

BUSINESS PLAN FOR STARTING UP

DIGITAL STUDIO

CHAPTER ONE

1.0 EXECUTIVE SUMMARY

In this case, a business is a guiding document used in implementation of business of business ideas and it is fully compiled with eight chapters containing the background information, objectives ,marketing strategies, technical human resource and finance.

Statement of mission ,goal and objective(3.0) chapter includes the business mission , goal to be achieved and different reasons as to why I wish to operate this business.

Marketing plan(4.0) this chapter includes marketing channels like radio station ,products description, products and services affordability including channel costs which is 487,400shs per month.

Productive plan(5.0) this chapter includes products, all things required for production say machines like computer and their operators ,raw materials ,business location and it's cost. All will cost 2,528,000 shs

Management and administration plan (6.0) this chapter includes human resource , their different posts and responsibilities and their payments totaling 630,000shs.

The financial plan(7.0) this chapter gives the total amount needed to operate the business that is 3,845,400shs, it's source say with interest of 10%, 2years to repay and 176,247.5shs as a mode of payment and expenses like marketing channels, specialized labour, raw materials etc. However the same chapter gives the details on how the money is to be recovered from the business transactions by giving clear figures indicting volumes, specific period and cost of the products. That's 630 products, per month and total cost of 2,170,000 shs.

Action plan (8.0) it's the last chapter which assumes that the money is got and it indicates the total expenditure in all other chapters for example marketing, registration

and the human resource in charge. And the amount of money needed at a period of time.

CHAPTER TWO

2.0 BUSINESS DESCRIPTION.

2.1 NAME OF BUSINESS

Coin worthy photo studios

2.2 LOCATION OF BUSINESS

Coin worthy digital studio is located at Kawuku alongside Entebbe road of 10metres from the main road.

For more information you can also contact us on our contacts; 0784 337722 or on our email www.coinworthy.co.ug

2.3 PRODUCTS AND SERVICES.

It will produce full photos, passport size photos, frame photos and video coverage.

I will offer customer services by giving a discount to my customers who need more copies and those who bring more customers. For example I will deduct 100/= incase of 20 copies needed and a framed photo for those who will offer me an opportunity to capture their ceremony.

Provide make up especially to ladies before taking their photo in order to beautify them more.

My photos will appear different from other photo studios due to the good quality materials to will use for example harder papers compared from the rest and the modern and quality camera which gives clear images appearing natural colors for example black, brown and mega type of photos.

More so , I will produce different photo with different clear backgrounds for example. Though the photo is take from a studio, I will make an environment background for example the image to appear like an object or human being was under a tree, near water bodies etc.

The business will be formal due to the machines which require a knowledgeable person to operate them for example a computer, scanner, printers etc .

2.4 THE LEGALITY OF THE BUSINSS

I will register my business with Wakiso Town Council at a cost of 200,000shs per year to make it legal however the amount may change according to the financial year

3.0 CHAPTER THREE

3.1 STATEMENT OF MISSION.

To provide high quality photos and video coverage at kawuku and the neighbours .

3.2 GOAL STATEMENT.

To be the leading producer of high quality photos and vedio aaat kawuku by 2017 with new machines and expansion. In this I will be able to start another branch in the nearby region like lubaga in kampala district since I hope by 2016 I will be will more customer due to good products and services from my business.

3.3 OBJECTIVES.

Making profits since I will be providing providing high quality photos and videos to my customers .

Socialize with different kinds of people that is of different age , lever of income, level of honor in the society.

To provide employment to qualified personals. For example the camera men.

CHAPTER FOUR

4.0 MARKETING PLAN

4.1 CHANNELS

In order to make the public aware or know the existence of my business, I will use different channels to create awareness to the public for example radios, televisions, posters, face book messages and phone messages

That is, a radio station at the cost 150,000shs per month for at least 2 month, stickers at 1000 each at least 30 copies, television station at 50,000shs per week for at least a month, posters at 50,000shs for at least 5 to be place around kawuku corners or stages, opening a face book page for my business posting the assumed products and more information about it and also use my cell phone to inform these in my reach for example friends or relatives.

4.2 QUALITY.

The business is to produce high qualitable and affordable photo out puts.

It will be so due to the availability of computers and qualified operators who can use different programmes to make a clear image, best quality camera and other facilities to come up with the best image.

4.3 MARKET TARGET

The business targets all kinds of people but I mostly target youths since they always feel like posing for the photos incase of any important day or with an important person in their lives. For example on their birthdays, leaver's parties, fresher's parties, charismas days and so on including their school mates, work mates boy friends because they always want to keep their memories in their past lives.

SUMMARISED COSTS OF MARKETING CHANNELS

MARKETING CHANNELS	VOLUME	UNIT COST	TOTAL COST
Radio adverts	35	10000	300,000
Television adverts	10	15,000	400,000
Studio stickers	30	2000	60,000

Posters	10	80,000	800,000
Face book(sms)	70	1000	50,000
Cell phone(sms)	10	200	4000
			1614000/=

CHAPTER FIVE

5.0 PRODUCTIVE PLAN

5.1 PRODUCT

The out puts will be passport photos, full sized photos and framed photos and video coverage.

5.2 RAW-MATERIALS

- A color ink and paper set packed in a box containing 300 papers at 1500000/= and 2 color ink costing 450000/=, t.
- Sets of computer which is used to clear all necessary spots or pimples by editing and filtering the images by the use of different programmes like photo shop at 4500,000shs.
- Flash light umbrella. This is compiled with bulbs which provides light in order to reflect the image shadow hence making a clear out put at 2000,000shs.
- A scanner : It is used to scan images and produce a clear output at 1600,000shs .
- Memory card. This is used to store the pictures or images captured. 8GB at 1200,000shs.
- Camera: This is used to capture images and videos. I costs 1500,000shs.

5.3 POWER:

It is used to provide light in the studio and for the electronic machines like a computer, scanner , printer and others. Cost 70 units/month at 650 shs per unit at 43500shs per month.

5.4 LOCATION AND OWNERSHIP

The business will be located at kawuku at I will rent a 4 roomed building. The property is not mine and I will be renting at 700000 per month.

5.5 SPECIALISED LABOUR AND RESPONSIBILITIES.

I will employ a manager with at least a diploma in business especially in my absence at 2550000shs per month.

I will employ a Accountant with at least a certificate in accounts to handle the issue of money and balance business books at a daily bases to keep the records of the business and also in charge of payments , at 2045000 per month.

I will employ a technician to operate the machines for example computers, scanner with at least a certificate in information technology at 725000 per month.

I will also employ a photographer to capture images with at least a certificate of journalism/ mass communication at 180000shs per month.

5.5.1 AN ILLUSTRATION OF RAW MATERIALS AND THEIR COSTS ACCORDING TO VOLUME PURCHASED.

PRODUCTS	VOLUME	PERIOD/TIME	TOTAL COST
Color ink &set paper	3 box(300) papers 2 color ink	Per month	1500,000/=
Power	70 units	Per a month	42500/=
Rent	2 rooms	per amonths	700000/=
Set of computers	3		4500000/=
Flash light umbrella	2		2000000/=
Scanner	2		1600000/=
Camera	3		4500000/=
Printer	2		2500000/=

Memory card	3			1200000/=
TOTAL				18,542,500/=

5.5.2 AN ILLUSTRATION SPECIALISED LABOUR,MACHINES AND THEIR SALARIES.

post	responsibilities	N0	salaries	Other allowances	TOTAL INCOME
manager	To monitor the business progress	1	2500,000/=	50,000/= per month	2,550,000/=
Accountant	To manage book accounts & salaries	1	2000,000/=	45000/=	2,045,000/=
Technician	To operate the machine	1	700,000/=	25,000/=	725,000/=
Photographer	To cover video and photos		150000	30000	180000

CHAPTER SIX

6.0 MANAGEMENT AND ADMINISTRATION PLAN

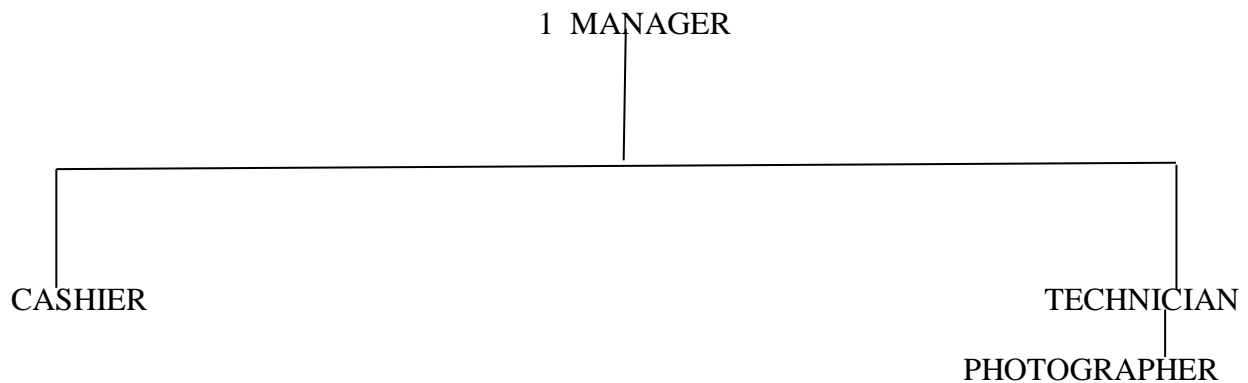
6.1 posts, their salaries and responsibilities.

allowance considered to pay for food and lunch and break fast on a daily bases.

AN ILLUSTRATION SUMMARISING THE INFORMATION IN THIS CHAPTER (6)

POST	NO	SALARY	OTHER ALLOWANCE	TOTAL
MANAGER	1	2500000 PER MONTH	5,0000/= PER AMONTH	2550,000/=
ACCOUTANT	1	2000,000/= PER MONTH	45,000/= PER MONTH	2045,000/=
TECHNICIAN	1	700,000/= PER MONTH	25,000/= PER MONTH	725,000/=
PHOTOGRAPHER	3	150,000/= PER MONTH	30,000/= PER MONTH	180,000/=
	6			5500000/=

6.2 THE FLOW STRUCTURE OF FLOW OF HIERACHY



CHAPTER SEVEN

7.0 THE FINANCIAL PLAN.

7.1 Total amount of money needed: SECTION A

According to the total sums needed for the expenditures and smooth operation of my business, I will need 1614000/= for marketing plan,18,542,500/= for productive plan and 5500,000/= for management and administration plan including their salaries and allowance per month.

Therefore I will need total amount of 25656500m to operate my business including registration costs of 200,000/= therefore I need 25,800,000/=

7.2 THE SOURCE

I hope to get a loan of 3,645,400m from the bank. hoping to repay with in 2 years after the operation of the business with a bank interest of 10% and in this case, I will be paying 167,080,833/= per month

AN ILLUSTRATION OF 7.2,SOURCE AND DETAILS

LOAN	INTREST	DURATION OF REPAY	MODE OF REPAYMENT	TOTAL PAYMENT
3,845,400M	10%	12YEARS	PER AMONTH	
3,845,400M	384,540	24 MONTHS	176247.5	4,229,940M

7.3 SECTION B. ILLUSTRATION BUSINESS TRANSACTIONS.

products	volume	period	Cost per each	Total cost
Passport photos	copies	Per month		
Express	50	month	5,000/=	250,000/=
Not express	30	month	3,000/=	90,000/=
Full photos				
Express	40	month	4,000/=	80,000/=
Not express	500	month	3,000/=	1,500,000/=
Framed photos	10	month	25,000/=	250,000/=
	630		40,000/=	2,170,000/=

In this case my total expenditure will be 1,583,647.5m including the interest per month out of the total income of 2,170,000m am to earn per month hence leaving 1586352.5 for depreciation costs in the business.

8.0 CHAPTER EIGHT

8.1 ACTION PLAN

This chapter gives the activities , period, amount needed on each activities & the in charge.

ACTIVITY	PERIOD	AMOUNT NEEDED	PERSON IN CHARGE
Registration co	a year	200,000/=	cashier
Marketing	a month	487,400/=	manager
production	a month	2,52,800/=	cashier
Management & admin	A month	630,000/=	manager