



# Business plan

## Photography



**Project title:**

**Learning platform: „Young people entrepreneurial skill development possibilities”**

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**Energetic Highschool**

# 1. Company identification data.

- The name of the company is S.C. "Mihai Photography S.R.L"
- "Mihai Photography" company is a Romanian individual with a legal form of limited liability with one founding member : Popescu Mihai from Râmnicu Vâlcea, Romania.

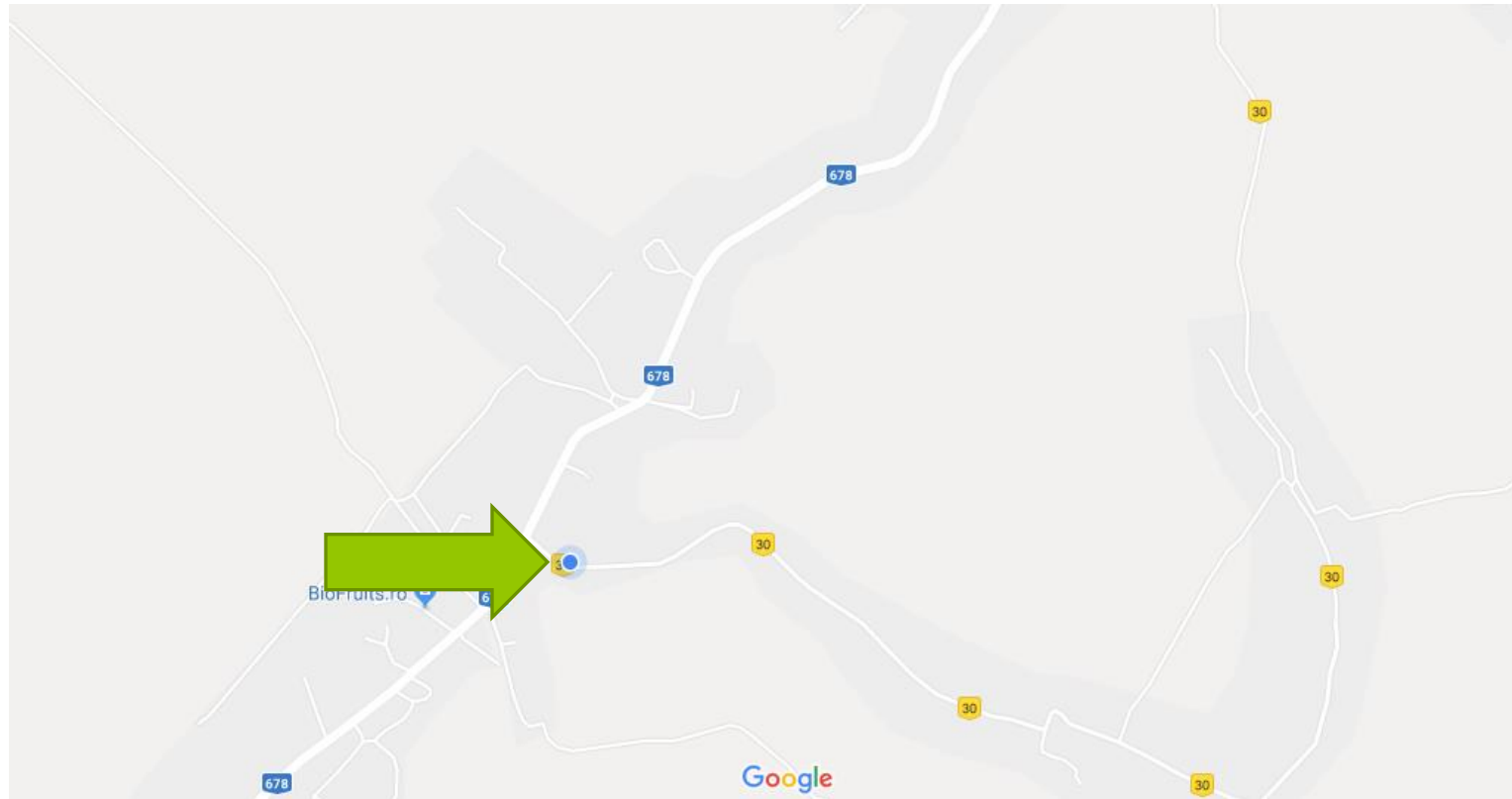


# \*The Equipment



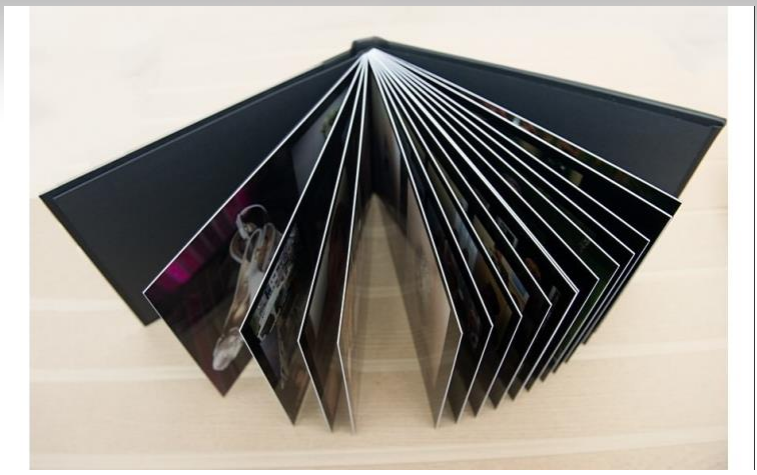
- The social obligations are guaranteed with the social heritage, the associates being obliged to pay only the social parts.
- The activity of the society is conducted according to the law.
  - The company's headquarters is in Râmnicu - Vâlcea.
- The duration of the society is unlimited from the registration data in the Trade Register.

**\*Here is where you can find us...**



## 2. Description of the activity

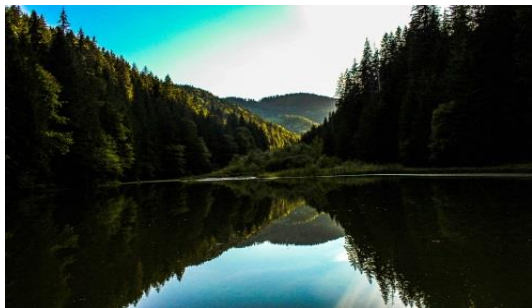
- The activities take place at the headquarters and the areas with beautiful landscapes, anywhere in the country.
- The description of the business itself refers to photography as an art, hobby and start up consisting of a portfolio that may attract customers, advertising and photo sessions.
- The products are being sold as photo albums, CDs or through the internet .
- There is also the possibility to show the moments ( pictures) in a video format.
- I intend to create a bigger work space in the future, purchase more advanced equipment and take part to major events.





### 3. Detailed description of the services provided

- I and my team decide the exact date of the shooting so as to make sure it is not on the same day with another photoshoot we might have at the studio.
- The customers tell us the kind of photos they need or if they do not know they can choose from our collections , the ones that are constantly displayed at the studio or to be found in various albums.
- At the moment, in the studio, we can take and make simple photos and fashion photos.







## 4. Defining the market



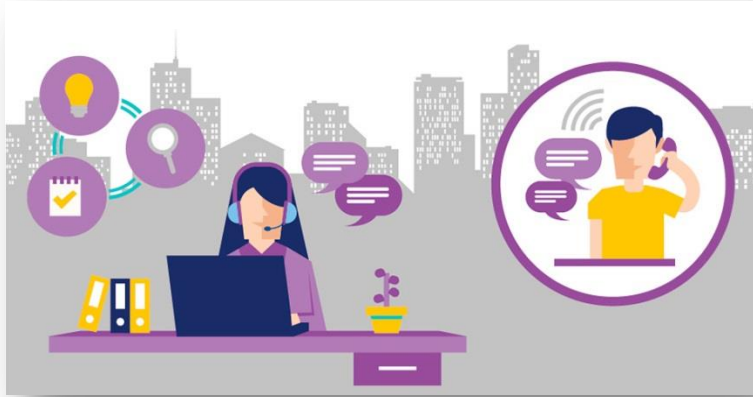
- The products and the services that a photographer can offer are: digital processing, photo albums, CDs etc.
- The products are edited on a computer and then they can be printed or sent through the internet.
- The main programs which are used to edit the photos are Adobe LightRoom and Adobe Photoshop.



## 5. Organizing the company and the company's management

It explains clearly the day by day operations of the business, the location, the equipment, the people, the different processes of production and the work environment.





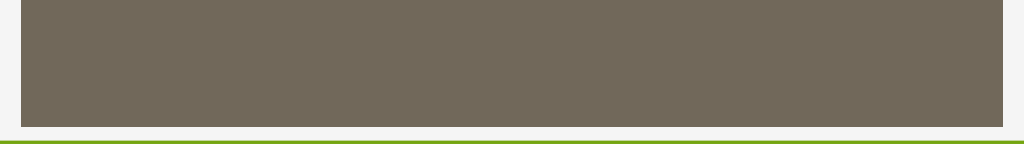
The whole process of production and marketing involves:

- -equipment
- -quality control.
- -customer service.
- -product development.



PRODUCT  
DEVELOPMENT





- We take into account actions of granting and receiving diplomas and trophies for good results and great initiatives. We keep improving the work system and our abilities and competence by attending photography courses on topics of interest to us. Upgrading our tools and reading about the latest technological development in the field is one of our main concerns.

- We also grant awards for „ The Best Colleague” and “The Photo of the Year”.

## \*Photo of the Year.

This photo is the most beautiful light picture I could produce.



Our team considers:

- The creation of an album with all staff pictures and the best personal achievements.
- Printed articles with the employees and firm's name.
- Team activities that will take place out of the company.
  - There will be carried out motivational programmes and we will try to improve the cooperation and team spirit within the members of our team. We will celebrate : the company's day, traditional holidays, birthdays etc.



## \*A Real Team

- This team is well-known in my town.
- This is my dream team- "Tyb Photography".
- They are photography and videography producers and the inspiration for my business.



## 6. Pros and Cons

Pros for working in the Studio:

- The subject and the photographer are not disturbed as long as they are in the photoshoot.
- There is access to the props and the make up room
- The lights have the best quality
  - Everything is controlled, there's no bad light, no wind paddles.
- There's no time pressure in the studio
- You can record audio in the studio, it is silence.



### Cons for working in the Studio:

- The background is not unlimited.
  - The props are not unlimited as they are outdoors.
- The background is really hard to change.
- When taking pictures of fragile objects, the best way to do it would be at the customer's place.
- If the objects are hard to move , it is better to take the pictures at the location.



# An illustration of my work

