36
	<b>Total</b>	<b>8.93</b>

**14. EQUIPMENT AND FURNITURE**

Sr. No	Particulars	Unit	Price per Unit (Rs. in lakhs)	Total Amount (Rs. in lakhs)
1	DJ Equipment	2	0.35	0.70
2	Sound System	4	0.60	2.40
3	Lighting Equipment	5	0.05	0.25
4	Computer & Laptop	2	0.75	1.50
5	Mobile DJ Booth	1	1.00	1.00
6	Backup Power Supply	1	0.35	0.35
7	Office Chairs	2	0.10	0.20
	<b>Total Rs.</b>			<b>6.40</b>

Local suppliers in India offer a wide range of equipment and furniture. The entrepreneur can avail DJ equipment and office furniture after thorough research and analysis. Below are the tentative suppliers in India. Besides these, online platforms such as India Mart, Trade Mart, etc. can also be explored for ordering online.

1. Cine Audo Viso Equipments  
No. 1532, Bhagirath Palace,  
1696/1 bhagirath palace,  
Chandni Chowk- 110006,  
New Delhi, India
2. TSK Enterprise  
Ground Floor Building No.-65,  
Shop No.3 Vijay Block, Laxmi Nagar,  
New Delhi-110092,  
Delhi, India
3. Deepjyot Electronics  
No. B4/228, Safdarjung Enclave,  
Behind Safdarjung Club,  
New Delhi - 110029,  
Delhi, India

## 15. SALES REALISATION

Sr. No	Product	Sales in Percentage
1	Event, Wedding and Party DJ services	75.0%
2	Cultural & Specialised Themed Event DJ Services	15.0%
3	Equipment Rental (sound systems, lighting, and other audiovisual gear)	10.0%
	<b>Total</b>	<b>100.00%</b>

## 16. PROFITABILITY CALCULATIONS

Sr. No	Particulars	Annual Expenses (Rs. in lakhs)
A.	Sales realization	20.16
B.	Cost of production	
i)	Utilities	0.20
ii)	Manpower Cost (Salaries/wages)	6.60
iii)	Administrative expenses	0.08
iv)	Selling & distribution expenses	1.20
v)	Transportation cost	3.00
vi)	Rent	0.45
vii)	Interest	0.60
	Total (B)	12.13
	Gross profit/loss (A – B)	8.03
	Less: Depreciation	0.66

C.	PBIT	7.37
D	Income-tax	1.47
E	Net profit/loss	5.90
F.	Repayment (Annual)	0.72
G	Retained surplus (E-F)	5.18

## 17. BREAKEVEN ANALYSIS

(Rs. in lakhs)

Fixed cost	
Land & Building Rent	0.45
Depreciation	0.66
Interest	0.60
Manpower	1.98
<b>Total Fixed cost</b>	<b>3.69</b>
Variable cost	
Raw materials	9.07
Utilities	0.20
Manpower	4.62
Administrative expenses	0.08
Selling & distribution expenses	1.20
<b>Total Variable cost</b>	<b>15.17</b>
<b>Contribution margin</b>	<b>20%</b>
Break-Even Point in Value	18.45
Estimate Number Of Events Year	50

## 18. STATUTORY/GOVERNMENT APPROVALS

It is important to comply with regulations before starting a DJ service venture.

1. Business Registration with Local Authorities: This involves obtaining a business license or registration certificate from the local authorities.
2. Noise Control and Event Permits: The promoter must adhere to local noise control regulations and obtain required permits for events that involve amplified sound.

## 19. TRAINING CENTERS AND COURSES

Training centers that offer professional training and certification in entrepreneurship and business management are as follows:

1. National Institute for Entrepreneurship and Small Business Development (NIESBUD)  
Regional Centre, Dehradun  
NSTI Campus, Green Park, Dehradun-248001,  
Uttarakhand, India
2. Indian Institute of Entrepreneurship(IIE)  
NH-37 Bypass, Near Game Village,  
Lalmati Guwahati- 781029,  
Assam, India

3. Institute of Entrepreneurship Development(IEDUP)  
A - 1 & 2, Industrial Area, Sarojini Nagar,  
Kanpur Road, Lucknow-226008,  
Uttar Pradesh, India

#### **Disclaimer**

Only few machine manufacturers are mentioned in the profile, although many machine manufacturers are available in the market. The addresses given for machinery manufacturers have been taken from reliable sources, to the best of knowledge and contacts. However, no responsibility is admitted, in case any inadvertent error or incorrectness is noticed therein. Further the same have been given by way of information only and do not carry any recommendation.