

# FEIKUO CULTURE MEDIA

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## ABSTRACT

The purpose of this paper is to provide a business plan for flying media. It is born in the era of mobile Internet and under the background of the national "Internet plus" strategy. It is a dedicated online training platform for young and middle-aged people to provide training in art and handcraft courses, to fill the gap in the market, and to enhance the life satisfaction and self enhancement needs of young and middle-aged people. Through short videos and live broadcasts, the young and middle-aged people aged from 22 to 50 years old are trained in art. The paid transformation of such courses makes use of the private domain system of teaching maintenance to carry out deeper and deeper courses Multidimensional business transformation. The financial and feasibility analysis shows that, the payback period is 1.25 years and return on investment (ROI) is 6.31%.

**Keywords:** Online training platform, art and handcraft courses, flying media.

## INTRODUCTION

Flying media plan was established in January 2022, the company is located in Qingdao, Shandong province, flying was born in the mobile Internet era, the national "Internet +" strategic background, is a committed to using online platform for young and middle-aged people to provide art, manual class training, make up for the gap in the market, improve the young and middle-aged people life satisfaction and self-improvement demand.

Through short video and live broadcast, the middle-aged and young people aged 22-50 are paid for art courses, and the private domain system of teaching maintenance is used to carry out deeper and more dimensional commercial transformation of the courses. The three core sections of the project include: course sales, student private domain and peer business consulting.

## INDUSTRY ANALYSIS

### Five forces model

#### 1. Bargaining power of suppliers

Suppliers of online art training courses in the industry have little bargaining power. However, the suppliers of consumables for manual courses have strong bargaining power, so opening up the consumables supply chain and even setting up their own consumables processing plant in the later stage is the focus of the profit of the whole project.

#### 2. Bargaining power of buyers

The online course buyers of the project have strong bargaining power, because the project is aimed at middle-aged and young people, who will consider the price more when choosing knowledge payment.

### 3. New entrant threat

The industry has high access threshold and high professional requirements for partners and founders. However, with the resource sharing and information age, the possibility of being imitated is also very high. Therefore, the company needs to establish brand awareness and channel awareness at the beginning, expand the brand effect, reduce the cost of channels, and further improve the access threshold of the industry

### 4. Alternative threat

The substitutes in this industry are mainly related offline courses. The participation of offline course students is high, which is a certain threat in the long run. However, due to the high price of offline courses, geographical location, time and other factors, coupled with the impact of the epidemic on offline industries in recent years, there is little threat to the project for the time being.

### 5. Existing competition in the industry

Moreover, at present, most of the live broadcast of knowledge is aimed at the hard knowledge output of students or white-collar workers, while the live broadcast of learning and teaching of Arts and crafts is very few in the market. Therefore, the market gap in this area is still very high. With the continuous improvement of people's living standards, the pursuit of self spiritual realm will be higher and higher, and the requirements in this regard will be higher and higher.

## **MARKET ANALYSIS & MARKETING PLAN**

### **1. Overall marketing strategy**

Promotion for users can be divided into online and offline channels. According to the characteristics of the project, it mainly carries out online channel promotion. Online channels are mainly promoted through text, pictures, videos, PPT, event reports and other carriers, using relevant industry websites and encyclopedia, social groups, forums, microblogs and other carriers

### **2. Pricing strategy**

Simultaneous interpreting online courses as an information product can not be used in the same way as traditional products. However, when pricing courses, we must also consider whether "x pricing" can cover the cost of research and development, sales, traffic, platform technology and so on.

### **3. Sales process and promotion mix**

There are eight main steps: identifying the needs of customers, preparing for after-sales contact, and handling after-sales contact. They are the eight main steps: identifying the needs of customers, and preparing for after-sales contact.

#### **4. Distribution and sales**

Overall strategic planning: market analysis, competition analysis, audience analysis, brand and product analysis, refining of unique sales ideas, formulation of creative strategies, overall operation step planning, investment and expectation setting.

### **MANAGEMENT TEAM AND COMPANY STRUCTURE**

#### **4.1 Board members**

Convene the shareholders' meeting and report to the shareholders' meeting

Implement the resolutions of the shareholders' meeting

#### **4.2 Advisory Committee**

Its members are well-known experts in Hubei Province, leaders of science and technology enterprises

Composition of leaders of relevant departments

#### **4.3 Other professionals**

Have high professional theoretical cultivation and extensive literary and artistic knowledge, and have rich experience

Art practice experience

#### **Operation Plan**

In February 2022, team building: company site selection, decoration; hardware equipment, initial team establishment;

In March 2022, the product launch: courseware research and development, research and competition, courseware online, trial broadcast adjustment, short video operation, speech standardization;

In April 2022, the official operation is start, build exclusive private domain, continuously optimize the flow operation plan, and reach 1; 2.5 production ratio;

In September 2022, to develop other revenue projects: to investigate the market status of adult vocal music, manual class and other online courses;

In October 2022, the new project team construction: the recruitment of relevant personnel, the construction of the new live broadcasting platform and other details;

In December 2022, the new project was launched: new courses were launched, hardware and software availability, continuous optimization of operation plan, and 1:2.5 production ratio;

In February 2023, a business incubation group was established to explore the sales scheme of course consumables and the opening of supply chain. Explore online 1v1 professional teaching system and consulting services; Explore the interbank business school program.

## Financial Analysis

**Table 1** Pro forma income statement

order number	project	2022	2023	2024	2025	2026
1	property					
1.1	Total current assets	0	0	0	0	0
1.1.1	accounts receivable	0	0	0	0	0
1.1.2	ready money	22,003.52	43,709.54	81,697.64	100,658.23	148,632.8
1.2	fixed assets-net value	1,1400	7,400	6,067	5,026	4,623
1.3	Net intangible assets	0	0	0	0	0
1.4	Long-term amortized expenses	12,000	9,000	6,000	3,000	2,000
2	Liabilities and owners' equity					
2.1	total indebtedness	44,386	0	0	0	0
2.2	owner's equity	35,614.08	51,210	65,128.32	79,654	86,542
2.2.1	paid-in capital	120,000	120,000	120,000	120,000	120,000
2.2.3	Accumulated surplus accumulation fund	8,903.52	21,706.02	37,988.1	49,652.6	56,485.3
2.2.4	Accumulated undistributed profits	8,903.52	21,706.02	37,988.1	49,652.6	56,485.3
parameter	asset-liability ratio	0.5373505	0.2806711	0.250681	0.23658	0.215984

**Table 2** Pro forma Balance Sheet

project	2022	2023	2024	2025	2026
I. Cash flow generated from business activities					
Cash received from selling products	320,000	360,000	400,000	440,000	480,000
Cash flows into small counts	320,000	360,000	400,000	440,000	480,000
Cash paid for by purchasing raw materials	0	0	0	0	0
All the taxes and fees paid	64,272	66,950	69,628	73,524	78,563
Cash paid to the worker	74,300	74,300	74,300	74,300	74,300
Pay other cash related to business activities	68,100	68,100	68,100	68,100	68,100
Small cash outflows	206,672	209,350	212,028		
Net cash flow generated from operating activities	0	0	0	0	0
Cash paid for the purchase and construction of fixed assets, intangible assets and other long-term assets	15,000	15,000	15,000	15,000	15,000
Cash paid for the investment	0	0	0	0	0
Other cash paid for in connection with the investment activities	0	0	0	0	0
Small cash outflows	15,000	15,000	15,000	15,000	150,000

**Table 3** Ratio Analysis

a particular year	2022	2023	2024	2025
NCF t	-200,000	8,9035.2	128,025	162,820.8
accumulative total NCRt	-200,000	8,9035.2	217,060.2	379,881
The NCR t is discounted at 7%		6,232.464	8,961.75	11,397.46
aggregate-value		6,232.464	15,194.214	26,591.67

The investment payback period is the time required to recover the initial investment through the net cash flow of the project, usually in years. (Unit: YUAN)

According to the static index, the payback period of investment 200000 is: 1.25 years

The analysis shows that the investment recovery time of the project is relatively short and the investment risk is very low. The return on investment is calculated as 6.331%. The dynamic index is 53.25% (discount rate is 7%). That is, the annual net profit should be divided by 1.07, and the sum should be divided by 3 years to 200,000

This analysis shows that the average asset income of the project is relatively rich.

## CONCLUSION AND FUTURE WORK

The education and training industry does not have a track boundary in a strict sense, and the art education has rich categories and can extend to all ages. In the future, the business of various institutions will shift from vertical to comprehensive, not only meeting the diversified needs of users, but also improving the conversion rate and repurchase rate.

At the same time, the gathering of integrated online art platform is expected to make a mark, such platforms with strong professional, closed user circle, will develop in the direction of scale and high barriers. In the future, it is also difficult for teaching and training giants and Internet giants to have a business impact on it.

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