

## I. General Company Description

House of Music Entertainment (H.O.M.E) will premiere as the most innovative, professional, and convenient music production studio in all of Atlanta, Georgia. House of Music Entertainment will provide the best recording services using only the latest technology at a reasonable price and will offer everything from vocal training to recording original music. We will also appeal to one-time clients who want to record a project such as a Christmas album, or that is trying to break into the music industry and requires a demo CD to shop to record labels. Church choirs and schools may also use our services and sell their own music to members and parents. There are endless possibilities for our services as well as a vast array of potential clients.

### **House of Music Entertainment Mission Statement:**

***"The goal of House Of Music Entertainment is to become the leader in the music production field starting here in Atlanta and then spreading to the rest of the country. We will strive to satisfy our customers' needs and conduct our business in a manner of professionalism and respect."***

The music industry is usually reserved for either already established artists, or for those that are lucky enough to have a "connection" in the industry that can help them along. House of Music Entertainment helps individuals arrive at their ultimate dreams. We offer services to teach, record, produce and promote our clients in order for them to succeed in their musical goals.

The services will be marketed to all individuals at their will, with all levels of interest in music, ranging in ages 5-55 from all backgrounds, languages and cultures. The initial target market is Atlanta with future plans to expand throughout the US and Canada. House of Music Entertainment has many goals and objections. The most important are to operate a healthy, successful company that is a leader in customer service and that has a loyal customer following and to deliver the highest quality educational, promotional and production tools, need to survive in the music industry.

In a time when American Idol is one of the most watched reality shows on television, it has become obvious that there are many in our society that have hidden dreams to sing and make music, that is where we come in. House of Music Entertainment will successfully turn those dreams into a reality. Many musical artists, young and old flock to Atlanta each year to pursue their dream of becoming a part of this exciting industry and we will provide the services that are required to enter into this market and be taken seriously by industry insiders.

Music is definitely a growth industry with top level executive in search of new talent every day. We will prepare our artists to approach these important figures with a creative sound, marketing strategy, and much needed performing skills. We foresee many changes in the music industry and are poised to take advantage of them and remain updated on the latest trends and styles in music that have become popular in the United States and beyond.

Our most important company strength is what the founder, Eve Hill will bring to the business. After years of singing, Ms. Hill decided that she needed to learn how to produce and engineer in order to have complete control of the outcome of her music, which led her to Bristol Studios in Boston, Massachusetts. She trained with a professional engineer in music engineering and production and after gaining the experience she needed, she then began working on various projects at the request of clients.

In 2004, Eve moved to Huntsville, Alabama and became employed with a company where she was given the title Personal Assistant/Office Administrator. Her duties included payroll, taxes, technical, and supervision of employees among many other duties. This combination of education and experience proved that Ms. Hill is capable of operating every aspect of a small business.

House of Music is a sole-proprietorship, with Eve Hill as the owner. As our company grows it would be financially and legally benefiting to re-structure our form of business ownership as a Limited Liability Corporation.