Photography Business Plan

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# Executive Summary

[Name of business] is a photography business that will be established in [city/town] by founders [list names of founders]. The company will focus on providing photographic services in the form of studio photoshoots and event coverage.

Initially, [name of business] will be supported by a personal investment from each of the founders and a business loan that will be used to secure real estate and equipment.

## Mission Statement

“[Business name] exists to offer professional photographic services that capture memories for clients of all backgrounds.”

## Distinctives

* Provide private photoshoots on location or in studio.
* Offer packages tailored to specific milestones and life events.

## Investment Opportunities

Although [business name] has enough capital to begin offering services on a limited scale, capital from private investors will be needed to purchase additional equipment, lease property, fund marketing, and hire employees. This will be achieved through a combination of loans, memberships, and equity partnerships.

# Business Description

Legal Structure  
[Business name] has been established as a Limited Liability Company in the state of [State name]. [Name] is the attorney of record.

## Location

A location for [Business name] has not yet been found. To increase walk-in business, the goal is to lease commercial property that is situated near residential areas.

## Launch

Pending finances and the lease of a suitable space, [business name] will launch its services in/on [note specific date or month with year].

Sources of Revenue  
[Business name’s] primary source of revenue will be derived from photography services including photoshoots, editing, event photography, and prints.

# Operations & Management

## Leadership

**Owner** – [Name and brief bio]

**Photographer’s Assistant** – [Name and brief bio]

Role of the Owner  
The owner will find new clients, manage and prepare the studio, edit photographs, negotiate contract details, and oversee all staff.

Photographer’s Assistant

The photographer’s assistant will maintain equipment, edit photographs, assist with photoshoots, and source props as needed.

# Marketing

## Target Market

## Promotional Outlets

* + 1. Social Media
    2. Industry Events
    3. Press/Media Coverage
    4. Sales and Discounts
    5. Loyalty Incentives

## SWOT Analysis

* + 1. Strengths
    2. Weaknesses
    3. Opportunities
    4. Threats
    5. Summary

|  |  |  |  |
| --- | --- | --- | --- |
| **Strengths** | **Weaknesses** | **Threats** | **Opportunities** |
|  |  |  |  |

# Competition

In the state of [state name], there are [number] photography businesses. More specifically, within the local market of [city/town/municipality/county] we have identified [number] existing photography businesses:

* [Photography business] – Brief description.
* [Photography business] – Brief description.
* [Photography business] – Brief description.

# Financials

## Startup Expenses

## Sources of Funding

[Use our Sources and Uses spreadsheet to complete this section.](https://www.thesmbguide.com/downloads/statement-of-sources-and-uses-download-201908151-1.xlsx)

## Financial Operations

1. Property Rental
2. Hours of Operation
3. Staffing
4. Cost of Services

## Revenue Projections

## Break Even Point

[Photography business name] will break even when it achieves sales of [$] per month.

Pro Forma Profit and Loss Statement

[Use our Pro Forma Profit and Loss spreadsheet to complete this section.](https://www.thesmbguide.com/pro-forma-profit-and-loss-statement-download-20190815-1.xlsx)

# Future Plans

You can use this section to describe any plans that you have for expansion once your company has covered all opening costs and is able to maintain a strong cash flow from one month to the next.

Future plans may include:

* Hiring more staff.
* Renting a larger studio.
* Purchasing more equipment.