

In 4th August 2022  we  registered A media house called

BALDEZZ MULTI MEDIA COMMUNICATION.

This platform consist of five female and one male photographer in the Gambia doing sports photography.

In the sports industry they called us Baldezz Multi Media.

Although Baldezz Multi média do all type of photography, one of its goal is to make a huge difference into the sports industry through photography.

The Gambia football have not been documented like how other photography have been promoted. Most of the images posted on social medias are taken by phones.

Sports photography have become one of the areas we have build an interest at.

We have done so many type of photography but never felt the joy we have when doing sports photography with another type of photography.

After doing some research and in our observation growing up as photographer s in the Gambia.

Sport photography is one of the least recognise type of photography in the Gambia.

It takes special commitment and determination for one to survive expecially (Females)in the sport industry which is dominated by men .

BALDEZZ  is a team of young people (females) passionate about sport photography. Our aims and objectives are to take Gambian sports to a higher level through sport photography and video graphic.

BALDEZZ wants to improve the visibility of Gambian talents in sports by covering sporting activities like football, volleyball, basketball e.t.c....and posting them in our online platforms.

Young people in the Sport industry of the Gambia are hardworking and talented,  the only thing most of them lack is visibility in international levels.

BALDEZZ Multi Média is here to change that narrative, through photography.

We have been facing lot of challenges into the sports industry.

Giving that we are all female and doing a male dominated job have been one of the challenge, some do not get to understand why we are doing it and they don’t take us serious.

We have the motto of “DO WHAT YOU CAN WITH WHAT YOU HAVE” we have only one camera that the whole team is using.

This have been limiting us a lot in covering of lot sports activities.

It is challenging because we have so many plans but we are limited to it because of lack of equipments.

We make sure to take beautiful images of the sports activities with what we have.

Another challenge we are facing is trying to make people understand the of photography in the sports industry.

Not all clubs are financial strong, with that BALDEZZ is here to make it easy for them.

It have been impactful to many, we have done something that no  one did Into the sports industry in the Gambia when it comes to media.

The goal for this team is to make sure all players in the Gambia get professional images to post on their social media.

Gambian football have never have such and we are the first to start this and hope to develop the sports industry in our country through media.

As young people we want to make a difference in our nation with the skills we have.

Today the Gambia footballers have so many professional images to post on their platforms.

We have promoted so many clubs in the Gambia through photography.

We will be able to get equipments an office space and be able to cover lot of sports in the Gambia not just football.

Each member will be able to get a lap top and a camera to cover games each week and make Gambia sports more visible around the world.

AMINS AND OBJECTIVES

The purpose of this project is to help young women around the country who have strive so hard to be where they are today. This Team is to help women to belive in their potentials and never look down on themselves.

It is to build the strong ideas on what it means to be a true and honest leader. Each time the company makes profit 1% of the money will go in helping the needy in the country.  This ia to make sure to always give back to our communites.

MISSION

The mission statement of BALDEZZ is CREATIVITY, QUALITY, VALUE AND SERVICE to our clients.

We emphasize value and define it to mean quality products and services at reasonable prices, we aim to exeed customer expectations in every detail.

KEY TO SUCCESS

Develop a new customer based by marketing for opportunities beyond the Sports industry in the field of digital media production.

Acquire the hardware and software needed to support to support the successful execution of new business.

Provide leadership with the teamwork and technical skills to initiate and sustain the new business objectives.

Employ a team of skilled professional trained to perform all the tasks needed to produce  a  final product on time, under budget and with optimum value.

Sustain and enhance the current business model by increasing marketing in pursuit of other photography, sports photography, as fine art modelling and portraiture.

MARKET SEGMENT

Baldezz Multi Média will continue to target traditional wedding photography, it will branch out into digital media production and do more fine art photography once it receives the necessary funding.

BALDEZZ MULTI MEDIA specializes In various tyes of photography service. They include wedding and other  special events, portraiture, modeling, fine art, degitital art and commercial photography as well also provide videography services.

OUR COMPETITON

Competition in the field of professional sports photography has significantly changed recently with the advent of digital photography.

When wedding photos were shot on medium format  cameras using professional film and requiring expensive processing, the field was limited to those photographers with genuine expertise in the technical end of photography. Now , with the affordability and ease use of digital cameras, many amateurs have come forth to offer cut rate pricing.

OUR CUSTOMERS

Some customers initial price shop by phone or personal appointments and then narrow the field by surveying  friends and family for referrals. Others respond to magazine eds, or do online searches. Approximately 80% of BALDEZZ sports photography business is generated from word of mouth reputation. Price seems to dominate, but not always. Sometimes the personality of the photographer is the most critical factor in getting business.

The focus for Baldezz is to continue to provide wedding, sports, potraits photography service and to expand its fine art. There is a great lack of digital media production services in south central with investment in digital sports will be able to far surpass its local competition.

STRENGTHS

Expertise in the start up and running  of business

Deep  technical experiences in the visual arts and imagery business

Broad and deep skill level across the organization

Arobust attitude with the determination for success

Solid  teamwork tested and mature

WEAKNESS

Too narrow to focus on one service which is SPORTS PHOTOGRAPHY

Insufficient funds to commit full time effort to the new business objectivies

Marketing the business to International level

COMPETATIVE EDGE

Lot of media housesin the Gambia

Highly skilled photographers in the Gambia with a team

Physical location with ample for expansion

MARKET STRAGETIES

Keep making sorts photography grow in the Gambia through unique ways of taking pictures

Continue to provide the best possible traditional wedding photography service and products, while branching out in to providing digital media production and more fine art.

SALE STRAGETIES

In sports photography meet with the team managers  and team President.

Dicuss in details the type of soorts images they would want the photographers to be Documentings

Work on other projects that will generate money for the team

The price for each team is D4000

The Day coverage is D200 with live coverage

A day coverage without live coverage is D1500

Event coverage for this year per day D10,000

YEAR ONE MEDIA PRODUCTION

Hire one fully time manager production worker

Hire two additional crew members as workload increases

Develop marketing strageties

Conduct advertisement campaign throughout local areas

Equip studio for digital media production service

Gain feedback from customers

Expand current business with new marketing strategy

YEAR TWO MEDIA  PRODUCTION

Continue to research trends in the field  in digital media production

Incorperate current trends in to business

Stay abreast to recent technology, invest and upgrades where necessary

Statisfy the customer by completing the job on time

Build  a pool of repeat customers

Offer additional training and education to add skill level to current employee

Hire full time team foor locational shoots from pool of subordinate

Implement and improve where necessary

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Bring in more people in to the team if necessary

Affermation to keep the team run