

AMEP Client Profile

Alaska Audio Guides

Company Profile

Alaska Audio Guides is a start-up company that is launching a business to make and sell audio tours of Alaska's highways on CD's. The owner is Jenny Murray, who has seen similar businesses operate in other tourist locations. Murray is contracting out printing, and is assembling the product in Anchorage for sale to tourist outlets.

Situation

During the start-up phase, all of the materials had to be created from scratch. Work had to be accomplished on scripting, recording, editing, packaging design, printing, map creation and printing, product assembly, case selection and design, pricing. Murray had a clear vision of what she wanted in the product and a keen eye for recording and design, but she wanted some coaching on some business skills needed to complete her launch.

Solution

Murray came to AMEP to seek input with the CD pressing, map printing, assembly, pricing, distribution and marketing elements of her business. AMEP worked side by side with Murray on several aspects of her business. Key elements included pricing at wholesale and retail levels, minimum order quantities and break-even analysis, case lots, product development, sales flyer, and e-commerce assistance.

Results

Working with AMEP helped reduce studio time and graphic designer time by over \$2,000. Murray saved \$7,000 on business services. Most valuable to Murray was that she was able to put together a professional distribution strategy that was equal to the quality of her product.

Testimonial

"Over the past six months I have been accessing their expertise to help me start an audio guide business. This includes manufacturing the cd's, designing a marketing strategy, and providing advice on e-commerce. Everyone I've met at AMEP has been professional and has added a great deal of value to my product."

-Jenny Murray, Owner, Alaska Audio Guides