

A. The Venture

1. Our business is S and C Photography. We are a speed and quality based photography service.
2. Our business has two people to tag team the process to get the photos from the photoshoot, to editing, to delivered. Conner takes the photos then they are sent to Sydney and she edits them to perfection. Then they are sent back to Conner where he quality checks them and delivers them to a client on a USB drive. Also we have had a passion for photography since we were little. Our business has a very bright future since we are starting early and learning the very fine details of making great photos.
3. Our business is located in Estevan and the surrounding area. Photos will be taken at an outdoor location of the clients choosing, in or within 20 minutes of Estevan. Conner bought a high quality Nikon DSLR camera and 2 lenses with his saved money. Sydney received a powerful computer with a subscription for Adobe Lightroom and Photoshop for editing. We will have to buy \$5 USB drives to store the photos on we will also need to buy a \$500 Flash lighting system where each owner will invest \$250. As we progress we will upgrade our equipment with the money we put back in the business. We will not need to rent building space.

B. The Product or Service

1. Our business is a photography service.
2. Our special features and benefits are that we focus on speed and quality. We are a 2 person system to spill the work between the photoshoot, editing, quality check, and delivery.
3. We let you pick the location of the photoshoot unlike some other photographers. We also charge less than most photographers but still have great quality.
4. Photography is not a new service but we have improved upon it in ways that it has not been before

C. Marketing and Prices

1. We will sell to families for family pictures, people who want photos with friends, graduates for grad photos, new parents for baby pictures, pet pictures and wedding events.
2. We will charge \$100 per hour for all photoshoots other than weddings and grad pictures. Those will be \$150 per hour.

3. We will use a website and business cards to advertise. We have sample photos taken by S and C Photography.
4. No we will not sell our services to other communities. We only take pictures in and within 20 minutes of Estevan.

D. Workers

1. Sydney Clausen and Conner Piche own S and C Photography. They each own 50% of the business.
2. We will not need to hire any employees for S and C Photography. We will be a self owned and self run business.
3. We will need to know how to take photos on a dslr in manual mode to get the look we want. Conner has already learnt this skill and is fluent in it. Sydney would learn to edit the photos with Photoshop and light room, which can easily be learnt with the many initiative tutorials on YouTube.

E. Day-to-Day

1. S and C Photography's hours will be 4:30 to 8:30 Monday to Friday with one session taking an hour.
2. We will buy USB drives from CustomUSB.ca for \$5.00 a drive customized with our logo.
3. We will market online on our website where there will be a number to contact us to book a shoot. This online page will have a photography portfolio to show our work. We will also go to tradeshow like the Estevan showcase with a booth with prints to show our work.

F. Money Plans

1. We have everything except a lighting system which will cost us \$500 which will take us five sessions to pay off.
2. Both owners will invest \$250 to pay for the lighting.
3. Our goal is to do two sessions a day, five days a week. Giving us 480 sessions a year. Each sessions will cost \$100 so \$48 000 a year from regular sessions. We plan to do fifty grad shoots for \$150 giving us \$7550 a year. Also we want to shoot 10 weddings at about \$6000 a year. All together we want to get \$61 550 a year.
4. Our expenses are \$2300 for USB drives. Our General Expenses come to \$2530 without the owner's salary. Each owner will get \$25 000

equaling \$50 000 a year. That leaves \$6670 to improve our business each year.

G. Why did you pick this idea, would you want to start and run your own business in the future?

We picked this idea because we have always loved photography and already went out to do a photography business for free. Yes, we might start a business in the future.