

SUCCESS STORY

The Ford Music Center

Antonio Ford, Owner
1008 Highland Avenue
New Castle, PA 16105

PENNSYLVANIA
S B D C
Small Business
Development Center
Duquesne University

*Helping businesses
start, grow, and prosper.*

Duquesne University SBDC
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Pittsburgh, PA 15282
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Industry:
Music lessons/music
production. Selling
music instruments.

Year Founded:
2024

SBDC Assistance:
Business Plan, Market Research,
Grand Opening

Consultant:
Doug Harding



Bringing Music to the Community

Antonio Ford is the proud owner of the Ford Music Center in New Castle, Pennsylvania. The Ford Music Center is passionate about music and community. They offer a wide range of music lessons, including piano, drums, electric guitar, bass guitar, acoustic guitar, singing, and music production. Additionally, they provide studio time for artists looking to record their music in an affordable and professional environment.

The Ford Music Center's goal is to engage with the community, especially young people. They plan to host game nights and other programs to keep kids off the streets and ignite their passion for music. They believe in making music education accessible to everyone, regardless of age or background.

Recently, The Ford Music Center had a ribbon-cutting ceremony for their grand opening, and this was a significant milestone. They had more guests than Antonio and his wife were expecting, including Lawrence County Chamber leadership and staff, and local PA state representative, Marla Brown. The Duquesne University Small Business Development Center (SBDC) was happy to help out with the event.

The Duquesne University SBDC helped Antonio put together a business plan, check-in with Antonio about questions on marketing, and assist with arranging the company's grand opening. The Duquesne University SBDC was happy to be a part of Antonio's journey to get the Ford Music Center to its grand opening.

The Ford Music Center looks forward to continuing to serve the Newcastle community and keeping the passion for music alive!