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**APPENDIX**

In this business plan, some contents of the Appendix are not included because of proprietary nature of the information. All contents found in this business plan are factual and legible.

1. **Executive Summary**

[ADD BUSINESS NAME] is a an amazing photography shop that provides excellent photography services for different client needs such as weddings, birthdays, anniversaries, parties, and other important events. [ADD BUSINESS NAME] has a beautiful collection of photos that consist of nature, wildlife, scenery, and various people. The company also specializes in [ADD DETAIL], [ADD DETAIL], [ADD DETAIL], [ADD DETAIL], and [ADD DETAIL]. These specializations give [ADD BUSINESS NAME] a distinct niche in the photography industry because the images are created in an area for which the photographer has passion and clearly describe how talented he/she is. [ADD NAME OF PHOTOGRAPHER] is the owner of [ADD BUSINESS NAME] and has an extensive experience for the said field of expertise since [ADD YEAR]. The methods he/she use when it comes to capturing breathtaking images give strong personal marketing strength in the photography industry. [ADD BUSINESS NAME] has partnered with skilled and talented photo editors from various places. Since [ADD BUSINESS NAME] is not trying to market internationally the broad world of publishing by sending photo submissions, rather the sales rate increased by means of target marketing.

[ADD BUSINESS NAME] started the business since [ADD SPECIFIC YEAR]. An estimated amount of [ADD SPECIFIC AMOUNT] photographs are being sold for publication in [ADD COUNTRY/CITY] every day. There are some publishing houses who spend more than [ADD AMOUNT] to [ADD AMOUNT] [SPECIFY IF IT’S PER MONTH OR YEAR] on photography alone. As for [INSERT ORGANIZATION NAME] current research, there are little known medium size markets that create and produce materials needed for photography such as photography books/magazines, printed materials, etc. [ADD BUSINESS NAME] work is focused to these medium-size markets wherein the rights to sell signature photographs to publications are meet. These markets tend to seek distinct images, right amount of exposure, and budget-friendly for their target publications. [ADD BUSINESS NAME] can fulfill all of these elements.

When it comes to market status, [ADD BUSINESS NAME]’s market potential is indeed great. The business have a yearly market revenue of [ADD ESTIMATED AMOUNT] for at least [ADD YEARS]. A record of [ADD AMOUNT] is the share market value for [ADD BUSINESS COMPANY] and this can be achieved with enough and strong effort for the entire management team to be put into the business. Therefore, the aimed goals and objectives should be achieved on a consistent manner. Moreover, when talking about marketing, there is a huge market potential if it will be incorporated with social media utilization, since using this strategy can easily outreach potential clients online. Also, there should be proper packaging when it comes to submission of business presentation to the appropriate publication who is interested in purchasing.

We can highly guarantee that [ADD BUSINESS NAME] can meet all standards required by publishing and photography markets especially for those who are seeking distinct and state-of-the-art talent in making fantastic photographs. Additionally, all creatives will be delivered in a timely manner and all are economical in terms of photo buyer budget. Surely, [ADD BUSINESS NAME] will have a bright business and profit future.

1. **Business Mission and Objectives**

[ADD BUSINESS NAME] is a [ADD DESCRIPTION OF THE COMPANY]. The said business targets in providing photography services and selling premium and topnotch photographs from our skilled and popular photographers. Also, [ADD BUSINESS NAME]’s main purpose is to display photographs with the selection of nothing but finest pictures in every specialized field. [ADD BUSINESS NAME] has an incredible characteristic that makes it more distinct against competitors, the images they have are marketed for instant public recognition.

This will highly ensure that the assigned medium is in the area of [ADD BUSINESS NAME]’s photographer’s personal strength in terms of photographic advertising. This will then create a specific business understanding and unstoppable marketing momentum since owners of the photos will have their own way in showcasing their work. Picture copyrights can be sold the moment the images are sent to appropriate markets. There is a specific exception and that is when selling exclusive rights to photos and providing written consent to the owner prior to selling the creatives.

**Mission Statement**

[ADD BUSINESS NAME]’s mission statement is to provide distinct, timely, and ethical photographs and photography services to different clients and photo buyers from [ADD CITY/STATE] and its neighboring cities.

**Objectives**

These are the following objectives that [ADD BUSINESS NAME] aims to maintain and achieve at all times.

* Preparation of information such as [ADD DETAIL], [ADD DETAIL], [ADD DETAIL], [ADD DETAIL], etc. in an organized and clear manner.
* Ensures to categorize and arrange every images in proper order together with the existing images.
* Slide-labeling should be available at all times for standard label making. Additionally, database for slide inventory should also be prepared at all times. As per [ADD NAME], these slides should be completed by [ADD DATE OF COMPLETION].
* Proper and thorough problem identification. This will facilitate effective marketing that will start on [INSERT DATE], this will be led by [ADD NAME], [ADD JOB POSITION] of [ADD BUSINESS NAME].
* The [ADD TEAM NAME] will handle the scanner selection on [ADD COMPLETE DATE] at [ADD LOCATION].
* Seeking financial assistance should be done in order to purchase needed materials and equipment for [ADD BUSINESS NAME] new branch opening on [ADD DATE] at [ADD LOCATION].
* The [ADD BUSINESS NAME]’s website will be completed on [ADD ESTIMATED DATE]. This will greatly help in increasing the business’ revenue and return on investment.
* There should be conduction of market analysis that will completed on [ADD DATE] if possible.
* [ADD DEPARTMENT] is responsible for contacting an attorney in order to discuss different legal aspects of [ADD BUSINESS NAME]’s construction.
* There should also a presence of tax accountant that will help in discussing insurance matter and its respective cost. This should be completed on or before [ADD COMPLETE DATE] and will led by [ADD NAME].
* [ADD NAME] should contact at least [ADD NUMBER OF INSURANCE COMPANY] companies in discussing coverage for health and other insurance matters.
1. **Management and Operation Information**

This section will talk about the operation and management information of [ADD BUSINESS NAME] in the photography and art industry. There will be photography inventory that will occur every [ADD DATE] and will be led by [ADD NAME OF PRESENTER]. The same person who will handle [ADD BUSINESS NAME]’s photography take-outs for display, this can be a great marketing strategy in inviting potential clients and customers. [ADD ORGANIZATION] will explain the [ADD BUSINESS NAME]’s different photography categories for public awareness. This is also suggested by [ADD NAME], [ADD JOB POSITION] of [ADD BUSINESS NAME].

[ADD BUSINESS NAME] is fully aware that today’s society is more into enticing visuals, hence the company is doing its best to suffice and increase visual orientation of the society. [ADD BUSINESS NAME] has become one of the photography industry’s best provider of photographers and services for various client needs. [ADD BUSINESS NAME] will for sure gain more or less [ADD ESTIMATE AMOUNT] for market revenue. At least [ADD HOW MANY IMAGES ARE NEEDED] images are being purchased and [ADD AMOUNT] for booked events, this is on a daily basis and is being monitored by [ADD NAME] in the [ADD DEPARTMENT].

Below is a sample table for [ADD BUSINESS NAME] market revenue for [ADD YEAR].

|  |
| --- |
| **MARKET REVENUE ANALYSIS** |
|  | **[ADD MONTH]** | **[ADD MONTH]** | **[ADD MONTH]** | **[ADD MONTH]** |
| [INSERT DETAILS] | [INSERT DETAILS] | [INSERT DETAILS] | [INSERT DETAILS] | [INSERT DETAILS] |
| [INSERT DETAILS] | [INSERT DETAILS] | [INSERT DETAILS] | [INSERT DETAILS] | [INSERT DETAILS] |
| [INSERT DETAILS] | [INSERT DETAILS] | [INSERT DETAILS] | [INSERT DETAILS] | [INSERT DETAILS] |

1. **Marketing Plan and Strategy**

[ADD BUSINESS NAME] has a wide variety of photography services for different clients in [ADD CITY/STATE]. The company provides excellent services and stunning photo masterpieces. No wonder they are leading against other competitors, not to mention the fact that they offer reasonable cost for their services and wonderful creatives. [ADD BUSINESS NAME] distinct and contemporary photographs shows what today’s society needs. They indeed capture the beauty and essence of their images. Nonetheless, [ADD BUSINESS NAME] transcends to be one of the best in the industry.

When it comes to services, [ADD BUSINESS NAME]’s creative and great team ensures that all services provided for clients are superb. This will make them more enticing and appealing to the public and to their clients. For images, each is being labeled appropriately, delivered on time, and content specific. This is what every photo buyer wants to happen. Moreover, [ADD BUSINESS NAME] is an independent photography business that produces captivating pictures and provides photo buyers the full control as to what they would like to have on the image. [ADD BUSINESS NAME]’s photographers are comprise with skilled and talented people who all have vast experience in photography. These people have proper photography training that includes technical aspect essential for competitive photographs.

[ADD BUSINESS NAME]’s illustration of photos are very detailed and captivating. Your eyes will be tantalized by the warm soft image texture of the scenery, it’s like you’ve gotten in touch with nature. This alone makes [ADD BUSINESS NAME] truly outstanding and noteworthy.

This ends the business plan for [ADD BUSINESS NAME]. This will be discussed further on [ADD DATE] at [ADD LOCATION].

[ADD COMPANY NAME]