

**CHAPTER 1. MISSION AND VISION STATEMENT**

The Mission and Vision Statement differ with each business and shall greatly depend on how each business wants to be viewed through the client’s perspective. It shall be dependent on why the business is created, and who it is created for.

As such, the Mission and Vision Statement shows the company’s commitment to serving their respective clients.

The Mission and Vision Statement of the Commercial Photography Company shows what the Company wishes to pursue and how the Company envisions itself in the future in the pursuit of their goals.

**Mission Statement**

“We, [SPECIFY THE NAME OF THE COMPANY], aims to produce the best outcome and art in commercial photography, and provide our clients nothing but the best photos in whatever circumstances.”

[SPECIFY OTHER MISSION STATEMENT]

**Vision Statement**

“We envision our Company to becoming one of the best companies to offer commercial photography and shall soon be in demand in the whole country. As such, we envision to be a big corporation who shall only employ the best photographers, who have the best talents and are experts in the field.” [SPECIFY OTHER VISION STATEMENT]

**Core Values**

“The Core values of the company are: creativity, innovation, respect for the environment, and appreciation for art.” [SPECIFY OTHER CORE VALUES]

**CHAPTER 2. COMPANY DESCRIPTION**

[SPECIFY THE NAME OF THE CONSULTING COMPANY] is a commercial photography business company legally formed under the [SPECIFY THE APPLICABLE LAWS], and is formed on [SPECIFY THE DATE].

The target clients of the company are the general public. The reason for this is that commercial photography is basically the taking of pictures for commercial use. Thus, any person can avail of the service. Particularly, the target clients are the [SPECIFY THE TARGET MARKET].

The company provides the following services:

1. Real Estate Photography
2. Corporate Headshots
3. Restaurant Photography
4. Staff photos
5. Food Photography
6. Team photos
7. Product Imaging
8. On-location shoots

The given services shall be fully discussed in another part of this Commercial Photography Business Plan.

The location of the business shall be [SPECIFY THE ADDRESS]. The total area of the office is [SPECIFY THE TOTAL AREA]. This shall be leased by the company. The reason that the business is located in the specified office space is because it is easily accessible, and the working condition of the area is very favorable to the employees.

The business is expected to open on [SPECIFY THE DATE]. The opening is held [SPECIFY THE NUMBER OF MONTHS] months after the pre-operation, in order to ensure that all preparations have been made in order to successfully open the business and make it available to the target consumers.

The company’s competitive advantages are its services which are of high standards, but at an affordable rate.

The business structure is: [SPECIFY THE BUSINESS STRUCTURE]

**CHAPTER 3. PRODUCTS AND SERVICES**

The company provides the following services:

1. Real Estate Photography
2. Corporate Headshots
3. Restaurant Photography
4. Staff photos
5. Food Photography
6. Team photos
7. Product Imaging
8. On-location shoots

**Real Estate Photography**

[SPECIFY THE SERVICE]

[SPECIFY THE EMPLOYEES AND PHOTOGRAPHERS INVOLVED IN THE SERVICE]

[SPECIFY THE PRICE]

**Corporate Headshots**

[SPECIFY THE SERVICE]

[SPECIFY THE EMPLOYEES AND PHOTOGRAPHERS INVOLVED IN THE SERVICE]

[SPECIFY THE PRICE]

**Restaurant Photography**

[SPECIFY THE SERVICE]

[SPECIFY THE EMPLOYEES AND PHOTOGRAPHERS INVOLVED IN THE SERVICE]

[SPECIFY THE PRICE]

**Staff photos**

[SPECIFY THE SERVICE]

[SPECIFY THE EMPLOYEES AND PHOTOGRAPHERS INVOLVED IN THE SERVICE]

[SPECIFY THE PRICE]

**Food Photography**

[SPECIFY THE SERVICE]

[SPECIFY THE EMPLOYEES AND PHOTOGRAPHERS INVOLVED IN THE SERVICE]

[SPECIFY THE PRICE]

**Team photos**

[SPECIFY THE SERVICE]

[SPECIFY THE EMPLOYEES AND PHOTOGRAPHERS INVOLVED IN THE SERVICE]

[SPECIFY THE PRICE]

**Product Imaging**

[SPECIFY THE SERVICE]

[SPECIFY THE EMPLOYEES AND PHOTOGRAPHERS INVOLVED IN THE SERVICE]

[SPECIFY THE PRICE]

**On-location shoots**

[SPECIFY THE SERVICE]

[SPECIFY THE EMPLOYEES AND PHOTOGRAPHERS INVOLVED IN THE SERVICE]

[SPECIFY THE PRICE]

**Price Table:**

|  |  |  |  |
| --- | --- | --- | --- |
| SERVICE | BRONZE | SILVER | GOLD |
| Real Estate Photography | $00.00 | $00.00 | $00.00 |
| Corporate Headshots | $00.00 | $00.00 | $00.00 |
| Restaurant Photography | $00.00 | $00.00 | $00.00 |
| Staff photos | $00.00 | $00.00 | $00.00 |
| Food Photography | $00.00 | $00.00 | $00.00 |
| Team photos | $00.00 | $00.00 | $00.00 |
| Product Imaging | $00.00 | $00.00 | $00.00 |
| On-location shoots | $00.00 | $00.00 | $00.00 |

**Pre-Operating Expenses for the business:**

|  |  |
| --- | --- |
| **PRE-OPERATING EXPENSES** | **AMOUNT** |
| Research and Development | $00.00 |
| Permits and Licenses | $00.00 |
| Advertising and Promotion | $00.00 |
| **Tools, Property and Equipment** |  |
| Production Tools | $00.00 |
| Production Equipment | $00.00 |
| Office Equipment | $00.00 |
| **Working Capital** |  |
| Office Supplies | $00.00 |
| Salaries Expense | $00.00 |
| Utilities Expense | $00.00 |
| Rent Expense | $00.00 |
| Cleaning Expenses | $00.00 |
| Transportation Expense | $00.00 |
| Emergency Expense | $00.00 |
| **TOTAL PROJECT COST** | **$00.00** |

**CHAPTER 4. MARKET ANALYSIS AND STRATEGIES**

The market analysis is a quantitative and qualitative assessment of the market of the business. The market analysis shall assess both the present and future market of the business.

In this consulting business plan, the following dimensions shall be included:

1. Market Size
2. Market Trends
3. Market Profitability
4. Growth rate of the market
5. Key success factors
6. Distribution channels
7. Industry cost structure

**Market Size**

One of the key factors of market analysis is the market size. Because the business is a commercial photography business, the market size is big. Hence, there are big competitors. With that, in the marketing analysis, the pricing policy should be considered.

**Market Trends**

One of the significant parts of marketing analysis is the market trends. It is very important to be knowledgeable with the trends of the needs in the market. This market analysis uses the SWOT analysis of the company, which converts the weaknesses into strengths, and threats into opportunities.

**Market Profitability**

It is a general knowledge that profit is the end-goal of the business. As such, the market profitability is needed in the market analysis. With that, in the market analysis of the company, the profitability of the business should be considered. The things that should be considered in the market profitability are the following: buyers, suppliers, and the barriers to entry.

**Growth rate of the market**

The growth of the market is necessary in market analysis. The growth of the market actually helps in the analysis on how long the business can prosper. If the market analysis on this aspect is high, the business can invest more on their own business.

**Key success factors**

In order to achieve great success, the business must consider what their key success factors are. The key success factors are needed in order to stay in competition with the other companies in the market.

**Distribution channels**

The distribution channels are very important in the business. It is a big factor in the market analysis because it can make or break the business of the company.

**Industry cost structure**

The industry cost structure is very important in running a business. This dimension helps in pricing the company’s services, or how much the target market is willing to spend to avail of the company’s services.

**Market Strategies**

Market Strategies are a result of thorough market analysis. With the business owners being familiar with the market, the company will be able to come up with different market strategies that are applicable in the business.

For this Commercial Photography Business Plan, the market strategies that shall be used are the following:

1. Digital Marketing
2. Word-of-mouth Marketing
3. Diversity Marketing
4. Transactional Marketing
5. Seasonal Marketing
6. Viral Marketing

**Digital Marketing**

Digital Marketing is the usage of digital devices like smartphones, computers or digital billboards.

**Word-of-mouth Marketing**

Word-of-mouth Marketing is the creation of authentic word of mouth on the company’s services.

**Diversity Marketing**

Diversity Marketing is a marketing strategy which is the act of giving consideration to the diversified beliefs, cultures and tastes of the customers.

**Transactional Marketing**

Transactional Marketing is the act of encouraging clients to avail of the services with discounts.

**Seasonal Marketing**

Seasonal Marketing is when the company would offer different seasonal events. For example, commercial photography may include on-location shoots. With that, the company would offer seasonal events in on-location shoots with different themes.

**Viral Marketing**

Viral Marketing is a strategy which would greatly involve the social media. The company would post or publish photos that are of social relevance that people can relate and share to.

**CHAPTER 5. MANAGEMENT TEAM**

The Management Team comprises of individuals that operate at a higher level in the company. The Management Team carries with them a greater responsibility in managing the other employees.

In connection with the above chapter, the Management Team shall have the responsibility in analyzing the market and coming up with different marketing strategies, aside from those that are mentioned above, in the event that the marketing strategies are not fully effective.

This company gives focus on the camaraderie of the management team because of the fact that the company operates on different locations, there needs to be a proper and clear communication between the team.

As such, the management team should have skills in sales, marketing, finance, administration and the like.

The professional photographers and the management team shall have a meeting on a monthly basis so as to understand the photographers’ commands.

The Management Team of the Company shall consist of professionals on [SPECIFY THE FIELDS]

[SPECIFY THE MANAGEMENT TEAM OF THE COMPANY]

**CHAPTER 6. COMPETITIVE ANALYSIS**

The company is well-knowledgeable that the photography business has a big market.

The competitors of the company are the following: [SPECIFY THE COMPETITORS]

The services of the competitors are the following: [SPECIFY THE SERVICES]

For the biggest competitors of the company, they have applied the following market strategies in the past: [SPECIFY PAST MARKET STRATEGIES]

Currently, the have applied the following market strategies:[SPECIFY THE CURRENT MARKET STRATEGIES]

In relation to the SWOT Analysis specified in this Plan, the competitors have the following strengths and weaknesses: [SPECIFY THE STRENGTHS AND WEAKNESSES] The potential threats that the competitors pose, as provided in the chapter on SWOT Analysis, are the following: [SPECIFY THE THREATS] On the other hand, the opportunities that the competitors make available for the company are the following: [SPECIFY THE OPPORTUNITIES]

**CHAPTER 7. SWOT ANALYSIS**

Identifying the strengths, weaknesses, opportunities and threats of the business is essential to make it more appealing to its future customers and to achieve the company’s objectives. SWOT analysis is part of the overall corporate planning process in which financial and operational goals are set for the upcoming year.

**SWOT MATRIX**

|  |  |  |  |
| --- | --- | --- | --- |
| STRENGTHS | WEAKNESSES | OPPORTUNITIES | THREATS |
| [SPECIFY STRENGTHS] | [SPECIFY WEAKNESSES] | [SPECIFY OPPORTUNITIES] | [SPECIFY THREATS] |
|  |  |  |  |

The weaknesses provided above should be converted into strengths, and the threats should be converted into opportunities.

**CHAPTER 8. CASH FLOW STATEMENT**

The Cash Flow Statement, also known as the statement of cash flows, shows the changes in the Statement of Financial Position of the Company. As such, it breaks down the analysis into three components: Operating, Investing and Financing Activities. Through this financial statement, the company can thoroughly point out where the company’s cash is going, as well as its inflow and outflow.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Cash Flow From Operating Activities** | 20\_\_ | 20\_\_ | 20\_\_ | 20\_\_ | 20\_\_ |
|  | Net Income | $00.00 | $00.00 | $00.00 | $00.00 | $00.00 |
|  | Depreciation Expenses | $00.00 | $00.00 | $00.00 | $00.00 | $00.00 |
|  | Bad debts Expense | $00.00 | $00.00 | $00.00 | $00.00 | $00.00 |
|  | Decrease (increase) in account receivable | $00.00 | $00.00 | $00.00 | $00.00 | $00.00 |
|  | Decrease (increase) in finished goods inventory | $00.00 | $00.00 | $00.00 | $00.00 | $00.00 |
| Increase (decrease) in current liabilities: |
|  | Accounts Payable | $00.00 | $00.00 | $00.00 | $00.00 | $00.00 |
|  | Accrued Light and Power Expenses | $00.00 | $00.00 | $00.00 | $00.00 | $00.00 |
|  | Accrued Retainer's Fee | $00.00 | $00.00 | $00.00 | $00.00 | $00.00 |
|  | Accrued Salaries Expense | $00.00 | $00.00 | $00.00 | $00.00 | $00.00 |
|  | Accrued Rent Expense | $00.00 | $00.00 | $00.00 | $00.00 | $00.00 |
|  | Accrued Water Expenses | $00.00 | $00.00 | $00.00 | $00.00 | $00.00 |
|  | Accrued Telephone and Internet | $00.00 | $00.00 | $00.00 | $00.00 | $00.00 |
|  | Accrued Percentage Tax | $00.00 | $00.00 | $00.00 | $00.00 | $00.00 |
|  | Accrued Withholding tax Expense | $00.00 | $00.00 | $00.00 | $00.00 | $00.00 |
|  | Accrued Income Tax | $00.00 | $00.00 | $00.00 | $00.00 | $00.00 |
|  | Accrued Final Withholding Tax | $00.00 | $00.00 | $00.00 | $00.00 | $00.00 |
| **Net Cash Provided by Operating Activities** | $00.00 | $00.00 | $00.00 | $00.00 | $00.00 |
| Cash Flow from Investing Activities |
|  | Increase acquisition of Property and Equipment | $00.00 | $00.00 | $00.00 | $00.00 | $00.00 |
| **Net Cash Provided by Investing Activities** | $00.00 | $00.00 | $00.00 | $00.00 | $00.00 |
| Cash Flow from Financing Activities |
|  | Partner's Equity, Beg. | $00.00 | $00.00 | $00.00 | $00.00 | $00.00 |
|  | Additional Investment | $00.00 | $00.00 | $00.00 | $00.00 | $00.00 |
|  | Withdrawals | $00.00 | $00.00 | $00.00 | $00.00 | $00.00 |
| **Net Cash Provided by Financing Activities** | $00.00 | $00.00 | $00.00 | $00.00 | $00.00 |
| Net Increase (decrease) in Cash | $00.00 | $00.00 | $00.00 | $00.00 | $00.00 |
| Add: Cash Balance, beg | $00.00 | $00.00 | $00.00 | $00.00 | $00.00 |
| **Cash Balance, end** | **$00.00** | **$00.00** | **$00.00** | **$00.00** | **$00.00** |

**CHAPTER 9. REVENUE PROJECTIONS**

Revenue Projections, like the Cash Flow Statement, is also prepared with a 5-year projection. The reason for this is the same as that provided in the above chapter. By closely projecting the Sales of the Company, the company works harder to achieve the projected Sales, and to ensure that the services are thoroughly provided to the clients in order to avoid sales returns.

**Statement of Financial Performance**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 20\_\_ | 20\_\_ | 20\_\_ | 20\_\_ | 20\_\_ |
| Income | $00.00 | $00.00 | $00.00 | $00.00 | $00.00 |
| Less: Sales Returns | $00.00 | $00.00 | $00.00 | $00.00 | $00.00 |
| Net Sales | $00.00 | $00.00 | $00.00 | $00.00 | $00.00 |
| Less: Expense |
| General and Administrative Expenses | $00.00 | $00.00 | $00.00 | $00.00 | $00.00 |
| Operating Expenses | $00.00 | $00.00 | $00.00 | $00.00 | $00.00 |
| Income before tax | $00.00 | $00.00 | $00.00 | $00.00 | $00.00 |
| Less: Income tax | $00.00 | $00.00 | $00.00 | $00.00 | $00.00 |
| **Income after tax** | **$00.00** | **$00.00** | **$00.00** | **$00.00** | **$00.00** |

**Statement of Financial Position**

For References, this is the Projected Statement of Financial Position of the Company for their first year of Operation.

|  |  |
| --- | --- |
| Assets | 20\_\_ |
| Current |  |
|  | Cash | $00.00 |
|  | Accounts Receivable | $00.00 |
|  | Inventory, end | $00.00 |
| **Total Current Asset** |  |
| Non-Current: |  |
|  | Property and Equipment | $00.00 |
|  | Less: Accumulated Depreciation | $00.00 |
| **Total Non-Current assets:** | $00.00 |
| **Total Assets** | $00.00 |
|  |  |  |
| Liabilities and Owner's Equity |  |
| Liabilities |  |
| Current: |  |
|  | Accounts Payable | $00.00 |
|  | Accrued Light and Power Expenses | $00.00 |
|  | Accrued Retainer's Fee | $00.00 |
|  | Accrued Salaries Expense | $00.00 |
|  | Accrued Rent Expense | $00.00 |
|  | Accrued Water Expenses | $00.00 |
|  | Accrued Telephone and Internet | $00.00 |
|  | Accrued Percentage Tax | $00.00 |
|  | Accrued Withholding Tax | $00.00 |
|  | Accrued Income Tax | $00.00 |
|  | Accrued Final Withholding Tax | $00.00 |
| **Total Liabilities** | $00.00 |
| **Total Owner's Equity** | $00.00 |
| **Total Liabilities and Owner's Equity** | $00.00 |

**CHAPTER 10. CONCLUSION**

In evaluating the whole Commercial Photography Business Plan, we believe that this plan is feasible, financially stable, and socially and economically desirable.