
Creative Business Strategies

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David Parrish MBA, FCMI, MIC, FCIM, FInstLM, FRSA, Chartered Marketer

Creative Industries Consultant, Speaker, Trainer and Author



David Parrish. T-Shirts and Suits

Overview

Creativity in the Studio and in the Office

Creative Business Models

Create Your Own Business Formula

“T-Shirts and Suits”



Creativity in the Studio and the Office

What is Creativity?

a-Creativity and i-Creativity



Creative Business Models

Co-opetition

Licensing

Freemium



Create Your Own Business Formula

1. Competitive Advantage
2. Choosing Customers
3. Selecting the best options (from too many choices)



Create your own Business Formula

This article was first published as 'Making a business plan' in the book 'Read this First: Growth and Development of Creative SMEs'. (ISBN/EAN 978-90-810079-2-4)

David Parrish

Creativity and Business

Some people regard creativity and business as being like oil and water – they just don't mix. They think it's a question of choosing between creativity or business. I disagree.

The challenge for creative people when planning a business is to combine skilfully the best ideas of both 'T-shirts' and 'Suits', in

entrepreneurs concerned and at its heart must be a feasible business formula. Both of these are therefore worthy of further consideration.

Values and objectives

When working with creative entrepreneurs as a business adviser and trainer, the first things I invite people to consider are the fundamental objectives of the enterprise. Everyone wants to be successful, yet we can have very different definitions of success. For some people it is wealth, for others recognition, or maybe social objectives are the *raison d'être* as is the case with social enterprises. For many businesses it is a particular blend of these. It is not my job to define success for others – but as an adviser I do insist that entrepreneurs are clear about their own definition of success.

The Formula

Crear su propia Fórmula de Negocio

Este artículo se publicó por primera vez como "Realización de un plan de negocios" en el libro "Leer esto Primero: el Crecimiento y el Desarrollo creativo de las PYME". (ISBN / EAN 978-90-810079-2-4)

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los aspectos fundamentales. Cualquier plan de negocio debe basarse en los valores y los objetivos de los emprendedores y debe ser una fórmula de negocio factible. Ambas, por tanto, merecen ser consideradas.

Valores y objetivos

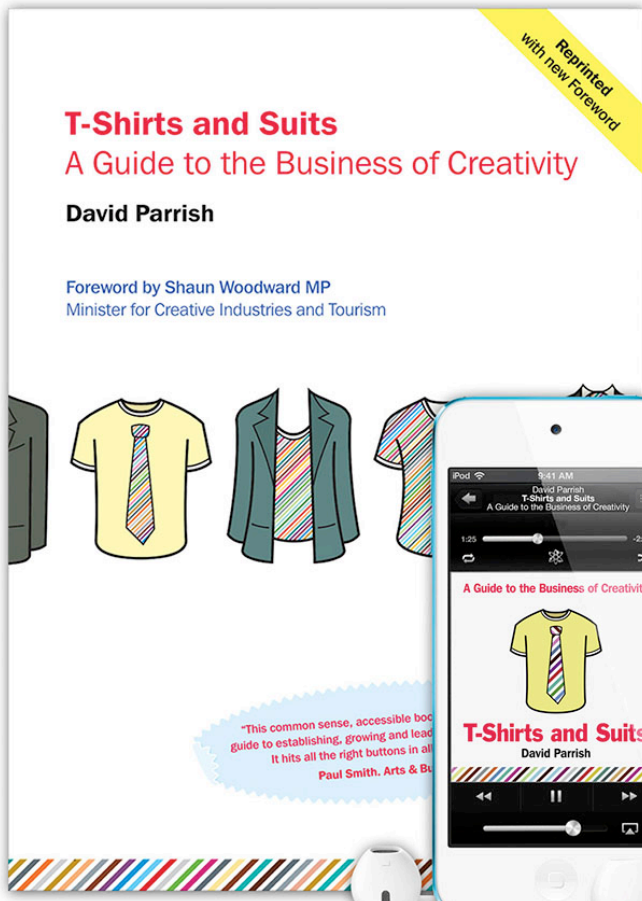
สร้างสรรค์สูตรทางธุรกิจของคุณเอง

บทความนี้ตีพิมพ์ครั้งแรกในชื่อ 'Making a business plan' ในหนังสือ 'Read this First: Growth and Development of Creative SMEs'. (ISBN/EAN 978-90-810079-2-4)

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ธุรกิจที่ดีควรเป็นเอกสารที่ธุรกิจสามารถใช้เพื่อการดำเนินงานได้ รวมถึงยังสามารถช่วยให้ข้อมูลแก่บุคคลภายนอก ถึงประโยชน์ของธุรกิจ ผลตอบแทนจากการลงทุน การจัดการความเสี่ยง และประเด็นต่างๆที่เกี่ยวข้อง และพันธมิตรควรทราบ

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