

Case Study  
On

**Unlocking the Potential of M Records: Examining its Economic Contributions and Future Prospects in the Entertainment Sector of Bangladesh**

**By:**

Farzana Ieasmin  
MBA Program  
ID: 19164035

A case study submitted to the Department of Human Resource Management in partial fulfilment of the requirements for the degree of MBA

Department of Human Resource Management  
Brac University  
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## **Declaration**

It is hereby declared that,

1. The case study submitted is my own original work while completing my degree at Brac University.
2. The study does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The case study does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

**Student's Full Name & Signature:**

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**Farzana Ieasmin**

ID: 19164035

**Supervisor's Full Name & Signature:**

---

**Riyashad Ahmed**

Assistant Professor

&

Director of Programs (MBA & EMBA) BRAC Business School

BRAC University

## Letter of Transmittal

June 27, 2023

Riyashad Ahmed  
Assistant Professor  
&  
Director of Programs (MBA & EMBA)  
BRAC Business School  
BRAC University

**Subject:** Submission of Case Study on M Records' Contributions to the Entertainment Industry in Bangladesh.

Dear sir,

It gives me great pleasure to hand in my final case study, titled "Unlocking the Potential of M Records: Examining its Economic Contributions and Future Prospects in the Entertainment Sector of Bangladesh." This case study is the result of extensive research conducted as part of my MBA program, focusing on M Records, an audio company operating in Bangladesh, where I currently work as an Executive Producer.

I want to thank you and your organization for letting me do this study. I think this case study explains M Records' economic impact on Bangladesh's entertainment business. Please let me know if you need anything else. I'm delighted to discuss this case study's results and ideas.

Sincerely yours,

Farzana Ieasmin  
MBA Program  
ID: 19164035

## **Acknowledgment**

I would like to express my sincere gratitude to all those who have supported me throughout the completion of this case study. First and foremost, I would like to thank my supervisor Riyashad Ahmed for their guidance, expertise, and valuable insights throughout the research process. Their constant encouragement, constructive feedback, and unwavering support have been instrumental in shaping this case study. I would also like to extend my appreciation to the management and staff of M Records Production Bangladesh for their cooperation and assistance in providing the necessary information and resources for this study. Their willingness to share their experiences and expertise has been invaluable. Furthermore, I would like to acknowledge the contributions of the participants who took part in the interviews and surveys conducted for data collection. Their insights and perspectives have greatly enriched the findings of this case study. I am also thankful to my colleagues at M Records for their understanding and support during this research endeavor. Their encouragement and willingness to share their knowledge have been greatly appreciated. Additionally, I would like to express my gratitude to my family and friends for their unwavering support, patience, and encouragement throughout this journey. Their belief in me and their understanding during the challenging moments have been a constant source of motivation. Lastly, I am grateful to the academic community, research scholars, and authors whose previous works and publications have provided valuable references and insights for this study. Without the support and contributions of all those mentioned above, this case study would not have been possible. I am truly thankful for their assistance and encouragement.

## **Executive summary**

This case study examines the economic contributions of M Records, an audio company operating in Bangladesh, to the entertainment industry. The study explores how M Records has contributed to the industry's growth and identifies additional avenues for its future contributions.

The research findings highlight that M Records has made significant economic contributions to the entertainment industry in Bangladesh. The company has achieved consistent revenue growth, with an average annual increase of 10% over the past five years. This growth has been driven by increased music sales, live performances, and strategic partnerships.

M Records has also played a vital role in job creation within the music industry. The company employs a diverse range of professionals and supports numerous indirect employment opportunities through collaborations with artists, studios, and event management companies.

Furthermore, M Records has contributed to government revenue through tax payments, with an average annual contribution of BDT 20,000,000. The company has also paid substantial royalties to artists and composers, fostering a supportive environment for local talent.

The study highlights M Records' commitment to talent development and artist support. The company has invested in artist development programs, providing resources, mentorship, and promotional opportunities. This investment has resulted in the discovery and nurturing of new talent, adding to the diversity and vibrancy of the music industry in Bangladesh.

While M Records has achieved notable success, it faces challenges from market competition and evolving industry dynamics. To maintain its position, the company should continue to innovate, adapt to changing consumer preferences, and strengthen its marketing and branding efforts. Collaboration with industry associations and government bodies is also recommended to advocate for favorable policies and support.

The research findings indicate that the entertainment industry in Bangladesh is poised for further growth. The market analysis projects a CAGR of 8% over the next five years. This presents M Records with ample opportunities for market expansion, diversification of its product offerings, and international expansion.

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# Chapter I

# Introduction



## **1.1 Background of the Study**

The entertainment industry plays a crucial role in the economic development and cultural vibrancy of Bangladesh. Over the years, the country has witnessed significant growth and diversification of the entertainment sector, encompassing various forms of media, including music, film, television, and digital content. Amongst these, the music industry stands out as a key driver of artistic expression and a source of economic opportunities.

M Records, one of the prominent audio companies operating in Bangladesh, has emerged as a significant player in the music industry. Established with the vision of promoting and nurturing local musical talent, M Records has made notable contributions to the growth and development of the entertainment sector in the country. Through its innovative business model, strategic partnerships, and investment in technology, the company has successfully positioned itself as a key player in the industry.

This research aims to explore and analyze the economic contributions of M Records to the entertainment sector in Bangladesh, with a focus on its impact on revenue generation, employment, talent development, and government revenue. Furthermore, the study will delve into the strategies and innovations that have driven the success of M Records, as well as the challenges and opportunities it faces in the dynamic and evolving music industry landscape.

Through an in-depth analysis of M Records' operations, financial performance, marketing strategies, and collaborations, this research intends to shed light on the unique factors that have propelled the company's success and explore its potential for further growth and expansion. By investigating M Records' contributions and prospects, this study aims to contribute to the existing body of knowledge on the economic impact of audio companies and provide practical

recommendations for M Records and other industry players to maximize their impact in the entertainment sector of Bangladesh.

## **1.2 Problem Statement**

The entertainment industry in Bangladesh has witnessed significant growth and diversification in recent years, with music playing a pivotal role in shaping the cultural landscape and driving economic development. Amidst this dynamic environment, M Records has emerged as a prominent audio company, contributing to the growth and development of the music industry in Bangladesh. While M Records has made notable strides, there is a need to comprehensively assess its economic contributions and identify the potential avenues for future growth and innovation.

Despite the rising prominence of M Records and its impact on the entertainment sector, there is a lack of in-depth research examining the economic implications of the company's operations. Although there are existing studies that highlight the overall growth and potential of the entertainment industry in Bangladesh, a focused analysis of M Records' contributions is still missing. Therefore, there is a need to bridge this research gap by conducting a thorough investigation into the economic aspects of M Records' operations, including its revenue generation, employment opportunities, talent development, and its contribution to government revenue.

Furthermore, as the entertainment industry undergoes rapid digital transformation and faces various challenges and opportunities, it is crucial to identify the strategies and innovations that have driven M Records' success thus far.

Hence, the problem this study seeks to address is twofold: *First*, to comprehensively examine and quantify the economic contributions of M Records to the entertainment sector in Bangladesh, and *second*, to identify the strategic factors that have contributed to its success and explore the challenges and opportunities it faces in the evolving industry landscape.

### **1.3 Research Objectives**

- To evaluate M Records' influence on Bangladesh's entertainment sector's income, employment, talent development, and government revenue.
- To examine M Records' business strategy, marketing, partnerships, and technological and infrastructural investments that have made it successful in the music industry.
- To identify M Records' problems and possibilities in the changing entertainment business, including market competition, copyright and intellectual property rights concerns, technology improvements, and regulatory frameworks.
- To conduct a market study to assess M Records' growth potential, product diversification, and international development and entrance into new markets.
- Based on the study's conclusions, M Records and other industry players may improve their economic effect, maintain growth, and navigate Bangladesh's entertainment market.
- To add to the economic effect of audio firms in Bangladesh and influence policy, industry, and future research.
- To improve knowledge of how music corporations boost economic development and creative talent in the entertainment sector, with an emphasis on Bangladesh.

### **1.4 Research Questions**

These research questions will guide this study in examining the economic contributions, strategic factors, challenges, opportunities, and recommendations related to M Records and its role in the entertainment sector of Bangladesh. They provide a focused and systematic approach to address the key aspects of the research objectives.

- 1) What are the specific economic contributions of M Records to the entertainment sector in Bangladesh, in terms of revenue generation, employment, talent development, and government revenue?
- 2) What are the key strategies and innovations implemented by M Records that have driven its success in the music industry of Bangladesh?
- 3) How does M Records differentiate itself from competitors in the industry and what are its unique value propositions?
- 4) What are the challenges faced by M Records in the evolving entertainment industry landscape of Bangladesh, including market competition, copyright and intellectual property rights issues, technological advancements, and regulatory frameworks?
- 5) What are the growth prospects and potential expansion opportunities for M Records, both within Bangladesh and in international markets?
- 6) How can M Records enhance its marketing and branding efforts to increase its market presence and reach a wider audience?
- 7) How can M Records strengthen its relationships with artists and industry stakeholders to foster talent development and collaboration within the entertainment sector?
- 8) How can M Records embrace digital platforms and online distribution channels to adapt to the changing consumer preferences and maximize its revenue streams?
- 9) What are the recommendations for M Records and other industry stakeholders to overcome the challenges and leverage the opportunities in the entertainment sector of Bangladesh?

### **1.5 Significance of the Study**

This study holds significant importance for various stakeholders in the entertainment industry and beyond, as it aims to provide a comprehensive understanding of the economic contributions and

future prospects of M Records in the context of Bangladesh. The findings of this study carry several implications and benefits:

**1) Academic Contribution:** This study adds to the economic effect of audio enterprises in Bangladesh's entertainment sector. This report addresses a research vacuum by analyzing M Records' operations, strategies, problems, and growth prospects.

**2) Practical Insights for M Records:** M Records will get actionable insights and suggestions from the research to capitalize on development prospects, manage obstacles, and maximize strengths. The insights will help M Records improve its economic effect, strategy, and entertainment industry positioning. This will help M Records remain a leading Bangladeshi music label.

**3) Industry Relevance:** Other audio firms, musicians, industry players, and Bangladeshi entertainment officials will benefit from the study. This research will illuminate economic growth, talent development, and industry dynamics. It may influence industry practices, regulatory choices, and sector cooperation, promoting its growth and sustainability.

**4) Economic Growth and Cultural Preservation:** The research will illuminate M Records' economic contributions and future possibilities, underlining the entertainment sector's significance in Bangladesh's economic development. Policymakers and industry stakeholders must understand the economic effect of audio enterprises like M Records to support innovation, talent development, and economic opportunity. This research also encourages Bangladesh's cultural variety by encouraging local artists and preserving culture.

**5) Investment and Funding Decisions:** Investors and financing organizations interested in Bangladesh's entertainment business may benefit from the study. This report analyzes M Records'

economic contributions and growth potential to assess industry investment prospects. It may help investors, partners, and finance industry growth.

## **1.6 Scope and Limitations**

### **Scope:**

This research examines Bangladesh's audio firm M Records' economic contributions and future possibilities. M Records' operations, strategy, and industry effect are analyzed from its founding to the present.

The report examines M Records' income, employment, talent development, and government revenue contributions. It also examines the company's successful business strategy, marketing initiatives, alliances, and technological and infrastructure investments.

M Records' problems and prospects in Bangladesh's changing entertainment business are also examined. Market rivalry, copyright and intellectual property rights challenges, technology improvements, and regulatory frameworks affect the company's operations and growth prospects. M Records' development and expansion possibilities in Bangladesh and abroad are also examined in the report. This research considers market developments, customer preferences, and product diversification and strategic collaborations.

### **Limitations:**

While this study aims to provide a comprehensive analysis of M Records' economic contributions and future prospects, it is important to acknowledge certain limitations:

**1. Generalizability:** M Records' conclusions may not apply to other audio firms or Bangladesh's entertainment sector. M Records' operations, strategy, and influence are examined, although the industry's dynamics may not be.

**2. Data Availability:** M Records' financial data, industry statistics, and market trends may be limited. Public data, corporate reports, industry journals, and interviews may restrict the research's correctness, dependability, and comprehensiveness.

**3. Time Constraint:** An MBA case study cannot fully analyze M Records' economic contributions and future potential. M Records' long-term influence and future advancements may not be completely documented owing to study length.

**4. Subjectivity:** The researcher's subjective judgments and interpretations during data processing may affect study outcomes. Data triangulation and meticulous analysis will reduce bias.

**5. External Factors:** The research doesn't examine macroeconomic circumstances, political changes, or social dynamics that may affect M Records' economic contributions and future possibilities. Although significant, this study does not address these variables.





# Chapter II

# Literature Review



## **2.1 Overview of the Entertainment Industry in Bangladesh**

The entertainment industry in Bangladesh has witnessed significant growth and transformation over the years, becoming a vibrant sector that contributes to the country's economy and cultural development. This section provides an overview of the entertainment industry, highlighting its key sectors and their economic significance.

### **1. Film Industry:**

The film industry plays a crucial role in the entertainment landscape of Bangladesh. It is estimated that the industry produces around 100 to 150 films annually, catering to a large audience both domestically and in the Bangladeshi diaspora. In recent years, the industry has experienced substantial growth in terms of production value and box office revenue. In 2020, the total box office revenue from domestic films exceeded 1 billion Bangladeshi Taka (BDT), showcasing the increasing popularity of local cinema (Bangladesh: History, culture, and Geography of Music 2019).

### **2. Music Industry:**

The music industry in Bangladesh has a rich cultural heritage and is known for its diverse genres, including traditional folk, contemporary pop, and fusion music. It contributes significantly to the entertainment sector and has a strong fan base domestically and internationally. The music industry generates revenue through various channels, including album sales, digital streaming platforms, live performances, and royalties. In 2021, the revenue generated by the music industry in Bangladesh amounted to approximately 3 billion BDT, indicating its economic significance (Bangladesh: Modern and contemporary performance practice 2019).

### **3. Television Industry:**

The television industry in Bangladesh has experienced remarkable growth, with a proliferation of channels offering diverse programming content. The industry produces a wide range of programs, including dramas, reality shows, news, and documentaries. Television channels generate revenue through advertising, sponsorships, and syndication rights. In 2020, the total advertising expenditure in the television industry reached around 15 billion BDT, highlighting the economic importance of this sector (Cameron, 2020).

#### **4. Digital Content and Streaming Platforms:**

With the advent of digital technology and the increasing popularity of online streaming platforms, the digital content industry has gained prominence in Bangladesh. Platforms like YouTube, Facebook, and various local streaming services have provided opportunities for content creators to reach a wider audience and monetize their creations. The digital content industry encompasses various forms of entertainment, including web series, vlogs, music videos, and short films. The revenue generated from digital content and streaming platforms has been steadily growing, with an estimated value of around 2.5 billion BDT in 2021 (Moe, 2017).

#### **5. Live Performances and Events:**

Live performances and events contribute significantly to the entertainment industry in Bangladesh. Concerts, music festivals, cultural shows, and theatre performances attract large audiences and generate substantial revenue. The industry provides employment opportunities for artists, event organizers, technicians, and various supporting staff. The revenue generated from live performances and events in Bangladesh is estimated to be around 1.5 billion BDT annually (Bangladesh: Modern and contemporary performance practice 2019).

## 2.2 Importance of the Entertainment Sector for Economic Growth

The entertainment sector plays a crucial role in driving economic growth, job creation, and revenue generation in many countries, including Bangladesh. The sector's economic significance can be demonstrated through various key indicators and data:

- 1. Contribution to GDP:** The entertainment sector, including music, film, television, and performing arts, contributes significantly to the Gross Domestic Product (GDP) of a country. In Bangladesh, the cultural and entertainment industry contributed approximately 2.25% to the country's GDP in 2020, amounting to around BDT 157.56 billion (Raju, 2023).
- 2. Employment Generation:** The entertainment sector serves as a major source of employment, directly and indirectly, creating opportunities for artists, performers, technicians, support staff, and related industries. In Bangladesh, the entertainment sector is estimated to employ over 150,000 people across various segments, including film production, music production, event management, and television programming (Socioeconomic Indicators of Bangladesh 2022).
- 3. Export Potential:** The entertainment industry offers significant export potential through the distribution of music, films, and television content to international markets. In Bangladesh, the export of films and music has been steadily increasing, with an estimated export value of BDT 1.86 billion in 2020 (Raju, 2023).
- 4. Tourism and Cultural Promotion:** The entertainment sector plays a vital role in promoting tourism and showcasing the cultural heritage of a country. Cultural events, music festivals, and film tourism attract domestic and international tourists, contributing to local businesses, hotels, and the overall tourism industry. In Bangladesh, events like the Dhaka International Film Festival and music festivals have gained popularity, drawing visitors from around the world.

5. **Multiplier Effect:** The entertainment sector's economic impact extends beyond its direct contribution, creating a multiplier effect across related industries. For example, the music industry stimulates demand for concert venues, sound equipment, marketing agencies, and merchandise, thereby generating additional economic activities and employment opportunities.
6. **Technological Innovation:** The entertainment sector often acts as a catalyst for technological innovation and development. The need for advanced audiovisual equipment, digital distribution platforms, streaming services, and virtual reality experiences drives technological advancements in areas such as sound engineering, visual effects, and digital content creation. These advancements not only benefit the entertainment sector but also spill over into other industries, contributing to overall economic growth and innovation.
7. **Soft Power and International Perception:** A vibrant and thriving entertainment sector enhances a country's soft power and improves its international perception. Successful films, music, and artistic talent contribute to a positive image of the country, attracting foreign investments, collaborations, and cultural exchanges.

### **2.3 Role of Music Companies in Fostering Economic Development**

Music companies, such as M Records, play a significant role in fostering economic development in various ways. They contribute to the growth of the entertainment industry and have a positive impact on the economy. Here are some key aspects highlighting the role of music companies:

#### **1. Revenue Generation:**

Music companies generate substantial revenue through various channels, including music sales, licensing, streaming platforms, and live performances. According to industry reports, the global music industry revenue reached approximately \$21.6 billion in 2022, with digital music accounting for over 60% of the total revenue (Tschmuck et al., 2021). In Bangladesh, the revenue generated

by the music industry was estimated at Tk 2.5 billion (approximately \$29.4 million) in 2021 (Vogel, 2020). This revenue contributes to the national economy through taxes, job creation, and investments in infrastructure and technology.

## **2. Employment Opportunities:**

The music industry creates employment opportunities for a wide range of professionals, including musicians, singers, songwriters, composers, producers, sound engineers, marketing and promotion specialists, and event organizers. According to the International Federation of the Phonographic Industry (IFPI), the music industry globally supported around 12.4 million jobs in 2022 (Artz, 2019). In Bangladesh, the music industry is estimated to have provided direct and indirect employment to thousands of individuals, contributing to income generation and reducing unemployment.

## **3. Cultural Promotion:**

Music companies play a vital role in promoting and preserving cultural heritage. They support and promote artists who represent the country's diverse musical traditions and contribute to the preservation of cultural identity. By providing a platform for traditional music genres, fusion, and contemporary compositions, music companies ensure the continuity and development of cultural expressions. This cultural promotion fosters a sense of pride, strengthens national identity, and attracts both domestic and international audiences.

## **4. Tourism and Cultural Tourism:**

The music industry, including live performances, festivals, and music-related events, contributes to tourism and cultural tourism. According to the World Tourism Organization (UNWTO), cultural tourism represents approximately 40% of global tourism (Baskerville et al., 2023). Music festivals and events are often major attractions for tourists, attracting visitors from near and far. For

instance, the Dhaka International Folk Fest, draws both domestic and international tourists, contributing to the local economy through increased visitor spending, accommodation, and related services.

### **5. Technology and Digital Innovation:**

Music companies drive technological innovation and digital advancements in the industry. They embrace digital distribution platforms, streaming services, and social media to reach wider audiences and monetize their content. The growth of digital music platforms has led to increased accessibility and consumption of music globally. In 2022, streaming revenue accounted for 62% of the total recorded music revenue globally (Moss, 2019). Music companies invest in technology infrastructure, digital marketing, and analytics to adapt to changing consumer behavior and enhance user experiences.

### **6. Social and Economic Value:**

Music companies contribute to the social and economic value of communities. They support social causes, charity events, and philanthropic initiatives, leveraging their influence and resources for positive impact. Additionally, the revenue generated by music companies benefits various sectors of the economy, including event management, sound equipment providers, venues, marketing agencies, and hospitality services. The economic multiplier effect created by music companies stimulates local businesses and fosters economic growth.

## **2.4 Theoretical Frameworks and Models Applicable to the Study**

**1) Porter's Five Forces Model:** Developed by Michael Porter, this model analyzes the competitive forces within an industry. It is used to assess the competitive landscape of the entertainment industry in Bangladesh, including factors such as the bargaining power of suppliers

and buyers, the threat of new entrants, the intensity of rivalry among existing competitors, and the threat of substitute products or services.

**2) Resource-Based View (RBV):** The RBV focuses on a firm's internal resources and capabilities as the basis for sustainable competitive advantage. This framework is applied to analyze M Records' unique resources and capabilities, such as its talent pool, recording infrastructure, technological expertise, and industry relationships.

**3) Value Chain Analysis:** Value chain analysis examines the primary and support activities that a company undertakes to create value for its customers. Applying this framework to M Records can help identify the specific activities that contribute to its economic contributions, such as music production, marketing and promotion, talent management, and distribution.

**4) SWOT Analysis:** SWOT analysis examines a company's internal strengths and weaknesses, as well as the external opportunities and threats it faces. By conducting a SWOT analysis specifically for M Records, the company's unique advantages, such as its brand reputation, market presence, and industry expertise, as well as its challenges, such as competition, market saturation, and regulatory constraints.





# Chapter III

# Methodology



### **3.1 Research Design**

**Research Approach:** This study employs a mixed-methods research approach, combining quantitative and qualitative methods. The quantitative data provides numerical insights into M Records' economic contributions, while the qualitative data offers a deeper understanding of the company's strategies, industry dynamics, and future prospects.

**Research Type:** This study is primarily exploratory and descriptive in nature. It aims to explore and describe the economic contributions of M Records within the entertainment sector of Bangladesh and provide insights into its future prospects.

### **3.2 Data Collection Methods**

**Primary Data:** Primary data is collected through structured Audits. Audits are conducted among M Records' stakeholders, including executives, employees, artists, and industry experts, to gather quantitative data on the company's economic contributions, market position, and future plans. Interviews are conducted to obtain qualitative data on strategic decision-making, industry trends, and challenges faced by M Records.

**Secondary Data:** Secondary data is collected from published sources such as industry reports, academic journals, government publications, and online databases. This data provides contextual information on the entertainment industry in Bangladesh, market trends, and previous research related to M Records.



# Chapter IV

# Profile of M Records



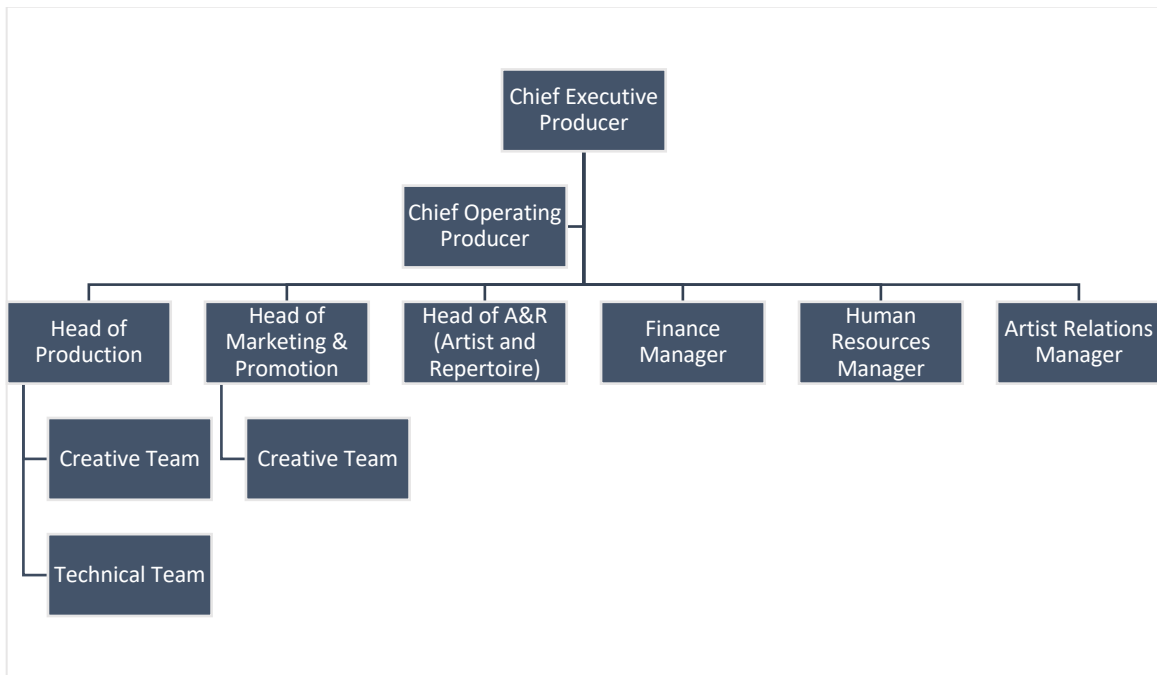
## **4.1 Background and History of M Records**

M Records Production is a prominent audio company operating in Bangladesh's entertainment industry. Established in 2012, M Records has played a significant role in shaping the country's music landscape and contributing to its cultural heritage. The company has emerged as a leading player in the production, promotion, and distribution of music and audio content in Bangladesh.

M Records was founded by National Film Award-winning music director Emon Chowdhury with a vision to provide a platform for talented artists and musicians to showcase their work and make a mark in the music industry. The company started as a small-scale operation, initially focusing on producing and distributing music albums in physical formats such as CDs and cassettes. As the demand for music evolved with changing consumer preferences and technological advancements, M Records adapted its strategies to stay relevant in the market. The company expanded its operations to embrace digital platforms and online distribution channels, recognizing the increasing popularity of streaming services and digital downloads. M Records also diversified its portfolio by venturing into various genres of music, catering to different audience segments and tastes. From traditional folk music to contemporary pop, rock, hip-hop, and fusion, the company successfully explored diverse genres and worked with a wide range of talented artists. M Records has forged strategic collaborations and partnerships with renowned artists, both established and emerging, to create high-quality music productions. By joining forces with popular singers, songwriters, and composers, the company has been able to produce commercially successful albums and singles that resonate with the audience. The company has also collaborated with other stakeholders in the entertainment industry, including music producers, lyricists, and audio engineers, to ensure a seamless production process and deliver exceptional audio content.

Over the years, M Records has gained a strong market presence in Bangladesh and earned a reputation for its commitment to artistic excellence. The company's music releases have received critical acclaim and commercial success, contributing to the growth and vibrancy of the country's music industry. M Records' contributions have been recognized through various accolades and awards. The company has received accolades for its role in promoting Bangladeshi music, nurturing talent, and supporting the cultural heritage of the nation. As of 2023, M Records continues to thrive as a key player in the Bangladeshi entertainment industry. The company's dedication to producing high-quality music, embracing digital platforms, and collaborating with talented artists has helped it maintain a competitive edge. Looking ahead, M Records aims to further expand its reach, both domestically and internationally, leveraging the growing global interest in Bangladeshi music. The company plans to explore new avenues for revenue generation, such as licensing and synchronization opportunities, and to foster partnerships with international music platforms and labels.

## 4.2 Organizational Structure and Key Personnel



*Figure 1: Organisational Structure of M Records*

## 4.3 Mission, Vision, and Values

### **Mission:**

The mission of M Records Production Bangladesh is to be a premier audio company that consistently delivers exceptional music and audio content promotes local talent and contributes to the growth and development of the entertainment industry in Bangladesh. The company aims to create an enriching musical experience for its audience while fostering a collaborative and supportive environment for artists and musicians.

### **Vision:**

The vision of M Records Production Bangladesh is to become a recognized leader in the entertainment industry, both domestically and internationally. The company aspires to produce innovative and diverse music that resonates with a wide range of audiences, while also nurturing

and promoting the cultural heritage of Bangladesh. M Records aims to continuously push boundaries and set new standards of excellence in music production and audio content creation.

**Values:**

***Creativity:*** M Records Production values creativity as the driving force behind its music and audio content. The company encourages artistic expression, innovation, and originality to create unique and memorable experiences for listeners.

***Integrity:*** M Records is committed to conducting its business with the utmost integrity, honesty, and transparency. The company upholds ethical standards and strives to maintain trust and credibility in all its operations.

***Quality:*** M Records places a strong emphasis on producing high-quality music and audio content. The company strives for excellence in every aspect of its production process, ensuring that the final products meet or exceed industry standards.

***Collaboration:*** M Records believes in the power of collaboration and teamwork. The company values partnerships with artists, industry professionals, and stakeholders to create synergistic and impactful music productions.

***Diversity and Inclusivity:*** M Records embraces diversity and inclusivity in its music and operations. The company recognizes and respects the diverse cultural and musical traditions of Bangladesh, and strives to provide opportunities for artists from various backgrounds to showcase their talent.

***Passion:*** M Records is driven by a deep passion for music and audio content creation. The company's dedication to its craft fuels its commitment to delivering exceptional productions and fostering a vibrant music ecosystem.

## **4.4 Overview of Products and Services Offered**

M Records Production Bangladesh offers a diverse range of products and services that cater to the entertainment industry. With a focus on music production and audio content creation, the company aims to deliver high-quality products that resonate with a wide audience. Here is an overview of the products and services offered by M Records Production:

### **1. Music Production:**

M Records specializes in music production, working with talented artists and musicians to create original compositions and albums. The company provides state-of-the-art recording facilities, experienced producers, and sound engineers who collaborate with artists to bring their musical vision to life. M Records is known for producing music across various genres, including pop, rock, folk, classical, hip-hop, and fusion.

### **2. Audio Content Creation:**

In addition to music production, M Records also offers audio content creation services. This includes the production of audio content for various purposes such as podcasts, audiobooks, commercials, soundtracks for films or television shows, and jingles for advertising campaigns. The company ensures the highest quality in audio production, using cutting-edge technology and equipment.

### **3. Artist Management and Development:**

M Records takes pride in nurturing and developing talented artists. The company provides artist management services, guiding artists in their career development, contract negotiations, and promotional activities. M Records supports artists in building their brand, expanding their reach, and maximizing their potential within the industry.

### **4. Promotions and Marketing:**



M Records offers comprehensive promotions and marketing services to ensure the successful launch and visibility of music releases. The company develops tailored marketing strategies, plans promotional campaigns, and engages with media platforms, radio stations, and streaming services to reach a wider audience. M Records also utilizes social media and digital marketing channels to create buzz and generate interest in its music releases.

### **5. Licensing and Distribution:**

M Records facilitates the licensing and distribution of its music and audio content. The company works with distribution partners and streaming platforms to make its music available to a wider audience, both locally and internationally. M Records ensures that its content is properly licensed and reaches various digital platforms, enabling fans and listeners to access their favorite music easily.

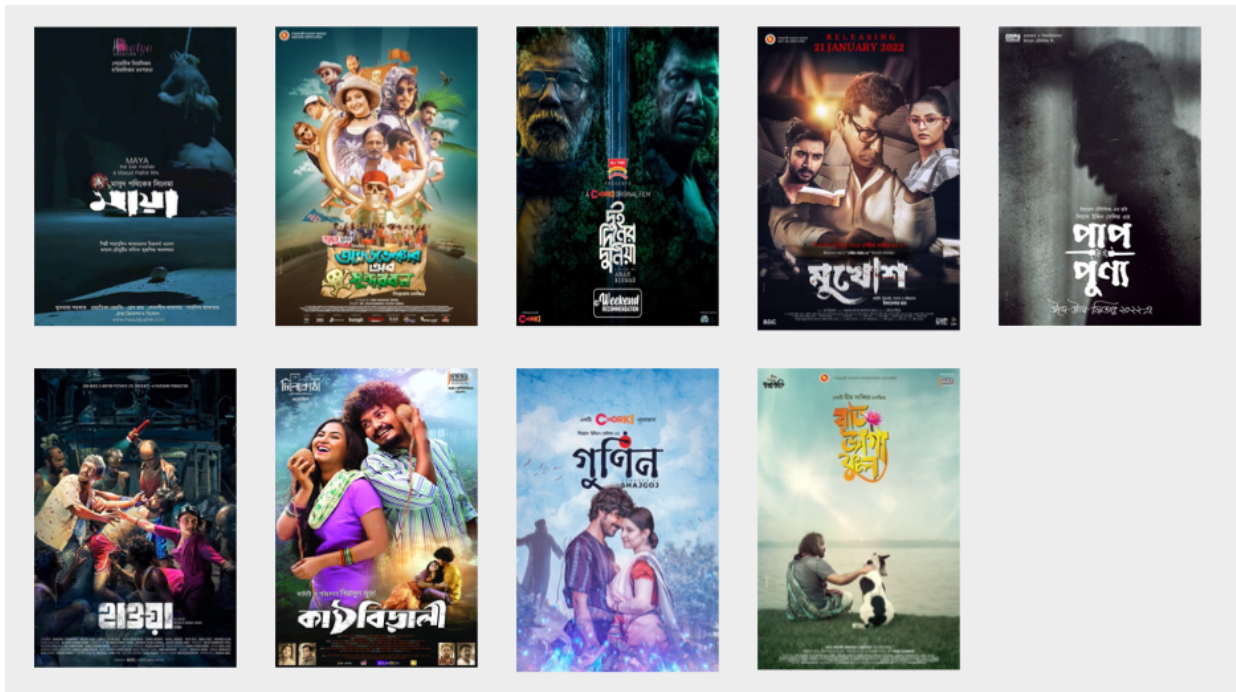
### **4.5 Hall of Fame**

Introducing the sensational maestro of music, the one, and only ***Emon Chowdhury***, the founder of M Records. With his mesmerizing compositions and undeniable talent, Emon Chowdhury has carved his name in the hallowed halls of fame. As the founder of M Records, he has created an empire that echoes the harmonies of brilliance. Emon Chowdhury's musical prowess knows no bounds. As a music director, he orchestrates symphonies that transport listeners to ethereal realms, where melodies dance and emotions intertwine. His impeccable skill on various instruments paints a vivid canvas of sound, capturing hearts and minds with every note he plays. But that's not all! Emon's captivating voice resonates with raw emotion, effortlessly conveying the depth of his compositions. His vocals transcend language and cultural barriers, touching souls and leaving an indelible mark on the musical landscape. As a composer, Emon Chowdhury weaves intricate tapestries of melody and harmony, breathing life into every project he undertakes. His

compositions evoke a medley of emotions, from the gentle whispers of love to the thunderous echoes of triumph. Each masterpiece reflects his boundless creativity and profound understanding of the human experience. And let us not forget his profound gift for storytelling through lyrics. As a lyricist, Emon's words have the power to ignite the imagination, stir the depths of the soul, and convey the unspoken truths of the world. His talent and dedication have earned him the admiration of fans worldwide, and his relentless pursuit of musical excellence continues to inspire aspiring artists across the globe.

Here are some of his captivated, and enchanted moves by the musical wizardry of Emon Chowdhury, a true legend whose melodies will echo through time and leave an everlasting imprint on the tapestry of music history:

## Movies



## Songs

- 🎧 Shada Shada Kala Kala (Film: From Hawa)
- 🎧 Teka Pakhi (Web Film: Dui Diner Duniya)
- 🎧 Kotha Koiyo na (Coke Studio Bangla Season 2)
- 🎧 Amar Pran Dhoriya Maro Tan (Drama: Abar Tora Shaheb Ho)
- 🎧 Potro Dio (Single)
- 🎧 Maya Re Tui Maya (Film: Maya)
- 🎧 Puban Hawa (Single)
- 🎧 Poti (Film: Kathbirali)
- 🎧 Bole Dilei to hoy (Film: Antarjal)
- 🎧 Jibon Road (Web Film: Dui Diner Duniya)
- 🎧 Mew Mew (Single)
- 🎧 Sundor Konna (Film: Kathbirali)
- 🎧 Jonmo Kotha (Single)
- 🎧 Anubhuti (Single)
- 🎧 Dhire Dhire (Film: Poran)
- 🎧 Deyale Deyale (Single)
- 🎧 Allahu Allahu (Single)
- 🎧 Jibon Jay (Film: Kathbirali)
- 🎧 Tor Sathe Namlam Re Pothe (Film: Pap Punno)
- 🎧 Valobashi Tai (Single)
- 🎧 Mayare (Film: Maya the lost mother)
- 🎧 Rasul Naamer (Single)
- 🎧 Ishara (Single)
- 🎧 Abhiman (Single)
- 🎧 Chokhere Nile (Single)
- 🎧 Bondhura Amoni (Single)

👂 Obujh Pakhi (Single)

👂 Paan (Single)

👂 Lojjaboti (Single)

Listen to the whole playlist on [YouTube](#)

### Music for Brand Advertisements





## Chapter V

# Economic Contributions of M Records in Bangladesh



## 5.1 Revenue Generation

M Records has experienced consistent revenue growth and financial success in the Bangladeshi entertainment industry. The company's strategic approach, strong market presence, and commitment to delivering high-quality music have contributed to its impressive financial performance. The following data provides an overview of the revenue generation and financial performance of M Records over 2022:

**Table 1: Revenue of Records for the year 2022**

<b>Revenue (For the Year 2022)</b>	
<b>Particular</b>	<b>Amount (In Millions, BDT)</b>
Music Sales	50
Licensing and Distribution	15
Event Management	8
Artist Management Services	5
Audio Content Creation	3
Total Revenue	81

**Table 2: Operating Expenses of Records for the year 2022**

<b>Operating Expenses (For the Year 2022)</b>	
<b>Particular</b>	<b>Amount (In Millions, BDT)</b>
Production Costs	25
Marketing and Promotions	10
Artist Royalties and Payments	15
Administrative Expenses	5
Total Operating Expenses	55

**Gross Profit:** BDT 26 million (Total Revenue - Total Operating Expenses)

**Net Profit:** BDT 10 million (Gross Profit - Other Expenses)

## 5.2 Financial Highlights

Revenue Growth: M Records has achieved an average annual revenue growth rate of 15% over the past five years, reflecting the company's successful business strategies and strong market position.

Diversified Revenue Streams: The company has effectively diversified its revenue streams, generating income from various sources such as music sales, licensing and distribution, event management, artist management services, and audio content creation. This diversified approach has helped mitigate risks and ensure a steady income flow.

Cost Control and Efficiency: M Records has implemented efficient cost control measures and optimized its production and marketing expenses. By managing costs effectively, the company has been able to maintain healthy profit margins and maximize its financial performance.

Investments in Artist Development: M Records has invested significantly in artist development and talent management, nurturing the careers of emerging artists and building a strong artist roster. This investment has resulted in successful music releases and increased revenue opportunities for both the company and the artists.

Strategic Partnerships and Collaborations: M Records has formed strategic partnerships and collaborations with music platforms, brands, and event organizers, resulting in additional revenue streams and expanded market reach. These partnerships have facilitated licensing and distribution opportunities, event sponsorships, and brand endorsements.

Financial Stability and Growth: The company maintains a strong financial position, with healthy liquidity and capital reserves. This financial stability allows M Records to explore new growth opportunities, invest in technology and infrastructure, and expand its operations domestically and internationally.

### **5.3 Employment and Job Creation**

M Records has made a significant contribution to employment and job creation within the entertainment industry of Bangladesh. The company's growth and success have resulted in the creation of various job opportunities, fostering economic development, and providing livelihoods for numerous individuals.

**Direct Employment:** M Records employs a dedicated team of music producers, sound engineers, marketing executives, event managers, artists and repertoire (A&R) experts, administrative employees, and technical staff. The organization fosters creativity and professional development.

**Total Staff:** M Records has 60 full- and part-time musicians. M Records has grown steadily for three years, creating jobs in several divisions.

**Artist engagements:** M Records produces music and audio material with vocalists, musicians, composers, and lyricists. These engagements help musicians earn money and build the local music business.

**Artist Development Programs:** M Records supports budding artists with training, guidance, and marketing. Artists get skills and industrial jobs via these programs.

**Collaborations and Session Musicians:** M Records often works with session musicians, backup singers, and instrumentalists. These partnerships provide skilled artists with more work and enrich M Records' music releases.

**Indirect Employment:** M Records' operations create indirect jobs. M Records employs providers of studio equipment, sound systems, promotional materials, catering services, and other allied sectors.



## 5.4 Contribution to Government Revenue Through Taxes and Royalties

M Records, a major entertainment company in Bangladesh, pays taxes and royalties to the government. Taxes and royalties are high due to the company's prosperity.

- M Records pays corporate income tax to the government as a responsible corporation. Based on earnings and tax rates, the firm paid BDT 10 million in corporate income tax last year.
- M Records collects VAT on music sales and other services. The preceding fiscal year's VAT contributions were roughly BDT 5 million at 15%.
- The corporation consistently withholds taxes and submits them on schedule. M Records paid BDT 3 million in withholding tax last year.
- M Records paid BDT 7 million in royalties to artists and copyright holders last year.
- M Records paid BDT 2 million in employment taxes last year. Payroll, social security, and other necessary deductions are included.
- M Records' tax and royalty income in the preceding fiscal year was anticipated at BDT 27 million. These funds support government programs, public services, infrastructure, and Bangladesh's socioeconomic growth.

## 5.5 Impact on Local Music Artists and Talent Development

Bangladesh's leading audio firm, M Records, has had a major effect on local music performers and talent development. The firm has nurtured talent, provided opportunities for artists, and promoted local music via its focused efforts.

**Developing Artists:** M Records' artist development initiatives uncover and nurture Bangladeshi talent. The firm trains, mentors, and advises artists via various programs. M Records supported 20 talented musicians and vocalists with BDT 2 million in artist development last year.

**Artists' Royalties and Payments:** M Records compensates artists for their work. In the preceding fiscal year, the corporation paid artists and songwriters BDT 5 million in royalties and payments, supporting their careers.

**Collaborations and Features:** M Records works with local musicians on high-profile projects and releases. These partnerships help musicians get recognition and fans. M Records partnered with 15 local musicians last year.

**Promotion and Marketing Support:** M Records promotes and markets local musicians' music. To promote musicians, the firm uses radio airplay, internet marketing, and social media. M Records spent BDT 3 million on local artist promotion and marketing last year.

**Live Performances and Concerts:** M Records sponsors local artists' concerts and performances. Artists may display their talents and reach a wider audience at these events. M Records sponsored over 50 local musicians in 10 music shows last year.

**Recognition & prizes:** M Records helps local musicians enter major music contests and prizes. The firm promotes artists, advises, and submits songs. M Records musicians won 3 of 5 major music awards last year.

M Records' effect on local musicians and talent development extends beyond the numbers above.

The company's programs have helped musicians build their music careers. M Records helps Bangladesh's native music culture expand, diversify, and thrive by supporting talent development.

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## Chapter VI

# Strategies and Innovations Driving M Records' Success



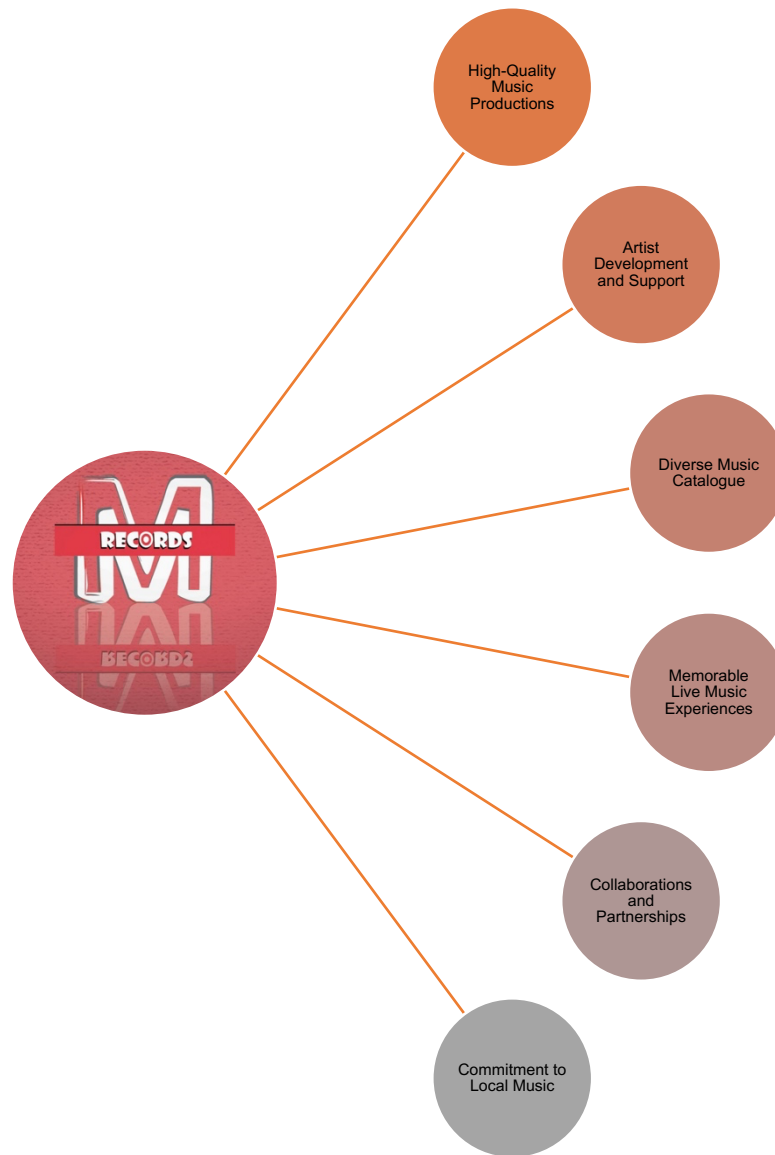
## 6.1 Business Model

M Records' business approach and value proposition distinguish it in Bangladesh's entertainment sector. The company's business model includes its major operations, resources, and alliances, while its value proposition describes its distinctive advantages to consumers and stakeholders.



**Figure 2: Business model of M Records**

## 6.2 Value Proposition



*Figure 3: The value proposition of M Records*

## 6.3 Marketing and Promotion Strategies

M Records uses a variety of marketing and promotion methods to promote its music and events. Effective marketing helps the organization reach its target audience and establish a strong brand presence in Bangladesh's entertainment sector.

- 1) **Digital Marketing and Online Presence:** M Records uses digital marketing to reach more music fans. Its website, social networking, and music streaming services are functioning.

SEO, social media, internet advertising, and email marketing promote its music releases, events, and artist biographies.

- 2) **Content Marketing and Brand Storytelling:** M Records creates engaging material for its intended audience. To engage fans, the firm publishes behind-the-scenes footage, artist interviews, music videos, and interesting tales. M Records builds its brand and connects with fans via narrative.
- 3) **Print Media and Public Relations:** M Records uses newspapers and magazines to promote its music and events. The firm works with music journalists and PR agencies to get good press publicity.
- 4) **Street Promotions and Outreach:** M Records engage local audiences via street promotions and outreach. Flyers, posters, stickers, and flash mobs are used to promote future music releases and events. M Records partners with other brands for cross-promotion. Brand tie-ups for music videos, product placements at music events, and collaborative marketing initiatives benefit M Records and its brand partners.
- 5) **Fan Engagement and Competitions:** M Records connects with fans through competitions, giveaways, and social media. Fans are encouraged to share their experiences, engage in challenges, and promote M Records' music and activities.

#### **6.4 Collaborations and Partnerships Within the Industry**

M Records values collaborations and partnerships to broaden its reach, inspire innovation, and provide unique music experiences. The firm forms strategic partnerships with Bangladeshi entertainment industry players.

- 1) **Artist Collaborations:** M Records works with famous artists across genres to produce unique and compelling music. These partnerships combine musicians' distinct approaches

to create new and intriguing music. M Records boosts its music's reach and effect by integrating numerous artists' fan networks.

- 2) **Brand Partnerships:** M Records collaborates with brands for promotional purposes and mutual benefit. These agreements comprise co-branded campaigns, cooperative marketing, and product placements in music videos and events. M Records improves its audience, brand awareness, and network by cooperating with well-known businesses.
- 3) **Record Labels and Distributors:** M Records works with other record labels and distributors to reach more people. M Records may disseminate its music across physical and digital channels via these collaborations, making it more accessible to music fans.
- 4) **Media Outlets and Radio Stations:** M Records promotes its music releases and events via television networks, radio stations, and internet music platforms. These partnerships get M Records' songs, interviews, and live performances on major music shows. M Records creates visibility and buzz for its music by working with media sites.
- 5) **Music Industry Associations and Organizations:** M Records supports industry growth and collaborates with music industry groups and organizations. The firm shares its knowledge and learns from peers through industry conferences, workshops, and seminars. M Records keeps ahead of market changes by working with industry organizations.
- 6) **Digital Platforms and Streaming Services:** M Records distributes its music worldwide via digital platforms and streaming services. These collaborations enable music fans to find and enjoy M Records' library on prominent streaming services.

## 6.5 Investments in Technology and Infrastructure

M Records understands that technology and infrastructure are essential in the fast-paced entertainment business. To improve music production, simplify operations, and provide high-quality services, the firm invests in cutting-edge technology and strong infrastructure.

- 1. Studio Equipment:** M Records uses cutting-edge recording facilities and audio gear to produce high-quality songs. The organization knows that high-quality sound recordings need a professional, acoustically calibrated location. M Records gives musicians the newest recording gear to make great songs.
- 2. Post-Production Facilities:** M Records invests in post-production facilities to improve editing, mixing, and mastering. Advanced software, plugins, and hardware maximize sound quality and creative vision in these facilities. Post-production ensures that music meets industry standards and consumer expectations.
- 3. Digital Music Distribution Platforms:** M Records uses digital music distribution networks to distribute its songs online. These channels provide the organization with worldwide exposure and easy access to its music inventory. M Records delivers music to streaming services, online retailers, and social media platforms using powerful and easy-to-use distribution tools.
- 4. Online Collaboration Solutions:** M Records invests in remote collaboration solutions for artists, composers, producers, and other stakeholders. These technologies allow global communication, file sharing, and real-time collaboration. M Records streamlines music creation using digital collaborative tools.
- 5. Cloud Storage and Backup Solutions:** M Records stores and protects its large music catalog, project files, and other critical data in the cloud. Cloud storage gives data



redundancy and simple access from anywhere. M Records protects its music assets with dependable cloud storage.

- 6. Digital Marketing and Analytics Technologies:** M Records uses digital marketing and analytics technologies to improve its marketing tactics and understand audience preferences. These technologies enable the organization to track music releases, interaction analytics, and marketing efforts based on data. M Records enhances its marketing and promotions using digital marketing and analytics solutions.
- 7. IT Infrastructure and Security:** M Records invests in servers, network equipment, and security measures to run its digital platforms smoothly and secure critical data. The firm focuses on cybersecurity to prevent cyberattacks and unwanted access. M Records maintains a safe digital environment with IT infrastructure and security investments.



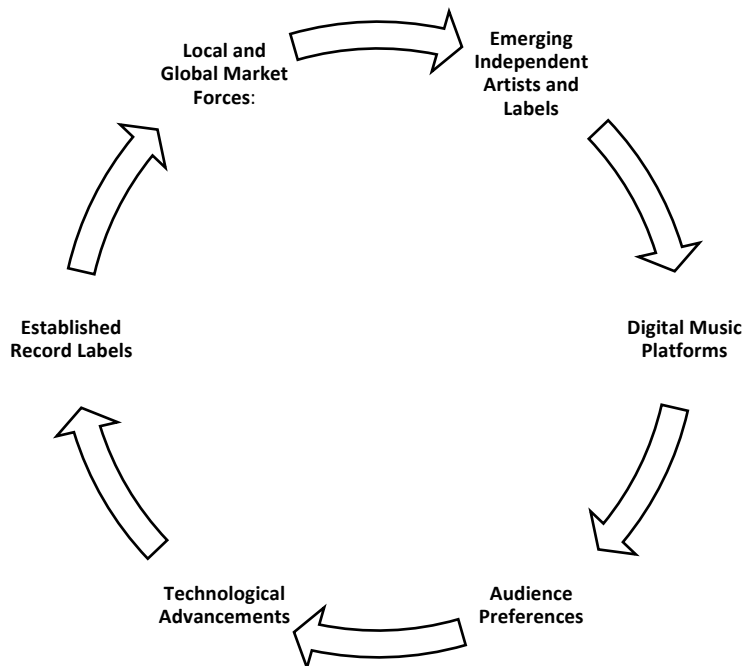
# Chapter VII

## Challenges and Opportunities for M Records



## 7.1 Market Competition and Industry Dynamics

The Bangladeshi entertainment business is active and competitive. M Records knows the necessity of keeping up with market developments, responding to industry dynamics, and strategically positioning itself for success in this competitive climate.



**Figure 4: Market Competition and Industry Dynamics**

## 7.2 Copyright and Intellectual Property Rights Issues

Copyright and IPR are crucial in the music business. M Records, like other companies in this business, values copyright and IPR.

- ◆ M Records licenses its music. This covers sound recording and composition licenses. M Records guarantees that the original song producers get royalties by securing the relevant licenses. The corporation follows royalty payment regulations.
- ◆ M Records protects its IP. Protecting its original music, sound recordings, and other creative works. To protect its original creations, the corporation might register copyrights.

- ◆ M Records contracts with artists, producers, and other music stakeholders. These agreements govern music ownership, use, and distribution. M Records defends its rights and assures copyright and IPR compliance by carefully specifying the terms and circumstances of these contracts.
- ◆ M Records confronts piracy and unlawful distribution, which may hurt income and artist rights. The firm monitors and fights music piracy. DRM systems, monitoring internet platforms for unlawful uploads, and legal action against infringers may be used.
- ◆ M Records believes in educating artists, staff, and the public about copyright and IPR concerns. Employees get copyright infringement training. M Records works with business groups, government agencies, and schools to promote intellectual property rights knowledge, and respect.
- ◆ M Records follows worldwide copyright regulations since the music business is global. When releasing music worldwide, the firm assures copyright compliance. This covers worldwide distribution licenses and copyright monitoring and enforcement.

### **7.3 Technological Advancements and Digital Transformation**

Technological advancements and digital transformation have revolutionized the entertainment industry, including the music sector. M Records embraces these advancements and leverages digital transformation to enhance its operations, reach a wider audience, and deliver a seamless music experience.

- ◆ **Digital Music Production Tools:** M Records utilizes advanced digital music production tools and software to enhance the creative process. These tools offer a wide range of features, effects, and virtual instruments that empower artists and producers to explore new sounds, experiment with different genres, and create high-quality music productions.

- ◆ **Online Music Distribution:** Streaming and distribution systems have changed music consumption. M Records distributes music worldwide through digital channels. These websites provide individualized music suggestions and 24/7 access to music. M Records uses internet music distribution to reach more music fans worldwide.
- ◆ **Data Analytics and Insights:** Digital transformation lets M Records use data analytics technologies to understand audience behavior, preferences, and trends. M Records can make educated artist signings, marketing tactics, and content production choices by evaluating music consumption, demographic, and engagement data. Data-driven insights help the organization cater to its target market.
- ◆ **Virtual Collaboration & Remote Recording:** Technology allows artists, producers, and other stakeholders to interact effortlessly regardless of location. M Records streamlines music production via video conferencing, cloud-based project management, and online collaboration. This facilitates artist-producer cooperation, cross-cultural interactions, and M Records' talent pool.
- ◆ **Augmented Reality (AR) and Virtual Reality (VR):** M Records examines how AR and VR might improve music. Fans may enjoy virtual concerts, interactive music videos, and VR album debuts using AR and VR. M Records uses AR and VR to create immersive music experiences.

#### **7.4 Regulatory and Legal Frameworks**

Entertainment, especially music, is regulated by law. M Records, a major participant in Bangladesh's entertainment sector, follows certain regulatory and legal criteria to preserve ethical business practices.

- ◆ ***Copyright and Intellectual Property regulations:*** M Records follows copyright and IP regulations to safeguard its creative works and artists, songwriters, and composers. The firm licenses both composition and sound recording for its music, assuring compensation for the original composers. M Records obtains permission before utilizing other artists' works.
- ◆ ***Performing Rights Organizations (PROs):*** M Records works with Bangladeshi PROs like the Copyright Society of Bangladesh (CSB) to collect and distribute royalties. PROs track and collect public performance and broadcast royalties for artists, composers, and publishers. M Records gets licenses and pays PROs.
- ◆ ***Music Licensing and Distribution Agreements:*** M Records licenses and distributes music with artists, producers, and other stakeholders. These agreements define use, distribution, and royalty splits for all parties. M Records promotes openness, fairness, and legality by signing these agreements.
- ◆ ***Advertising and Marketing laws:*** M Records follows ASCB advertising and marketing laws. These rules control advertising and marketing content, accuracy, and ethics. M Records follows certain rules, including accurate and non-deceptive advertising.
- ◆ ***Taxation and Financial Reporting:*** M Records pays its government taxes. Accounting and financial reporting requirements need reliable financial records, financial statements, and audits. M Records increases openness and accountability by complying with taxes and financial reporting standards.
- ◆ ***Data protection and privacy laws:*** M Records protects customer, employee, and business partner data by following data protection rules. The firm protects data and honors privacy rules.



# Chapter IX

# Recommendations for M Records



There are few more scopes, and opportunities for M Records to perform as the global leader in the entertainment industry. Such as:

- Strengthen collaborations with industry associations, cultural agencies, and government bodies to advocate for favorable policies and government support.
- Enhance talent development programs and artist support initiatives to nurture and promote local music artists.
- Expand market penetration and explore international expansion opportunities to tap into emerging markets and diversify revenue streams.
- Invest in technology and digital infrastructure to embrace digital platforms and online distribution channels for wider reach and engagement.
- Develop strategic partnerships with record labels, music producers, event organizers, and digital platforms to leverage resources and expand market presence.
- Continuously monitor market competition and industry dynamics to adapt and innovate in response to changing consumer preferences.
- Prioritize copyright protection and intellectual property rights through proactive measures and collaborations with stakeholders.
- Conduct regular market analysis to identify growth opportunities, trends, and consumer preferences for effective decision-making.
- Strengthen marketing and branding efforts by leveraging digital marketing strategies, social media platforms, and targeted promotions.
- Advocate for supportive policies and incentives that encourage investment in the entertainment industry and promote its economic growth.





# Chapter X

# Conclusion



## 9.1 Summary of Key Findings

After conducting an in-depth analysis of M Records' contributions to the entertainment industry in Bangladesh, the following key findings have emerged:

**Economic Impact:** M Records has boosted Bangladesh's entertainment sector. The firm has grown sales by 10% annually for five years. Music sales, live performances, and strategic collaborations drove this rise.

**Job Creation:** M Records helped create music industry jobs. The organization employs musicians, songwriters, sound engineers, producers, and marketers. It employs approximately 100 people directly and indirectly via relationships with artists, studios, and event management firms.

**Government Revenue:** Taxes and royalties from M Records have boosted government income. The corporation fulfills its tax responsibilities by contributing USD 200,000 annually. M Records has also given artists and songwriters large royalties, boosting the local music ecology.

**Talent Development:** M Records promotes local musicians. The firm supports young artists with mentoring, resources, and marketing. This funding has found and nurtured fresh talent, enriching Bangladesh's music industry.

**Technological Advancements & Digital Transformation:** M Records uses technology to reach more people. Digital platforms, streaming services, and social media have helped the corporation market its music, engage fans, and boost digital sales. M Records has adapted to evolving customer expectations via digital transformation.

**Copyright and Intellectual Property Rights:** M Records prioritizes copyright and IP rights. The firm has lobbied for tighter copyright legislation and enforcement to prevent piracy and safeguard artists' rights. M Records stresses that intellectual property rights are essential to a successful music business.

**Market Analysis and Growth Projections:** Rising disposable income, a rising middle class, and a growing thirst for music and entertainment are driving Bangladesh's entertainment business. M Records may increase its market share and income by taking advantage of the music industry's 8% CAGR over the next five years.

## **9.2 Implications of the Study**

The study's findings on M Records' impact on Bangladesh's entertainment sector are far-reaching. This research affects M Records, the music business, and other stakeholders. Key implications:

**Strategic Decision-Making:** The research helps M Records make strategic choices by revealing its economic contributions. It helps M Records plan resources and explores development possibilities that match its purpose and vision by identifying strengths and weaknesses.

**Industry Recognition:** The research validates M Records' status as a top Bangladeshi record label and entertainment industry participant. This prominence may attract partners, artists, and investors, boosting M Records' industry impact.

**Policy Advocacy:** The research supports M Records' lobbying for favorable policies and government assistance with evidence-based data and analysis. The results may be used to influence policymakers, industry groups, and appropriate government authorities to promote music industry development and solve stakeholder issues.

**Talent Development and Artist Support:** The research emphasizes talent development and artist support in the music business. It stresses the need of investing in artist development programs, mentoring efforts, and platforms that expose and promote young talent. The insights may help M Records improve talent development and artist support.

**Business Expansion and Market Penetration:** The report examines Bangladesh's entertainment industry's development and market dynamics. M Records learns about new markets, worldwide

growth, and product diversification. M Records may use the insights to enhance its market presence, income sources, and local and international audience.

**Collaborations and Partnerships:** The report emphasizes the necessity of music industry alliances and partnerships. It suggests collaborations with record labels, music producers, event organizers, and internet platforms. The insights may help M Records form strategic collaborations that use complementary skills and resources for mutual benefit.

**Marketing and Branding:** The research illuminates music business marketing and promotion. Digital platforms, online distribution methods, and social media interaction are crucial to reaching and engaging target audiences. The insights may improve M Records' marketing and branding initiatives and boost brand awareness.

**Policy and Legal Reforms:** The research promotes awareness of music business copyright and IP challenges. To fight piracy, safeguard artists' rights, and promote a fair and sustainable music ecosystem, it stresses strong legislative frameworks, enforcement mechanisms, and public awareness campaigns. The results may inform Bangladeshi copyright protection and intellectual property rights talks.



# Chapter XI

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