



LIFE MELODY BUSINESS PROFILE

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1. Executive Summary

Founded on June 1, 2024, Life Melody is a dynamic music and media production company dedicated to creating original songs, short films, and educational media content that reflect Khmer cultural identity and address critical social issues in Cambodia.

We offer a varied range of services, including:



Our mission is to empower Cambodian youth, preserve cultural heritage, and generate sustainable income across multiple revenue streams.

We target to reach \$60,000 in revenue by 2025, with a projected 20% annual growth, while making a lasting social and cultural impact.



2. Background

Life Melody was established in response to two key challenges facing Cambodian society:

1) Limited Opportunities for Young Talents in Music and Media:

Many young Cambodians with creative potential struggle to find platforms where they can express, develop, and showcase their skills in music and media production.

2) Rising Social and Economic Challenges:

The country continues to face growing issues such as unemployment, poverty, discrimination, and educational inequality. These challenges leave many youths vulnerable and without hope for sustainable career paths.

Life Melody emerged as a solution-driven initiative to bridge these gaps—empowering young people through music, media, and creative education while addressing social issues through meaningful content production.

3. Core Mission

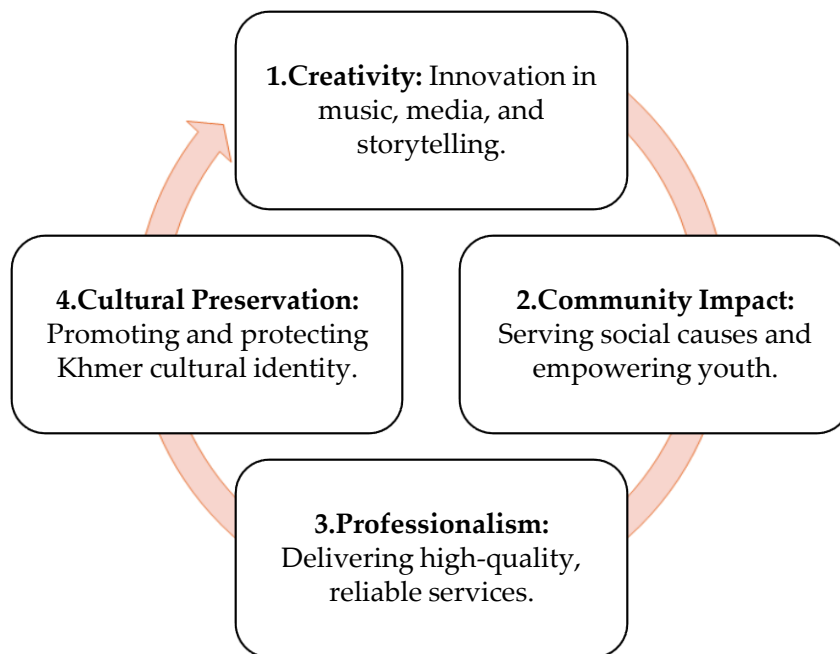
To inspire, educate, and empower individuals and communities through music, media, and meaningful storytelling.

4. Vision

To become one of Cambodia's most trusted creative hubs for music production, education, and socially driven media content.



5. Core Values



6. Organizational Structure & Roles

6.1. Board of Advisors

#	Board Advisor	Role
1	Mrs. Seng Sorphea	Media Production, HR, and Child Protection
2	Mr. Nuon Vibol	Inclusive Education and Strategic Media
3	Mr. Yong Kimheng	Social media & Creative Strategy
4	Mr. Srey Borin	Education, Proposal Development, & STEM Initiatives
5	Mr. Samreth Phanarak	Awards and Budget Management

6.2. Management Team

Name	Position	Key Responsibilities
Mr. Yoem Chamnab	Head of Life Melody Group	Strategic leadership, financial oversight, stakeholder relations
Mr. Tang Bunhai	Class & Studio Lead	Music curriculum, training, production quality
Mr. Tun Sak	Media & Marketing Lead	Content creation, social media strategy, promotion
Mr. Ban Botnavong	Songwriting & Production Lead	Original song production, team coordination, quality assurance



6.3. Singing Talent

Name	Role
Mr. Ban Botnavong	Original Song / Rap Singer
Mr. Sam Louka	Original Song Singer
Mr. Tang Bunhai	Original Song Singer
Mr. Yoem Chamnab	Original Song Singer
Mr. Rorng Vipark	Original Song Singer
Mr. Chorn Sreynich	Original Song Singer
Miss Oing Mey	Original Song Singer
Mr. Seat Sokha	Cover Singer (Bampeï Dantrey)
Mr. Chan Yuthorn	Cover Singer (Bampeï Dantrey)
Mrs. Eangly (Lyly)	Cover Singer (Bampeï Dantrey)
Mr. Tun Sak (BigBoy)	Cover Singer (Bampeï Dantrey)
Mr. Neay Katoro	Cover Singer (Bampeï Dantrey)

6.4. Consultancy Team

Name	Expertise
Mr. Yoem Chamnab	Special & Inclusive Education
Mr. Nuon Vibol	Inclusive Education
Mr. Yoeng Kimheng	Social Development
Mr. Srey Borin	Education & Proposal Development
Mrs. Seng Sorphea	HR, Child Protection & Community Engagement

7. Risk Management Strategy

7.1. Financial Risk:

- Revenue diversification
- Emergency reserve fund (3 months' operating costs)
- Monthly financial monitoring

7.2. Operational Risk:

- Clear SOPs
- Regular staff training
- Equipment redundancy

7.3. Market Risk:

- Quarterly market research
- Service innovation
- Flexible pricing



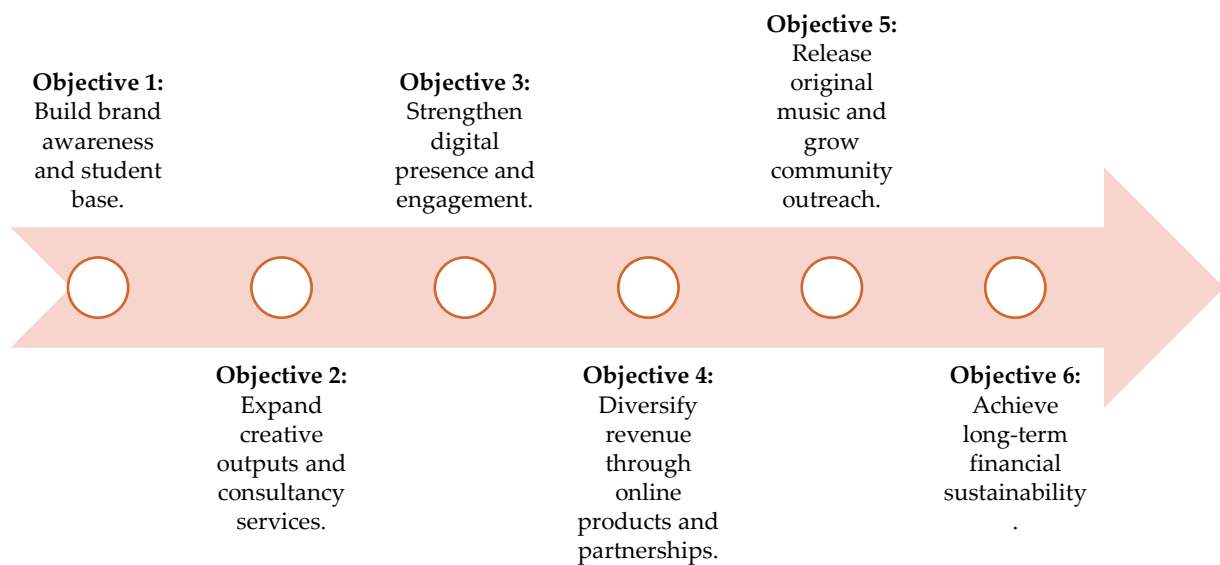
7.4. Reputation Risk:

- Quality assurance
- Rapid customer feedback system
- Consistent brand communication

7.5. Culture:

- A proactive, solution-focused, team-driven approach to risk management.

8. Strategic Roadmap



9. Ongoing Activities Framework

Frequency	Key Activities
Daily	Client inquiries, social media engagement, production tasks
Weekly	Social media posts (4 times/week), audience interaction
Monthly	New blog or video on Khmer music/social issues
Quarterly	Business networking, grant submissions
Annually	NGO partnerships, sustainability practices, feedback reviews



10. Financial Projections & KPIs

10.1. Key Performance Indicators (KPIs)

KPI	2024 Target	2025 Target
Student Enrollment	100	150 (+50%)
Creative Output	24 Songs / 12 Videos	Maintain or Increase
Community Engagement	8 Events	10 Events
Annual Income	\$30,000	\$50,000 (+66%)
Customer Satisfaction	90%+ Positive Feedback	Maintain / Improve

10.2. Financial Projection Overview

Category	2024	2025
Income	\$30,000	\$50,000
Salaries	\$15,000	\$18,000
Equipment	\$5,000	\$3,000
Marketing	\$3,000	\$4,000
Rent	\$6,000	\$6,000
Total Expenses	\$29,000	\$31,000
Projected Profit	~\$1,000 (~3%)	~\$19,000 (~38%)

10.3. Profit Margin Goals

- 2024: Break-even or minimal profit (~3%)
- 2025: Minimum 15-20% Net Profit Margin

11. Milestones

Objective	Milestone	Timeline
Education Services	Launched first batch of music classes	Q2 2024
Production Services	Completed 10+ client projects	Q2 2024
Media & Outreach	Hosted 2 community workshops	Q2 2024
Content Creation	Released 2 original songs	Q3 2024
Digital Presence	Active social media+ 500 followers	Ongoing
Consultancy	Initiated NGO outreach	Q3 2024



12.Strategic Priorities





13. Conclusion:

**LIFE MELODY IS MORE THAN JUST A CREATIVE STUDIO—
WE ARE A SOCIAL ENTERPRISE, COMMITTED TO
EMPOWERING CAMBODIAN VOICES, PRESERVING
CULTURAL IDENTITY, AND GENERATING SUSTAINABLE
LIVELIHOODS THROUGH MUSIC, MEDIA, AND
EDUCATION.**

