

Strengths	Weaknesses
<ul style="list-style-type: none"> – Professionally Designed Studio – State-of-the-Art Equipment – Enthusiastic Staff – Creative Team 	<ul style="list-style-type: none"> – Location – Limited Non-Media Marketing Budget – Unpredictability of Animals
Opportunities	Threats
<ul style="list-style-type: none"> – Popularity of Animal Videos – Potential for Celebrity Partnership – Collaboration with Advertising and Photography Professionals 	<ul style="list-style-type: none"> – Relative Ease of Duplication – Lax Copyright Laws – Beholden to Online Media Distribution Giants – Possible Legal Rule Changes in USA



FINANCIAL PROJECTION

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If we're able to maintain an average of **66% capacity**, our revenue will be **\$428,097** yearly. This is calculated by our current rate, ~\$100 per night, multiplied by **20 pets** (two-thirds capacity), by seven nights (average stay), and by 52 weeks in a year, plus \$100,000 in average cumulative online media tiered subscriptions.

Deducting our total expenses, **net profit** for a moderately successful year comes to **\$28,194**.