# Photo Booth Business Plan – Reunion Island



## Business Overview

When we talk about photo-booth, which is popular in the UK and in France, we are talking about a vending machine or contemporary kiosk that contains an automated, usually coin-operated, camera and film processor. However, a large percentage of photo booths that are in operations in the United States are digital.

So also, a large chunk of the photo booths you see around in the United States are used for passport photographs and they are coin-operated automated machine that are designed to print photo in specific format that meets the passport photograph requirements. Photo booths are designed in such a way that multiple copies can be printed so users can save some of future uses.

Basically, a photo booth contains a seat or bench designed to seat the one or two clients being photographed. The seat is usually surrounded by a curtain of some sort to allow for some privacy and help avoid outside interference during the photo session. Once the payment is made by the client, the photo booth will take a series of photographs, although most modern booths may only take a single photograph and print out a series of identical pictures

In the United States of America, both black and white and color photo booths are still in vogue, on the other hand in Europe the color photo booth has almost entirely replaced black and white booths. However, newer digital booths now offer the customer the option of whether to print in color or in black and white.

Most modern photo booths use video or digital cameras instead of film cameras, and are under computer control. Some photo booths can also produce stickers, postcards, or other items with the photographs on them, rather or as well as simply a strip of pictures. These often include an option of novelty decorative borders around the photos.

The photography industry of which photo booth business belongs to is indeed a very large industry and pretty much active in all the parts of the world. There are no company that has a dominate market share in the photo booth line of business, but Lifetouch is known to control an appreciable percent of the market share in the overall photography industry in the United States of America.

Statistics has it that in the United States of America alone, there are about 185,075registered and licensed photography related companies responsible for employing about 231,171and the industry rakes in a whooping sum of $10 billion annually. The industry is projected to enjoy 2.6 percent annual growth.

Over and above, the photography industry and photo booth line of business is a profitable industry and it is open for any aspiring entrepreneur to come in and establish his or her business; you can chose to start on a small scale in one or two public facilities or you can chose to start on a large scale with several outlets in key cities.

## Executive Summary

XXX Company will be involved in the all aspect of photo booth services such as photo booth rentals, traditional photo printing, construct the guest book of photo strips, online image hosting, compact disks containing the images and related merchandise, produce stickers and postcards, animated GIF, slow-motion video, green screen background removal, fun costume virtual dressing, games – mostly Kinect body gesture controlled games, and print a photo of the person and his/her scores and flip book printing et al.

Our business goal is to become one of the leading photo booth companies on Reunion Island and we will make sure that every photo print – outs that leaves our photo booth can favorable compete with the best in the industry.

We are aware that there are several large and small photo booth businesses all around Reunion Island, which is why we spent time and resources to conduct our feasibility studies and market survey so as to position our photo booths in strategic places in and around Massachusetts and also to offer much more than our competitors will be offering in terms of products and of course customer service.

Much more than producing top-notch photos, our customer care is going to be second to none in the whole of Bay – Orleans, Massachusetts. We know that our customers are the reason why we are in business which is why we will go the extra mile to get them satisfied when they make use of any of our vending machines and also to become our loyal customers and ambassadors.

At Classic Pictures® Photo Booth Company our client’s best interest come first and everything we do will be guided by our values and professional ethics. We will ensure that we hold ourselves accountable to the highest standards by delivering excellent and neat jobs and also meeting our client’s needs precisely and completely.

We will cultivate a working environment that provides a human, sustainable approach to earning a living, and living in our world, for our partners, employees and for our clients.

Classic Pictures® Photo Booth Company is a family business that is owned by Rev. George Canton – Freeman and Family. The business will be managed by his son Marco Canton – Freeman a graduate of Business Administration who has extensive experience working with one of the leading photography companies in the United States of America.

He will bring his experience and expertise to help build and grow Classic Pictures® Photo Booth Company to compete favorably with other leading photo booth companies in the United States of America.

* **Our Products Offering**

Classic Pictures® Photo Booth Company is in the photography cum photo booth industry for the purpose of making profits and we will ensure we go all the way position our photo booths in key cities in Bay Orleans, Massachusetts and other key cities in the United States of America.

Here are some of the products and services that will be available in our photo booth locations;

* Photo booth rentals
* Traditional photo printing
* Construct the guest book of photo strips
* Online image hosting
* Compact disks containing the images and related merchandise
* produce stickers and postcards
* Animated GIF
* Flip book printing
* Virtual props, placed intelligently on the person’s eyes or shoulders etc.
* Slow-motion video
* Green screen background removal
* Fun costume virtual dressing
* Games – mostly Kinect body gesture controlled games, and print a photo of the person and his/her scores.
* Facial gesture recognition

**Our Vision Statement**

Our vision is to build a photo booth company that will have active presence all over Bay – Orleans, Massachusetts and other key cities both in the United States of America and Canada

* **Our Mission Statement**

Our mission is to establish a photo booth company that will make available a wide range of services and products as it relates to photo booth business at affordable prices to the residence of Bay – Orleans Massachusetts and visitors (tourists), and other key cities in the United States and Canada where we intend positioning our photo booths.

* **Our Business Structure**

Classic Pictures® Photo Booth Company do not intend to start a photo booth business whose photo booths can only be found in few locations in Bay – Orleans; our intention of starting a photo booth business is to build a standard photo booth business with photo booths in strategic position in Bay – Orleans, Massachusetts and of course other key cities spread across the United States and Canada.

We will ensure that we put the right structure in place that will support the kind of growth that we have in mind while setting up the business.

In putting in place a good business structure, we will ensure that we hire only people that are qualified, honest, customer centric and are ready to work to help us build a prosperous business that will benefit all the stake holders (the owners, workforce, and customers).

As a matter of fact, profit-sharing arrangement will be made available to all our management staff and it will be based on their performance for a period of three years or more. In view of that, we have decided to hire qualified and competent hands to occupy the following positions;

* Chief Executive Officer (Owner)
* Admin and Human Resources Manager
* Sales and Marketing Manager
* Photo Booth Operator
* Accountant
* Client Services Executive

**Roles and Responsibilities**

**Chief Executive Officer – CEO:**

* Increases management’s effectiveness by recruiting, selecting, orienting, training, coaching, counseling, and disciplining managers; communicating values, strategies, and objectives; assigning accountabilities; planning, monitoring, and appraising job results; developing incentives; developing a climate for offering information and opinions; providing educational opportunities.
* Creates, communicates, and implements the organization’s vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization’s strategy.
* Responsible for fixing prices and signing business deals
* Responsible for providing direction for the business
* Creates, communicates, and implements the organization’s vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization’s strategy.
* Responsible for signing checks and documents on behalf of the company
* Evaluates the success of the organization
* Reports to the board

**Admin and HR Manager**

* Responsible for overseeing the smooth running of HR and administrative tasks for the organization
* Maintains office supplies by checking stocks; placing and expediting orders; evaluating new products.
* Ensures operation of equipment by completing preventive maintenance requirements; calling for repairs.
* Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.
* Enhances department and organization reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.
* Defines job positions for recruitment and managing interviewing process
* Carries out staff induction for new team members
* Responsible for training, evaluation and assessment of employees
* Responsible for arranging travel, meetings and appointments
* Oversees the smooth running of the daily office activities.

**Sales and Marketing Manager**

* Manages external research and coordinate all the internal sources of information to retain the organizations’ best customers and attract new ones
* Models demographic information and analyze the volumes of transactional data generated by customer purchases
* Identifies, prioritizes, and reaches out to new partners, and business opportunities et al
* Identifies development opportunities; follows up on development leads and contacts; participates in the structuring and financing of projects; assures the completion of development projects.
* Responsible for supervising implementation, advocate for the customer’s needs, and communicate with clients
* Develops, executes and evaluates new plans for expanding increase sales
* Documents all customer contact and information
* Represents the company in strategic meetings
* Helps to increase sales and growth for the company

**Photo Booth Operators**

* Handles photo booth rentals
* Handles traditional photo printing
* Constructs the guest book of photo strips for clients
* Handles online image hosting
* Handles compact disks containing the images and related merchandise
* produces stickers and postcards as requested by clients
* Handles animated GIF
* Handles flip book printing
* Handles virtual props, placed intelligently on the person’s eyes or shoulders etc.
* Handles slow-motion video
* Handles green screen background removal
* Handles fun costume virtual dressing
* Handles games – mostly Kinect body gesture controlled games, and print a photo of the persons and his/her scores.
* Handles facial gesture recognition

**Accountant**

* Responsible for preparing financial reports, budgets, and financial statements for the organization
* Provides managements with financial analyses, development budgets, and accounting reports; analyzes financial feasibility for the most complex proposed projects; conducts market research to forecast trends and business conditions.
* Responsible for financial forecasting and risks analysis.
* Performs cash management, general ledger accounting, and financial reporting
* Responsible for developing and managing financial systems and policies
* Responsible for administering payrolls
* Ensures compliance with taxation legislation
* Handles all financial transactions for the organization
* Serves as internal auditor for the organization

**Client Service Executive**

* Ensures that all contacts with clients (e-mail, walk-In center, SMS or phone) provides the client with a personalized customer service experience of the highest level
* Through interaction with clients on the phone, uses every opportunity to build client’s interest in the company’s products and services
* Manages administrative duties assigned by the human resources and admin manager in an effective and timely manner
* Consistently stays abreast of any new information on the organizations’ products, promotional campaigns etc to ensure accurate and helpful information is supplied to clients when they make enquiries.

#### Photo Booth Business Plan – SWOT Analysis

We are aware of the impotence of knowing our areas of strength and weaknesses. And so our intention of starting our photo booth business with a dozen photo booth installed in strategic locations around Bay – Orleans, Massachusetts is to test run the business for a period of 3 to 6 months to know if we will invest more money, expand the business and then install 25 more photo booths first all – around Massachusetts before spreading to key cities in the United States and Canada.

We are quite aware that there are several photo booth businesses all over Massachusetts and even in the same locations where we intend installing ours, which is why we are following the due process of establishing a business.

We know that if a proper SWOT analysis is conducted for our business, we will be able to position our business to maximize our strength, leverage on the opportunities that will be available to us, mitigate our risks and be well – equipped to confront our threats.

Classic Pictures® Photo Booth Company employed the services of an expert HR and Business Analyst with bias in start – ups to help us conduct a thorough SWOT analysis and to help us create a business model that will help us achieve our business goals and objectives.

This is the summary of the SWOT analysis that was conducted for Classic Pictures® Photo Booth Company;

* **Strength:**

The strategic locations we intend installing our photo booths, the business model we will be operating on, ease of payment, wide range of products and our excellent customer service culture will definitely count as a strong strength for Classic Pictures® Photo Booth Company. So also we have a team that can go all the way to give our clients value for their money; a team that are trained and equipped to pay attention to details.

* **Weakness:**

A major weakness that may count against us is the fact that we are a new photo booth business and we don’t have the financial capacity to compete with multi – million dollars photography companies who also runs a photo booth business.

* **Opportunities:**

The fact that we are going to install our photo booths in some of the busiest streets in Bay – Orleans, Massachusetts, provides us with unlimited opportunities to sell our products and services to a large number of people. We have been able to conduct thorough feasibility studies and market survey and we know what our potential clients will be looking for when they visit our photo booth locations; we are well positioned to take on the opportunities that will come our way.

* **Threat:**

Just like any other business, one of the major threats that we are likely going to face is economic downturn. It is a fact that economic downturn affects purchasing / spending power. Another threat that may likely confront us is the arrival of a photo booth company or a photography company in same location where ours is located. Unfavorable government policies can also pose a threat to businesses such as ours.

**Photo Booth Business Plan – MARKET ANALYSIS**

* **Market Trends**

A close observation of the Photography industry shows that the industry has experienced several changes as digital cameras and post – production technologies have increasingly affected players in the industry. While photographers are benefiting from the changes by increasing their efficiency and availability, consumers are now able to take professional-quality images without the need of a specialist.

Nevertheless, revenue is expected to improve slightly in the next five years as photo booths and photography companies focus on niche markets, such as wedding photography, children photography, documentary photography, events, sports and church directory photography, to sustain demand.

The truth is that, as digital cameras, compact photo printers, and flat screen computer monitors became widely available and trendy in recent time, players in the industry connected these together using a personal computer and software and created their own photo booths.

So also, entrepreneurs started renting machines built along these lines at weddings and parties and the idea spread. Over the years, interest in the United States for photo booth rentals grew significantly. As a matter of fact, more people are now searching for photo booth rentals when compared to those searching for DJ rentals in 15 of North America’s largest cities. Photo booth rentals have also become popular in other countries such as Canada, Australia, and the UK.

* **Our Target Market**

The target market for those who need the services and products of photo booth companies are all encompassing. It is fact that when people visit memorable sites or tourism locations, they would always love to go home with pictures.

In view of that, we have positioned our photo booths in strategic locations to service the residence and visitors / tourists who visit Bay – Orleans, Massachusetts and every other location our photo booths will be located all over Massachusetts and other key cities in the United States of America and Canada.

We have conducted our market research and we have ideas of what our target market would be expecting from us. We are in the photo booth business to services clients such as;

* Households
* Corporate Executives
* Business People
* Sports Men and Women
* Students
* Children
* Adults
* Tourists

**Our Competitive Advantage**

The competitions that exist in the photo booth line of business is stiff simply because anyone can start a photo booth business; it isn’t financially tasking to start, as you can purchase a used photo booth even that of a popular brand at a cheap price, and still get the most out of it.

Although, the photo booth business requires some form of trainings and expertise, it does not stop any serious minded entrepreneur to start the business and still make good profit out of this business.

Classic Pictures® Photo Booth Company is launching a standard photo booth business that will indeed become the preferred choice of residence of Bay – Orleans, Massachusetts and in every other location where our photo booth will be installed.

Our excellent customer service culture, highly competitive prices, reliable and easy to use payment option and the visibility of our vending machines will serve as a competitive advantage for us.

Lastly, our employees will be well taken care of, and their welfare package will be among the best within our category (*startups photography / photo booth companies*) in the industry meaning that they will be more than willing to build the business with us and help deliver our set goals and achieve all our aims and objectives.

#### Photo Booth Business Plan – SALES AND MARKETING STRATEGY

* **Sources of Income**

Classic Pictures® Photo Booth Company is established with the aim of maximizing profits in the photography / photo booth industry and we are going to go all the way to ensure that we do all it takes to offer our services and products to a wide range of customers.

Classic Pictures® Photo Booth Company will generate income by offering the following services and products;

* Photo booth rentals
* Traditional photo printing
* Construct the guest book of photo strips
* Online image hosting
* Compact disks containing the images and related merchandise
* produce stickers and postcards
* Animated GIF
* Flip book printing
* Virtual props, placed intelligently on the person’s eyes or shoulders etc.
* Slow-motion video
* Green screen background removal
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* Games – mostly Kinect body gesture controlled games, and print a photo of the person and his/her scores.
* Facial gesture recognition

**Sales Forecast**

One of the things that make business stand out and become successful is the amount of clients that they can boast of. One thing is certain; there would always be individuals or group of people in Bay – Orleans, Massachusetts and in the United States of America who would always need the services of photo booth companies for the various purposes ranging from passport photos to portrait and post cards et al.

We are well positioned to take on the available market in Bay – Orleans, Massachusetts and we are quite optimistic that we will meet our set target of generating enough income / profits from the first six month of operations and grow the business and our clientele base beyond Bay – Orleans, Massachusetts to other cities in the United States and Canada where we intend installing our photo booths.

We have been able to critically examine the photo booth / photography industry and we have analyzed our chances in the industry and we have been able to come up with the following sales forecast. The sales projection is based on information gathered on the field and some assumptions that are peculiar to startups in Bay – Orleans, Massachusetts.

Below is the sales projection for Classic Pictures® Photo Booth Company, it is based on the location of our business and the wide range of products and services that we will be offering;

* **First Fiscal Year-:**$75,000
* **Second Fiscal Year-:**$200,000
* **Third Fiscal Year-:**$450,000

**N.B**: This projection is done based on what is obtainable in the industry and with the assumption that there won’t be any major economic meltdown and natural disasters within the period stated above. There won’t be any major competitor offering same additional services as we do within same location. Please note that the above projection might be lower and at the same time it might be higher.

* **Marketing Strategy and Sales Strategy**

Before choosing locations for installing our photo booths, we conduct a thorough market survey and feasibility studies in order for us to be able to be able to penetrate the available market and become the preferred choice for tourists / visitors and residence of Bay – Orleans, Massachusetts. We have detailed information and data that we were able to utilize to structure our business to attract the numbers of customers we want to attract per time.

We hired experts who have good understanding of the photo booth / photography industry to help us develop marketing strategies that will help us achieve our business goal of winning a larger percentage of the available market in Bay – Orleans, Massachusetts and every other city we intend installing our photo booths.

In other to continue to be in business and grow, we must continue to attract clients to patronize our products and services which is why we will go all out to empower or sales and marketing team to deliver. In summary, Classic Pictures® Photo Booth Company will adopt the following sales and marketing approach to win customers over;

* Introduce our business by sending introductory letters alongside our brochure to corporate organizations, schools, households and key stake holders in Bay – Orleans and other cities in Massachusetts.
* Print handbills about our photo booths and its locations, and also give our photo booths unique look, by painting them with bright colors or putting a large neon sign on it, so that it is easily recognizable to customers.
* Advertise on the internet on blogs and forums, and also on social media like Twitter, Facebook, LinkedIn to get our message across, so that those on the social media or those who read blogs can know where to go when they need the services of a photographer
* Creating a basic website for our business, so as to give our business an online presence (list the locations of our photo booths)
* Directly market our photo booth business.
* Join local photography / photo booth associations for industry trends and tips
* Provide discount days for our customers
* Advertise our business in community based newspapers, local TV and radio stations
* List our business on yellow pages ads (local directories)
* Encourage the use of word of mouth marketing (referrals)

#### Photo Booth Business Plan – Publicity and Advertising Strategy

Despite the fact that our photo booths will be well located, we will still go ahead to intensify publicity for the business. We are going to explore all available means to promote our photo booth business.

Classic Pictures® Photo Booth Company has a long term plan of installing our photo booths in various locations in major cities in the United States and Canada which is why we will deliberately build our brand to be well accepted in Bay – Orleans, Massachusetts before venturing out. As a matter of fact, our publicity and advertising strategy is not solely for winning customers over but to effectively communicate our brand.

Here are the platforms we intend leveraging on to promote and advertise Classic Pictures® Photo Booth Company;

* Place adverts on both print (community based newspapers and magazines) and electronic media platforms
* Sponsor relevant community programs
* Leverage on the internet and social media platforms like; Instagram, Facebook , twitter, et al to promote our brand
* Install our Bill Boards on strategic locations all around Bay Orleans – Massachusetts
* Engage in road show from time to time
* Distribute our fliers and handbills in target areas
* Position our Flexi Banners at strategic positions in the location where our photo booths are located.
* Ensure that all our workers wear our branded shirts and all our vehicles are well branded with our company’s logo et al.

**Our Pricing Strategy**

Pricing is one of the key factors that give leverage to photo booth business, it is normal for consumers to go to places where they can get good deals. We are aware of this trend which is why we have put structures in place that will enable us charge fees that are a little below the industry’s average.

We will ensure that we reduce our overhead, and we are ready to run on low profit margin for the first six months of launching the business just for the purpose of attracting loyal clients and build our clientele base.

* **Payment Options**

At Classic Pictures® Photo Booth Company, our payment policy will be all inclusive because we are quite aware that different people prefer different payment options as it suits them. Here are the payment options that we will make available to our clients;

* Payment by via bank transfer
* Payment via online bank transfer
* Payment via check
* Payment via bank draft
* Payment with cash

In view of the above, we have chosen banking platforms that will help us achieve our plans with little or no itches.

* **Start – Up Expenditure (Budget)**

In setting up any business, the amount or cost will depend on the approach and scale you want to undertake. If you intend to go big by renting a place, then you would need a good amount of capital as you would need to ensure that your employees are well taken care of, and that your facility is conducive enough for workers to be creative and productive.

This means that the start-up can either be low or high depending on your goals, vision and aspirations for your business.

The tools and equipment that will be used are nearly the same cost everywhere, and any difference in prices would be minimal and can be overlooked. As for the detailed cost analysis for starting a photo booth business; it might differ in other countries due to the value of their money.

When it comes to starting a photo booth business the major areas that you look towards spending the bulk of your cash is in the purchase of photo booths and of course renting or leasing well located facilities. Aside from that, you are not expected to spend much except for paying of your employees and the purchase of supplies.

This is the key areas where we will spend our start – up capital;

* The Total Fee for Registering the Business in the United States – $750.
* Legal expenses for obtaining licenses and permits as well as the accounting services (software, P.O.S machines and other software) – $1,300.
* Marketing promotion expenses for the grand opening of the business in the amount of $3,500 and as well as flyer printing (2,000 flyers at $0.04 per copy) for the total amount of $3,580.
* Cost for hiring Business Consultant – $2,500.
* Insurance (general liability, workers’ compensation and property casualty) coverage at a total premium – $2,400.
* Cost for payment of rent for 12 month at $1.76 per square feet in the total amount of $105,600.
* Cost for the facility and remodeling (construction of racks and shelves) – $70,000.
* Other start-up expenses including stationery ($500) and phone and utility deposits ($2,500).
* Operational cost for the first 3 months (salaries of employees, payments of bills et al) – $60,000
* The cost for Start-up inventory (stocking with printing and photography supplies) – $100,000
* Storage hardware (bins, rack, shelves, food case) – $3,720
* Cost for store equipment (cash register, security, ventilation, signage) – $13,750
* Cost of purchase and installation of CCTVs: $10,000
* The cost for the purchase of photo booths, furniture and gadgets for the office (Computers, Printers, Telephone, TVs, Sound System, tables and chairs et al): $80,000.
* The cost of Launching a Website: $600
* The cost for our opening party: $7,000
* Miscellaneous: $10,000

We would need an estimate of $200,000 to successfully set up our photo booth business in Bay Orleans, Massachusetts. Please note that this amount includes the salaries of all the staff for the first month of operation.

**Generating Funding / Startup Capital for Classic Pictures® Photo Booth Company**

No one starts a business without counting the costs involved and determining where to get startup funds for it.  This is exactly what we plan to achieve by first looking at the various ways that we may resort to in raising pour startup capital.

Classic Pictures® Photo Booth Company is a private business that is solely owned and financed by Rev. George Canton – Freeman and Family. We do not intend to welcome any external business partners, which is why he has decided to restrict the sourcing of the start – up capital to 3 major sources.

Since they are the sole financier of the business, they have decided to adopt the following means to generate start – up capital for the business;

* Generate part of the start – up capital from personal savings
* Source for soft loans from family members and friends
* Apply for loan from my Bank

***N.B:*** We have been able to generate about $50,000 (Personal savings $40,000 and soft loan from family members $10,000) and we are at the final stages of obtaining a loan facility of $100,000 from our bank. All the papers and document have been signed and submitted, the loan has been approved and any moment from now our account will be credited with the amount.

#### Photo Booth Business Plan – Sustainability and Expansion Strategy

We do not intend to start a business that wouldn’t be far reaching; this is exactly why we are beginning to put in place or expansion strategy. The future of a business lies in the numbers of loyal customers that they have the capacity and competence of the employees, their investment strategy and the business structure. If all of these factors are missing from a business (company), then it won’t be too long before the business close shop.

One of our major goals of starting Classic Pictures® Photo Booth Company is to build a business that will survive off its own cash flow without the need for injecting finance from external sources once the business is officially running.

We know that one of the ways of gaining approval and winning customers over is to properly position our photo booth business, ensure adequate security, availability of photography related merchandize and of course excellent customer service et al.

Classic Pictures® Photo Booth Company will make sure that the right foundation, structures and processes are put in place to ensure that our staff welfare are well taken of. Our company’s corporate culture is designed to drive our business to greater heights and training and re – training of our workforce is at the top burner.

As a matter of fact, profit-sharing arrangement will be made available to all our management staff and it will be based on their performance for a period of three years or more. We know that if that is put in place, we will be able to successfully hire and retain the best hands we can get in the industry; they will be more committed to help us build the business of our dreams.