

# Sani Gate Gallery Business Plan

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## **Executive summary**

Sani gate gallery is a community-based pictures presents production venture, established early May 2013 with two private investment portfolios; by-corner pictorial artworks studio and community grocery kiosk . Sani gate gallery was legally registered as a sole trader located in Teyateyaneng at a special location for addressing regional backwardness. This business plan major objective is attracting more people both fans and investors to national historical epic events and local livelihoods in two major artistic workmanship modes; static visual fine art pieces, designs on fabrics, glass, and wood among others and an animated motion pictures. These cultural treasures are currently inaccessible to the broad public except through manuscripts of national writers and poets or literature in general but a setup of organized regional artists' network hawking about the country, trade shows & festivals, upper-value market spots expos and media corporates are substantial. These 100% hand drawn artworks and software run animation pictures presents operations would be under a team of 5 emerging cultural creatives' custodians and 3 other skilled personnel. Meanwhile Sani gate investment portfolios portrayed positive volatile trends. Though community grocery kiosk and bee-keeping wings struggle below critical points, artworks studio and a "koe-koe" layer chicken's husbandry signified growth; which is studio moved from raw material acquirement range of M250.00 - M500.00 to M1500.00 - M3900.00 from 2013 to 2015, while the latter makes daily sales of M360.00 per tray of fertile eggs from 50 chickens.

Sani Gate Gallery is a young studio-setup production venture seeking to conduct a dialogue with the past for the sake of the future so as to emphasize the value of cultural legacy in the modern Lesotho and enhance its influence & role in renovating our society. Despite having suffered severe natural disaster of losing a physical structure, Sani Gate Gallery has been operating remotely by other outlets consignments like at Elelloang Basali Weavers, Photo & Gift Galaxy shop, a shack tuck-shop in T.Y. CBD and a robust digital networking of its members as well as its websites; [www.sanipics.wordpress.com](http://www.sanipics.wordpress.com). The recent market trends promising for Sani Gate Gallery comprises a 12 weeks trial of cartoons submission to a local newspaper called Newsday and new upcoming monthly Basotho Flea Market. The average annual turn-over of Sani Gate Gallery sales from 2015 to 2023 is M 2,075.35. From these concrete recorded revenues outlook from a single artist, positive outcomes are expected to double, provided a consistent operational routines are retained and a sufficient workmanships from other members are controlled.

## **Sani Gate Gallery Overview**

### **Sani Gate Gallery Background**

The Sani Gate Gallery background is oriented from early settlers of Lesotho lifestyle; renowned as sans, which much of it could not survive a test of time except their calligraphies (paintings) on the cave walls. Hence its name is to commemorate their painting lifestyle, some Basotho epic historical events and common people livelihoods by designing of over 250 pieces with professional painting concepts. It was opened in 6<sup>th</sup> may 2013 at Ha Lekhafola village located along road to Kome Lounge, in Teyateyaneng, highly convenient for 'koe-koe' chicken husbandry and beekeeping farm. This small sole trader enterprise is aimed to shift to private company by early January 2025; for it is that form of ownership it could foster faster development objective of becoming a to-go-to place, with a right team of cultural creatives and other personnel.

### **Sani Gate Gallery Vision**

Sani Gate Gallery pictures presents! The best collection of educational, curio & afro-eccentric artworks! Sani Gate Studio! Animated motion pictures presents! "Bare Enere: Qoi!" feature. It's a story-telling gem in the T.y. outskirts. Most local art-lovers are immensely affiliated with exotic visual creative works that truly exalt their imagination and amazement because of their subtle visual effects expression but they lack local content, hence Sani Gate Gallery delves in for common people; giving them a get-know-artist lifestyle visuals artworks, by attaching small artist biographic text per workmanship and customizing some apparels. Also exploring all available story-telling national folklores with a blend of technology to reach all classes to feel their exclusiveness with a brand new motion picture feature; Bare Enere: Qoi!

### **Sani Gate Gallery Mission Statement**

Sani gate gallery develops an organized national visual arts creatives' society in Teyateyaneng. It supports hoteling & hospitality (tourism sector) sovereignty value, which most times attract FOREX from foreign visitors and media corporates ambitions to broadcast local content programs. It is aiming to organize regional visual creatives for extensive hawking, exhibitions and fast accumulation of pieces at the gallery. And lastly it promotes 'antique' style portraits for individuals' special life moments which this group of art-lovers is only saturated by mere hyperrealism style, while this antiquity resonates amazement with an unthinkable sense of humanity.

## Sani Gate Gallery Ownership

Shareholders	Gender	ID Number	Expertise	Share Capital
Matlhokomelo Julia Khothe	female	014278287021	Fin. Acc.	25
Teboho Shadrack Khoarai	male	053319111921	Marketing	25
Mokhele Khohlooa	male	105112168122	Artist	25
Molisenyane Lekopa	male	016270136428	Brick layering	30
Molise Lekopa	male	019240153920	Welding	30
Katleho Lekopa	male	015134109129	Artist	45
Jacob Leso	male	012105197020	Marketing	25
Molateli Talanyane	male	054379111128	Designer	25
Manti Mots'oari	male	039216123724	Artist	25
Leseli Elliot Phate	male	019176186425	Beekeeper	25

## Key Success Factors

The sectors and sub-sectors of cultural creatives has a plenty of agents of products distribution, but ideal ones for Sani Gate Gallery is Hotel & Hospitality corporates. The LNBS is also a promising entity because it is pledging to affiliate with creatives producing local social affairs since it transformed/migrated from manual broadcasting to digital one some few years ago. Another untapped art-lovers segment is a literary community, which comprises newspaper publishers. Currently Newsday newspaper has promised to evaluate IP royalties for Sani Gate Gallery workmanship via cartoons miniatures. Also, one of indirect competitor; Photo & Galaxy shop in Pioneer Mall has an ongoing display consignment with Sani Gate Gallery at 70% receivables per artwork sold. Lastly there is a new-comer Basotho Flea Market that is essential for networking and positioning Sani Gate Gallery in the market. Besides, there is a new establishment of Lesotho Museum & Gallery which is expected to elevate this picture-money landscape.

## Development Plan

### Short-term & Mid-term Plan 1

Steps & Milestones to get Sani Running	Steps & milestones already achieved by Sani
1. Organize a network of 20 senior 10-15 junior artists for submitting artworks at Sani Gallery monthly/weekly.	-Sani has collection of approximately 150 A4 pieces from 10 near-by community networked junior/senior artists.
2. Facilitate a painting tutorial sessions for both artists groups twice a week	-Sani have made hawking artworks sales beyond district's boundaries since 2013
3. Every day open gallery kiosk and gallery art exhibit hall and diversify artistic works to apparel authentic printing.	-Sani has attained upper-echelon value market clients such as Hae Guest House, Cyarra, Ifo B&Bs and Blue Mountain Inn since 2014.

4. Set-up hawking and up-market expo. Logistics every last week of month end & during trade shows and festivals.	-Sani has exhibited other pieces in local weavers' gallery called Elelloang Basali since September 2014.
5. Operate studio animation series/episodic characters design during 5 days of a week with a selected crew.	-Sani has networked with 2 local artists extensive university level insights of animation software.
6. Editing and screening artistic works as per World Citizen Artist Standards and jury senior artists' panel monthly.	-Sani has pioneered other back-up projects such as 50 "koe-koe" layer chickens husbandry since 16 <sup>th</sup> Feb. 2015.
7. Pioneering other back-up sub-projects for Sani Gate Gallery like acquiring bee hives.	-Sani have developed pastel partner 2012 training for its senior personnel in March 2013.
8. Follow-up a feed-back of artworks exhibited in other galleries & upper-value market spots across the country.	-Creation of trend setting WhatsApp group and lucrative website

#### Short-term & Mid-term Plan 2

Steps	Week1	Week2	Week3	Week4	Week5	Week6	Week7	Week8	week9	Week10
1										
2										
3										
4										
5										
6										
7										
8										

#### **Long-term Goals and Objectives**

Goals	Objectives (progress markers)	Accomplished by year
<ul style="list-style-type: none"> <li>Episodic animation 3D Motion pictures presents production</li> </ul>	a) Daily casted artists' studio operations in designing visual & audio effects in general. b) Acquiring of theme-based scripts from local writers & poets.	November 2029  March 2027
<ul style="list-style-type: none"> <li>Constant Media &amp;</li> </ul>	a) Maintain bidding	Every time the corporates

public supplier of cartoons, thrilling animation pictures for LTV kids programs.	competence at media corporates procurements. b) Exhibiting new compact DVD-R discs launches at annual national film festivals & Black Market.	publish open tender for supply of digital local content of LTV programs.
<ul style="list-style-type: none"> <li>Bidding for African content supply in SADC &amp; beyond</li> </ul>	a) Creating & editing digital content from famous African fairies and tales. b) Acquiring input from local script writers & artists of target region	January 2030  August 2029
<ul style="list-style-type: none"> <li>Sani gate gallery be prominent a to-go-to place in T.Y.</li> </ul>	a) Daily out-door exhibit by gallery front-yard & gallery kiosk expand to offer some refreshments. b) Branding gallery pictures presents c) Small exotic animals' husbandry projects like bees. d) Conduct tour guide for visitors interested in bee farming.	October 2026  March 2027 November 2027  August 2030



## Sani Gate Gallery Operation Plans

Steps & Milestones	Actions: What, When, Where & How	Necessary Materials	Possible sub-goals	Back-up Plans
1. Studio infrastructure setup	-Still visual arts pictures presents and animated “Bare Enere” feature films production to start by March 2025 at Gallery studio. They’re 100% hand print and software aided products respectively.	-Different sizes stretched canvas boards. -Artists cast -Board holders, primers, paints & brushes. -Computer hardware architecture; basic animation studio. -a month to complete 10 A <sup>1</sup> size canvases & 9 months to complete 83 minutes run films.	-specialize in canvas artwork meanwhile and apparels printing	Sack cloth sheets at textile shops & Recycled wooden pallets for still pictures production  Acquire second-hand animation studio computer hardware gadgets period by period.
2. Month-end hawking and upper-value-market spots expo.	-Still visual art pictures exhibition during festivals or national holidays at public yards, driveways and hallways. - travelling to potential clients’ places i.e. Hotels, B&B’s, guest houses.	-3 leg display stands, public yards admin. Permits and a cast of at least 10 hawking artists and biographic leaf-let tagged per artwork.	-Concentrate on national market for a while.	-Subscribe Morija museum artworks & crafts artists mobilizing facilities for broader exposure to foreign touring art lovers. - Also subscribe LDTC database for market exposure as well.

## Barriers Hindering Long-term Goals and Objectives

Goals	Potential challenges	Back-up Plans	Pre-signals
Episodic animation 3D Motion pictures presents production	-Artists' cast effectiveness subject to set time frame. -acquiring animation studio infrastructure could be capital intensive.	- Sani gate gallery artists are eccentric, tutor lessons and global linking like IBM's could put them on edge. -second-hand option could be affordable.	-behind schedule in animation studio.
Constant Media & public supplier of cartoons, action-packed animation pictures for LTV kids programs.	-winning LNBS tenderer and other media corporates interests & tastes could be tedious - Media hubs/distributers local theme policies for motion pictures content	- DVD-R sales through black market, like Nollywood film firms could still be profitable or Noko Mashaba comics and likes.	- getting no response from the media corporates after applications/proposal submission
Bidding for African content supply in SADC & beyond	-racial diversity could be barrier in other states for Sani gate gallery fully access the market -hegemonic economies like South Africa or Nigeria may not be easy for Sani to survive competition.	Proposing alliance with similar regional corporate could retain Sani gate artists abroad.	-getting no response from the digital media corporates after applications/proposal submission
Sani gate gallery be prominent to-go-to place in T.Y.	-Sani gate gallery location is long outcast neighborhood though endowed with national heritage site.	-networking with Kome lounge & annual festival promoters could help Sani gate be famous	- No attention from tourists' passing-by to Kome lounge or festival goers.

## Sani Gate Gallery Products Description

The still visual artworks of painted oil on canvas permeated with the Sani artist's love for subject of choice are ideal indoor curio décor items. Their splendid technique, subtle colors, motifs borrowed from historical life experiences helps other nations to know Basotho, thus foreign art lover attraction is a factor in FOREX earnings. Hoteling & hospitality corporates signaled to be demanding these items for their guests' en-suite rooms, hallways & common rooms. There is also complex and dynamic demand of still art lovers comprising suburban house owners, newlyweds' portraits admirers and extended family portraits admirers.

The computer-generated animation is an emerging technical revolution sweeping through digital broadcasting media industry. But through a global outlook, foreign monopolizing companies cannot fulfill local content demand hence Sani Gate "Bare Enere; Qoi" feature animation is ready to push edges of viewers (locally or in diaspora) imaginations!

## Sani Gate Product Range

Product line 1: Still visual art pictures presents				Product line 2: Animated motion pictures presents		
-----Product mix length-----						
Product Mix Depth	Newspaper Cartoons	Landscapes	Portraits	animated commercials	3D films	2D films
	Political	Natural( Flora & Fiona) scenery	Natural( Flora & Fiona) scenery	Corporates product/services advert.	Basotho fairies sci-fi.	Basotho fairies sci-fi.
	Business	Man-made infrastructure	Man-made infrastructure	Corporates product/services advert.	Basotho historical epics(educational)	Basotho historical epics(educational)
	Scientific	Abstraction	Abstraction	Corporates product/services advert.	Adventure & thriller action packed films	Adventure & thriller action packed films
	Religious	Envoys and mosaics	Envoys and mosaics	Corporates' product/services advert.	Epic romantic films	Epic romantic films

Though many raw materials for both product lines is imported, determining local raw material such as colorful soils for envoys and mosaics has been proven practical. An enough accumulation of junior artists' 2D pieces helps senior artist creativity during digital content creation for maintaining pace with a "wow factor" which could place Sani to world class level.

## Customers Analysis

Sani Gate is targeting hoteling & hospitality corporates, suburban home property owners, festivals goers and upper-value market shoppers. The above working class has variant age, gender, education level and located in different parts of the country and abroad as well.

Precisely hoteling & hospitality corporates are found to be loyal bulk buyers at upper-value market price, upper-value markets shoppers and festival goers as well because they are potential art admirers. They are comfortable with credit, cash and point of sale especially at exhibitions. The data below was obtained by occasionally observing a target market since 2013 to 2015. Whereas other ideal customers especially media distributors are complex pictures' value-chain in Lesotho cultural creatives industry,

### Business customers

Sani Gate customers names	Business customers details				
	Industry	location	size	quality tech.& price pref.	other
Blue mountain inn	Hotel & hospitality	T.Y.	> 20 employees	Neat,100% hand print & straight easy to mount board	Upper-value market client
T.y. unique catering	Hotel & hospitality	T.Y.	<5 employees	Neat,100% hand print & straight easy to mount board	Medium value market client
Teba Catering	Hotel & hospitality	T.Y.	<10 employees	Neat,100% hand print & straight easy to mount board	Black market client
Nthabi catering	Hotel & hospitality	T.Y.	<5 employees	Neat,100% hand print & straight easy to mount board	Black market client
Hae Guest house	Hotel & hospitality	Maputsoe	<20	Neat,100% hand print & straight easy to mount board	Upper-value market client
Cyarra Guest house	Hotel & hospitality	Maseru	<20 employees	Neat,100% hand print & straight easy to mount board	Upper-value market client
Ifo bed &	Hotel & hospitality	Maseru	<20 employees	Neat,100% hand print & straight easy to mount board	Upper-value market client

breakfast					
Newsday Media Sesotho Media	Media Media	Maseru Maseru	<20 >10	Local content & aesthetic current affairs cartoons Films distributer (addressing social problems themes)	U.V.M  U.V.M
Festival-goers, Flea Markets and Mall Shoppers	Various demographic classes of population.	All districts & Abroad	>1	100% hand painted. Interested in artists biographies. Fond of reusable souvenirs like accessories or apparels.	Mix of U.V.M and lower value market

### Competitors Analysis

Sani gate gallery key competitors are individual mob artists selling their workmanship almost in every district, mohair weavers' galleries in towns, importing home accessories/items corporates in towns shopping complexes and malls. The table below summarizes Sani gate gallery competition:

Competitor names	Products	Prices ranges	Location	Promotion strategies
Mob artists	Painted Crafts & other artworks	M150.00 – M500.00	Every district	Periodical exhibitions
Mohair weavers: Helang Basali Gallery, Elelloang Basali Gallery. Setsoto crafts gallery, and others in other district	Picture woven wall rugs	M250.00 – M1500	Every district & towns & townships	Networked, gallery display halls, trade shows & festivals exhibition
Flexi connexion,	Imported artworks	M1500.00 – M3000.00	Pioneer mall	Spacious display, elegant curio items complements
Kitchen, gift &	Imported	M250.00 –	Pioneer mall,	Add on

photo shops	artworks	M500.00	LNDC shopping complex	products/ services such as framing & gift wrapping
Morija arts gallery	Artistic collection of artworks	M500.00 – M2500.00	Morija	Old famous industry monopoly with to-go-to place for museum goers.
Zimbabwe, Mozambique and other Africans hawking corporates	Imported crafts and range of artworks	M150.00 – M500.00	Every district	Hawking towns and villages livelihoods
Other media Hubs e.g. LesothoTimes	Imported newspaper cartoons	Unknown Royalties	Maseru	Weekly newspaper publications

Sani gate gallery pictures presents have orientalist collection of hand painted art pieces portraying historical epics of Basotho people. Sani artists are inspired by old international artistic styles, but they are not confined within current mainstream in both still visual arts and digital motional arts. They are avant-garde! The reports claim that markets are proliferating globally, which require artists keeping pace of with the “Wow Factor”.

**Competitor Profile Matrix** (Range 1 – 5 indicating a competitor strength from weak, moderate, medium, strong respectively).

Attributes	Sani Gate Gallery	Mob artists	Mohair weavers	Flexi conexion,	Kitchen, gift & photo shop	Morija arts gallery	Zimbabwe, Mozambique and other Africans hawking corporates
Quality	4	3	5	5	5	5	4
Price	2	1	3	2	3	3	1
Package(framing)	1	2	3	5	5	5	5
Design(content)	5	3	4	4	3	4	3
location	3	2	4	5	5	5	1

## Summary

Developing Sani gate gallery infrastructure, landscaping would improve location strength and acquiring quality raw materials to secure position in the upper-value market at top bill price.

### Sani Gate Gallery Competitive Advantage Analysis

Main Competitors	Their strengths over Sani gate gallery	Their weaknesses of Sani gate gallery	Sani gate competitive advantage over competitor
Mob artisans	Flexible access to clients	1. Unconnected network 2. No location	Sani gate is connected and located at strategic Place to sustain other supportive investments.
Mohair weavers	1. Standard to-go-to place 2. Interactive weavers network	Narrow range of mohair product line	Its product line is wide and deep product mix
Flexi connexion,	Upper-value market winners	1. Imported artworks lack local content thus limited national demand 2. Immobile exhibit	Sani gate could win local content art admirers & score high sales with festival goers
Kitchen, gift & photo shops	Upper-value market winners	1. Imported artworks lack local content 2. Immobile exhibit	Sani gate could win local content art admirers & score high sales with festivals/trade shows goers.
Morija arts gallery	1. Prominent to-go-to place 2. Monopoly in the industry hosting cultural events(e.g. MACUFE) seasonally	Location hinder their influence in the Sani gate region	Sani gate gallery will overtake their status by new animation technology
Zimbabwe, Mozambique and other Africans	1. Flexible access to clients 2. Black market	1. Imported artworks lack local content	Sani gate rich avant-garde social background could

hawking corporates	veterans	2. Suffer racial prejudice	take over their market share
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## Summary

All artists have patriotic inspirations' psyche of earnestly bearing and conserving national heritage unconditionally. Most weavers' gallery survival technique is a backup investment such as toddler crèche, gallery kiosk, hosting cultural events and network subscription benefits. The most threat intensive competitors are Morija Museum & Arts gallery and Flexi connexion which are directly upper-value market winners. Sani Gate Gallery artists' biography tagged artworks is a best strategy to position and brand itself in this echelon in the market. At Africancraft.com Teyateyaneng is renowned as a craft center of Lesotho thus Sani location is already elevated for being quickly known in the public as a creatives' center. Sani Gate Market Share calculated as follows;

Total Lesotho Expenditure on Arts in 2022(exports + imports)....M9, 728,280.00 (tradingeconomics.com)

Total average turnover of Sani Gate Gallery from 2015-2023 is M2, 075.35(Invoices records).

Market Share = (2,075.35/9, 728,280)\* 100%= 0.021%

## Industry and Market Analysis

Sani Gate Gallery is on the threshold to enter mass booming digital animation industry which international digital technology companies have evolved. It has answers for everything from stylistic fairies and monster films to virtual representation of terrain landscapes, townships, battlefield warfare scenery and many more! Imagine first digital content creation of sub-Saharan pre-colonial times, colonial and post: making of Cape of Good Hope, Mfec'ane wars, Southern Africa tribal diaspora, imagine "Bare Enere; Qoi!" Effect feature! On a regional outlook, viewers would be clued to their screens in the whole SADC states! On the other hand, a newly constructed suburban residence estate in towns, hoteling and hospitality corporates infrastructure renovations and annual increasing number of national festivals goes\_ spells positive increment of home décor items demand, thus artworks on hold.

## Trends and Future Developments

Major recent industrial developments signaled no shrinkages or saturation shocks in any near future. Lesotho broadcasting corporate published technological advancement called digital migration and later tender for any national corporate to supply local content LTV programs. While Lesotho Tourism Development Corporate has embarked mass campaigns such as "Visit Lesotho First", or 'Lesotho Brand' & "Lesotho Arts, Culture & Innovation week" and 200 years of Basotho nation founded. These initiatives are key signals that this

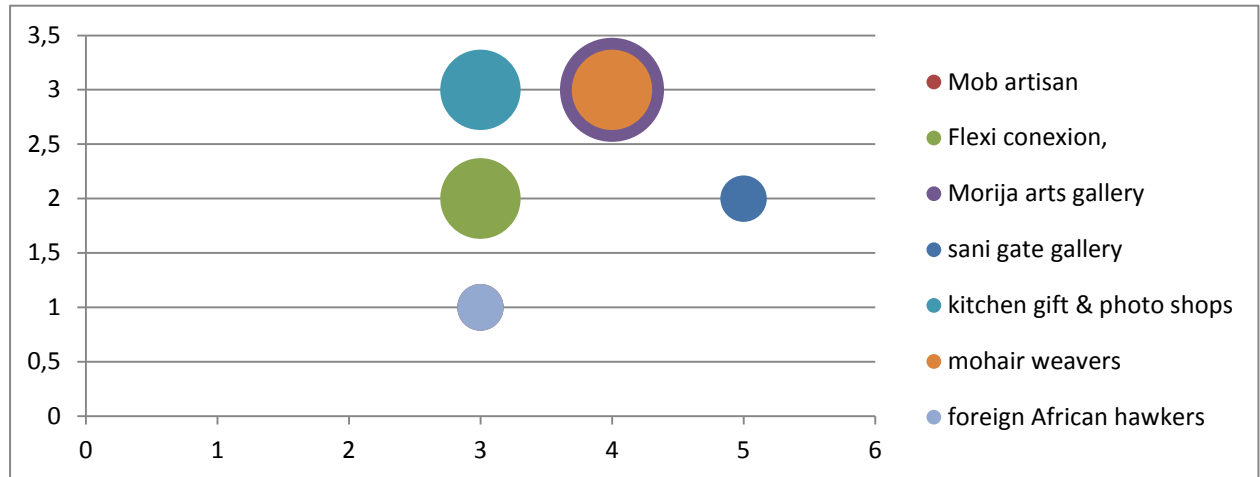


cultural creatives industry is fruitful. Recently Lesotho Museum premise was launched which essentially it's going to mobilize every entity in this industry. Sesotho Media is an active NGO Lesotho affiliating motion pictures with various communities hence Sani directors are pursuing to explore bankable opportunities via this NGO's offers.

## Business Strategy

### Artworks design vs price attribute map

The map below is derived from competitor profile matrix above;



### Sani Gate gallery SWOT analysis

-SWOTs-	Opportunities	Threats
	<ol style="list-style-type: none"> <li>1. National digital migration</li> <li>2. Lesotho arts culture &amp; innovation week campaign</li> <li>3. Trending annual Kome beer festival</li> <li>4. Basotho Flea Market</li> </ol>	<ol style="list-style-type: none"> <li>1. Long out-casted countryside.</li> <li>2. Administration constraints for exhibit permit at public places, festivals &amp; trade shows</li> <li>3. Entry of new competitor into digital visual effects industry</li> </ol>
Strengths:	To do;	To do;
<ul style="list-style-type: none"> <li>• Cast of junior &amp; senior artists ("mitkis").</li> <li>• Road side to annual beer festival venue.</li> <li>• Large rangeland to</li> </ul>	<ol style="list-style-type: none"> <li>1. Kick-start digital content creation once an installed Sani gate animation studio is allowed.</li> <li>2. Massive collection of artworks for the gallery front yard expo. &amp; for festivals or trade shows</li> <li>3. Landscaping Sani gallery</li> </ol>	<ol style="list-style-type: none"> <li>1. Registering as a company could retain Sani gate gallery legal status hence hassle free proceeds.</li> <li>2. Branding could retain loyal market share in case new company bumped in.</li> <li>3. Outdoor graffiti icons could quickly alleviate this 'outcasted' threat</li> </ol>

practice agribusiness. <ul style="list-style-type: none"> <li>• Sani gate gallery has membership benefits from Rotaract T.y. club</li> </ul>	gardens could also attract these festival goers.	
<b>Weaknesses:</b> <ul style="list-style-type: none"> <li>• Sani gate gallery has a low -budget infrastructure at its premises</li> <li>• Artworks have no package or frame finishing</li> <li>• Small hawking area</li> </ul>	<b>To do;</b> <ol style="list-style-type: none"> <li>1. Timber frames and granite walls bungalow option could suite its traditional livelihoods surroundings.</li> <li>2. Accompanying recycled material framing solutions may still please our clients or sticking on stretched canvas paintings which framing is less required.</li> <li>3. Levering optimal balance between hawkers and their commission costs</li> </ol>	<b>To do;</b> <ol style="list-style-type: none"> <li>1. Acquiring optimal capital from other institute through proposal submission.</li> <li>2. Networking with framing services specialists or research on supportive option from artist warehouses in South Africa.</li> <li>3. Expanding Sani gate gallery artist network with internship strategies</li> </ol>

### Sani gate gallery Competitive Advantage

It is a new venture in an industry crowded with old corporates and their old ways. Sani gallery most of casted creative personnel are young, innovative crew from colleges and dedicated to push arts admirers' imaginations to the limit. Sani Gate Gallery is not selling just amazement via artistic abilities but fostering a special professional connection between arts admires and cultural creatives who are normally perceived as dysfunctional hippies.

### Operations plan

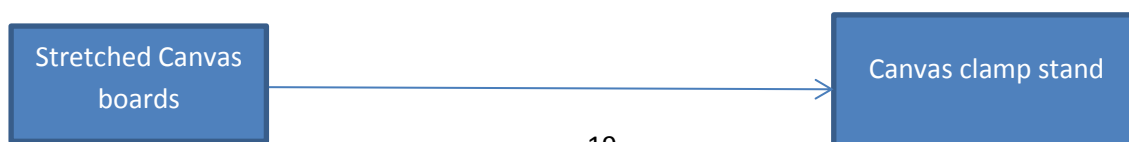
Input factors	Suppliers names	Back-up suppliers
<b>Raw materials;</b> Castle & Rock paints. Winsor & Binkett paints. Charcoal, pastels Primers, pouges & glosses. Brushes, palettes & knives. A1, A3 & A4 Paper stationery. Stretched canvas boards.	Husted's building art shop materials, Maseru. National Office Stationery, Maseru.	Artist warehouse, JHB Building & hardware material dealers, T.y. Textile (cloth sheet) dealers, Maseru.

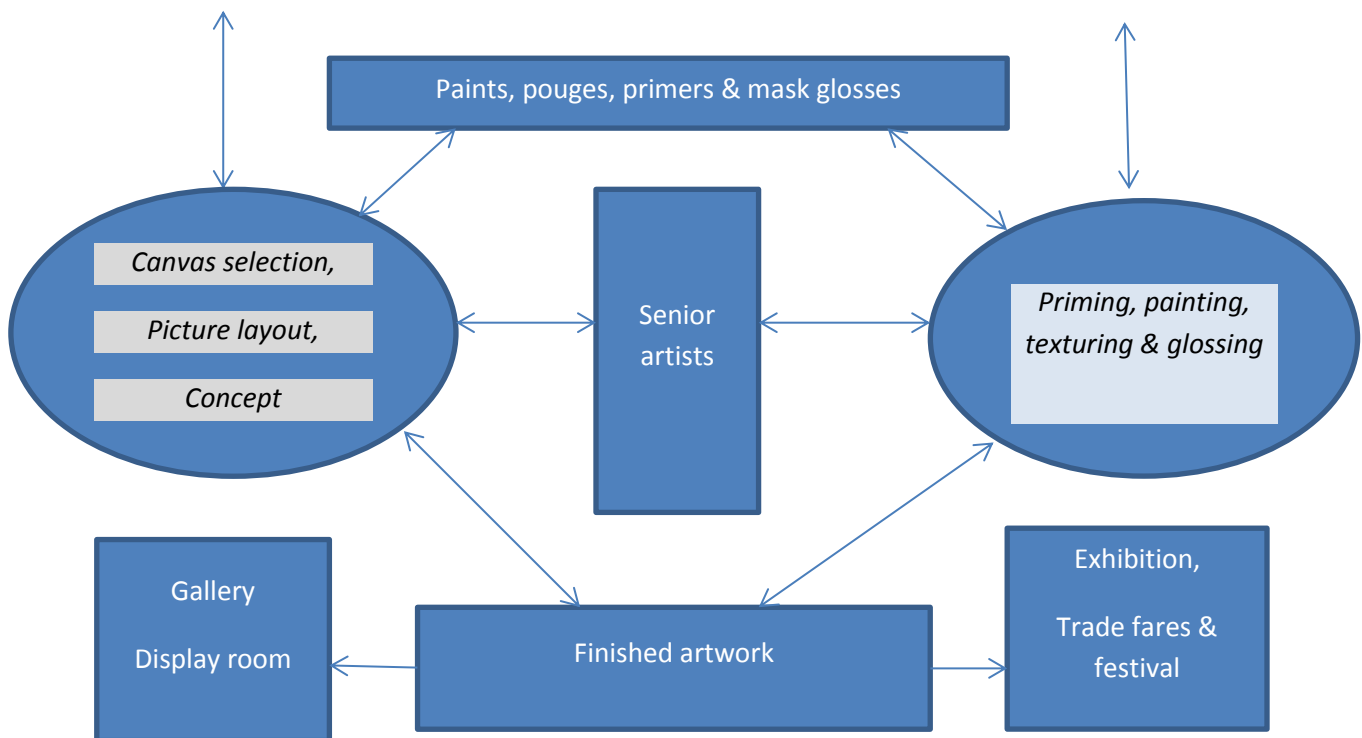
<b>Equipment;</b> Canvas clamp-stands & exhibit stands. Desktop/laptop content workstations Render farm Storage drives IBM technology	<b>Licensed hardware &amp; Computer peripherals</b> <b>boutiques;</b> Incredible Connection Sahara computers dealer Al tech computers Cash crusaders Sha computers boutique	<b>Second hand online dealers;</b> Olx computer equipment boutiques Elias technology dealers Sha technology dealers Khosana Crafts
<b>Premises;</b> <b>Renovated Sani gate gallery building</b>	Build it T.y Laduma building material Lesotho electricity company WASCO	Tsepiso building material Lesotho sand stone contractors Mud graffiti women specialists
<b>Staff;</b> <b>Senior Sani Artists committee</b>	<b>Job description;</b> Direct artwork production. Conduct tutorials assistant for junior Sani artists. Rotate on daily gallery chores. Partake in decisions about Sani gallery social projects such as junior Sani artworks competitions & financial status, display layout etc. Arrange exhibitions and organize hawking trips. Communicate with remote artists & update gallery progress on Rotary Lesotho/Rotary Africa database.	<b>Responsibilities;</b> Adhere with terms on assigned duty as per committee order according to individual artisan's formal education qualifications.

### **Production processes**

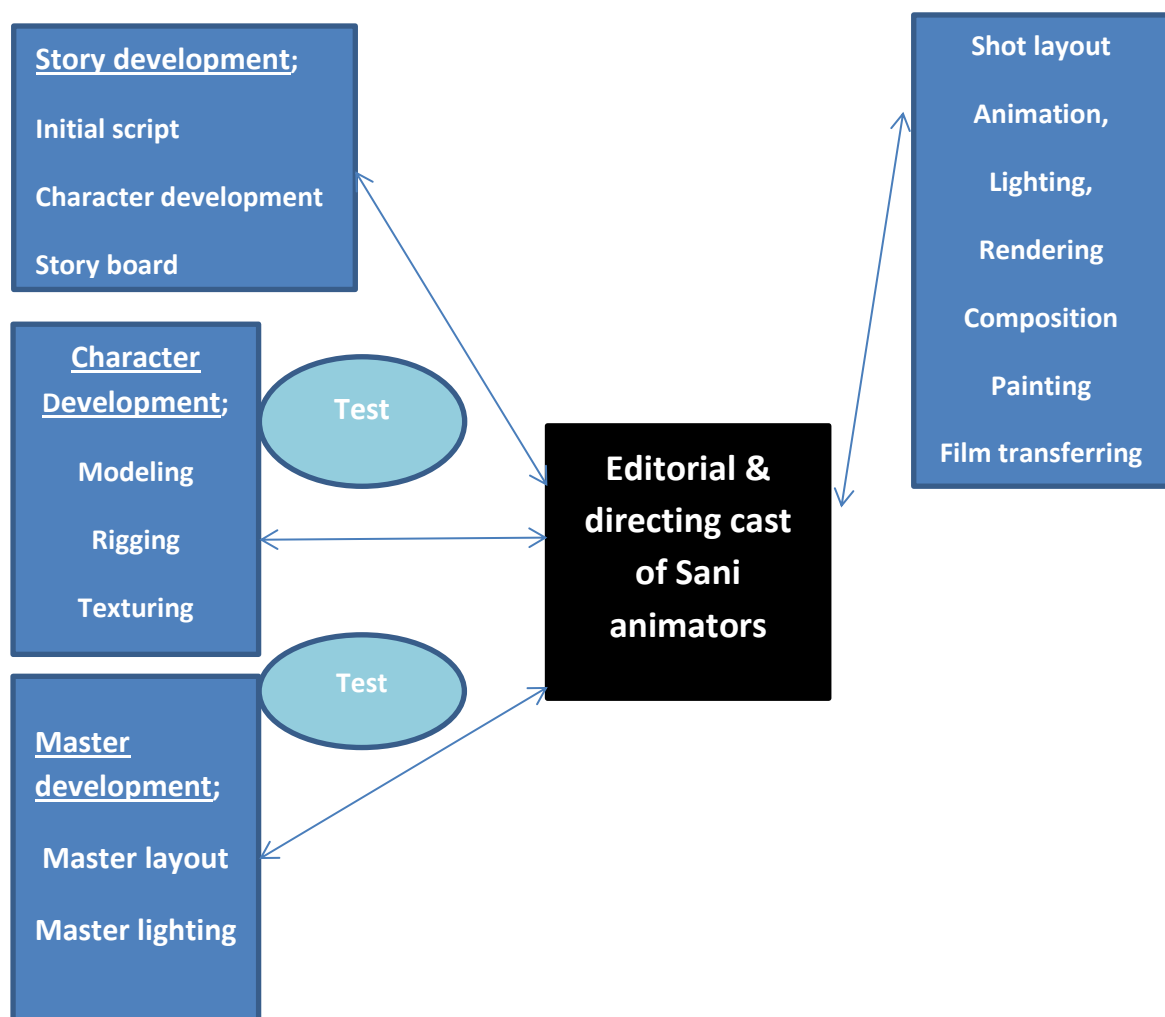
All artworks are 100% hand print by an artist on duty, and for the best composition, subject expression, reflexive feature for indoor, all materials listed are necessary in different quantity per picture. Each and every picture is initially designed, sketched, painted and finally furnished/glossed by one Sani artist. While, for full over or less 50 minute run animated motion picture, process is completely computer-intensive task. It involves very volatile workflow architecture with four main subsystems; content creation, render farm, central storage and a network. The two Sani Gate gallery processes are simplified below:

### **Static picture process**





### Animated 2D & 3D motion picture workflow



## **Output and Performance Indicators**

Sani gate gallery pictures have originality and are oriental, thus open their own original market share. Each piece has to possess its thematic subject that tells admirer a time, emotional experience and shear of imagination. Despite art is a reflection of artist's personal content, Sani animators are aiming another juncture. Unlike current animation global mainstream is crammed with adults' character content, Sani animators will take raw sketches of junior artists on board. The technique of expressing, artist's experience, color composition and texture auto-earn an artwork the value and art-lovers' critics devalue it, thus the tallies scoreboard; digital platforms traffic for each piece could rank an artist whether senior or junior. The polling based nominations in local and international festival of Sani works would be determinants of quality and their value over specified time.

The general Sani gate sales are of cash and cheques, but during exhibitions or hawking trips credit sale are incurred and sometimes clients got cards, hence P.O.S device need to be acquired. Most of pieces Sani gate gallery sold were delivered to a doorstep of its clients using public transportation. Delivery of animated corporate commercial trail or a complete film is going to be via online distribution channels.

## **Potential problems and Preventive Measures**

Mobilizing the crew of at least 10 Sani gate artists subject to limited working capital could be challenging in the start. External shocks such as power cuts, broadcasting corporates' straining tender bidder terms & conditions, may hinder gallery productions targets and priorities. However offering competitive internship benefits could retain them or chartering them into interacts of Rotaract T.y. could mentor them willingly "serve above self". The power (electricity) back-up should be considered as well. A vintage technique portraits is also available for newlyweds, decades anniversary couples, a list goes on.

## **Sani gate gallery Marketing Plan**

The 4P's analysis (product, price, place & promotion)

Sani gate is a young venture on the threshold of fast technology revolution of this decade old century and so it's cast of artists. It is closing gap between old national biographies manuscripts and the nation overwhelmed by visual digital special effects about other nation's old literary communities. Otherwise Basotho identity would be under siege in the future, since its competitors are stuck on old ways. Hence it is renovating the society with fresh fine visual avant garde artworks oriented from our historical experiences and the brand new digital effects of "Bare Enere: Qoi!" features! An open-air cinema tour is coming country-wide as well!

The cost- effective and industrial value chains determine the price of many products in an open competitive market economy. In cases of our target client bulk purchases, discounts could be offered, while at exhibitions, fares & trade shows, high purchasing power is anticipated thus prices could be inflated to cover logistics and sundry costs. Price is based on total cost statement per picture plus independent intellectuality factor earned by each workmanship, this is practical for pictures displayed at a gallery. Since Sani gate gallery maximize on two critical attributes; design & content locality on production against its competitors with deflated prices especially portable pictures during hawking trips. Whereas the digital media is highly diversified, thus its pricing may vary amongst five main digital media markets segments\_

- Sale or licensing resale to corporates,
- New film release theatrical sale to public,
- Home entertainment(selling DVDs),
- Free TV &
- Pay TV

Hawking strategy up speeds turn-overs, delivers an indoor souvenir to their doorways and relatively cheap. Negotiating to display in by-corner kiosk in hotels, weavers' galleries, coffee shops and internet cafés is another working method. Every day open Sani gate gallery would help clients know where to go.

Hawking has a persuasive element that strike clients' sympathy, even typical client could not buy at time, curiously would demand business cards or some information about the Sani gate venture. Some narrative tag- cards about an artwork's name & time, artist affiliations, technique etc. may promote Sani gate gallery & insist art-lover to buy. Sani gate's colorful flyers erect round exhibition spot could attract distant viewers. While for motion pictures almost all promotions pertains information technology solutions from transferring special visual effects client commercial to media server and compu-ticketing new release theatrical exhibitions to submitting episodic series to free TV network server. Moreover diversifying other artistic works to apparel, footwear & other personal accessories printing could increase since art admirers' often personal end-use items like T-shirts, mugs, key holders etc.

## **Critical Risks**

### **Status Check: Monitoring Sani Gate Progress**

- Motion picture production studio
- Community based artworks gallery seeking "To-Go-To" place attracting tourism revenue & regenerating spill-over for village livelihoods.
- Community Gallery basic groceries kiosk
- Cultural creatives oriented venture

### Meanwhile Sani gate gallery Achievements:

1. Networking regional senior artists and junior village artists
2. Pioneered Hawking style for selling artworks & signaled viable
3. Better than ever before in painting skills in terms of theme, composition, form & color, inspired from old-school artists' works likes of Van Goh, Volkov, Finolov, Picasso, Mai Long, Poto-Poto, Kandinsky, Jean Bertholle and a list goes on.

### **The pre-launch Phase critical risks**

- **Entry Barrier:** as a new comer it's always uneasy to qualify all broadcasting authority constraints, anyway the other feasible film revenue life cycle such as theatrical exhibition or international foreign language film marketplace.
- **Product Feasibility:** software's expertise per artists' status level could determine zeal of "Wow Factor" from viewers of Sani gate digital visual effects, thus revenues. But online video tutorials may help artists' pictures worth nation viewership. Also joining motion picture association like MPAA could ease navigation of cultural creative industry.

### **The post-launch Phase critical risks**

- **Market Saturation:** international monopolies have already paced for long with pictures clients, that they would presume Sani gate production as just a new copy-cat, hence revenues could be capped and,
- **Changes in Technology:** to compete in this fast technology progressing industry requires constant upgrading of studio infrastructure, thus if the above risk is incurred would stick gallery into obsolescence zone.

## Sani Gate gallery financial projections

### Expansion Investments

Cash Flow Statement of Sani Gallery as 1<sup>st</sup> September 2024 to 31<sup>st</sup> August 2025

<b>Cash Inflows</b>	<b>Sept</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>
Balance b/f	1500	2327	3865	6202	9475	10602	3805	588	<i>5934</i>	<i>8065</i>	<i>2393</i>	<i>529</i>
Gallery kiosk sales	385	256	410	442	300	209	225	465	431	302	330	267
Artworks direct sales	2075	1425	1200	2105	700	500	300	250	500	279	302	346
Artworks commissions	102	67	912	931	107	69	270	205	112	145	210	145
IP royalties	0	0	0	0	0	0	0	0	0	8000	8000	8000
<u>BEP Loan</u>	0	0	0	0	137466	0	0	0	0	0	0	0
<b>Total Inflows</b>	<b>4062</b>	<b>4075</b>	<b>6387</b>	<b>9680</b>	<b>148048</b>	<b>11380</b>	<b>4600</b>	<b>1508</b>	<i>4891</i>	<b>661</b>	<b>6449</b>	<b>8229</b>
<b>Cash Outflows</b>												
Art paints	0	0	0	0	5015	800	0	0	0	0	750	0
Company reg.	1030	0	0	0	0	0	0	0	0	0	0	0
Marketing	320	30	20	20	8000	0	0	3488	0	0	0	0
Copyright reg.	100	0	0	0	0	0	0	0	0	0	0	0
Airtime & Data	35	55	30	55	597	825	578	597	597	597	597	597
Electricity & Water Install	0	0	0	0	10000	0	0	0	0	0	0	0
Gallery Building	0	0	0	0	40000	0	0	0	0	0	0	0
Brushes, Aisles & Studio acc.		0	0	0	5350	435	0	0	0	0	630	0
Transport	250	125	125	130	150	125	156	156	112	112	112	112
Canvas Boards	0	0	0	0	8500	2500	0	0	0	0	2500	2500
Fencing, Chicken Shacks & Beehives	0	0	0	0	15000	0	800	0	0	0	800	0
Animation Studio Setup	0	0	0	0	36354	0	0	0	0	0	0	0
Artists Stipends	0	0	0	0	2000	2000	2000	2000	2000	2000	2000	2000
Gallery kiosk stock	0	0	0	0	6500	890	478	1201	465	345	219	321
<b>Total Outflows</b>	<b>1735</b>	<b>210</b>	<b>185</b>	<b>205</b>	<b>137466</b>	<b>7575</b>	<b>4012</b>	<b>7442</b>	<b>3174</b>	<b>3054</b>	<b>6978</b>	<b>5530</b>
<b>Surplus/Deficit</b>	<b>2327</b>	<b>3865</b>	<b>6202</b>	<b>9475</b>	<b>10602</b>	<b>3805</b>	<b>588</b>	<i>5934</i>	<i>8065</i>	<i>2393</i>	<i>529</i>	<b>2699</b>



Sani Gate Gallery evaluated Income Statement for the year end 2021,22,23,24 & 25  
projections

	<u>2021</u> <u>M</u>	<u>2022</u> <u>M</u>	<u>2023</u> <u>M</u>	<u>2024</u> <u>M</u>	<u>2025</u> <u>M</u>
<b><u>Total incomes (evaluated)</u></b>					
Art works sales Average	2075.35	2075.35	2075.35	2470.00	3125.00
Gallery Kiosk sales	4022.00	3891.00	5322.80	4600.00	4321.00
Gallery back-up investment(eggs sales)					2100.00
Artworks commissions aver					272.90
Cash balance in hand					2699.00
<b><u>Other incomes(evaluated)</u></b>					
Personal computer disposal	2000.00				
Family friends grants		1500.00	100.00		
Savings					18000.00
<b><u>Total Incomes</u></b>	<b>8097.35</b>	<b>7466.35</b>	<b>7398.15</b>	<b>7070.00</b>	<b>30517.00</b>
<b><u>Total Expenses (cash register slip refs.)</u></b>					
<b><u>Direct expenses</u></b>					
Gallery kiosk purchases aver	868.25	868.25	868.25	868.25	6500.00
Artworks materials aver	1880.42	544.30	499.55	540.00	1880.42
Koe-koe chicken feeds est.					1500.00
Drawings					1516.00
Taxi fares est.	870.00	560.00	540.00	500.00	635.50
<b><u>Indirect Expenses</u></b>					
Health services		30.00			
Personal essentials est.	235.00	350.00	1516.00		
Pastel Partner 2012 training		2700.00			
License fees	150.00				
Heating & lighting	340.00	367.00			
Gallery other projects costs			210.00	421.00	
Company reg.					1030.00
Copyright reg. est.					100.00
<b>Profits of the year</b>	<b>3753.68</b>	<b>2046.80</b>	<b>3764.35</b>	<b>4740.75</b>	<b>18871.00</b>

Sani Gate Balance Sheet as at 6<sup>th</sup> September 2024 and 2025 projections

<b>ASSETS(M)</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
Land & Building	10000	10000	10000	10000	40000
Appreciation provision					500
Beehives					800
Gallery kiosk fittings				6500	6500
Egg incubator					7000
Chicken Shacks					11400
Animation hardware & software					36354
<b>Other Assets</b>					
Cash	575	675	789	1023	2699
Unused paints, brushes, boards etc.	2130	1589	1544	1461	5899
Gallery kiosk Inventory	1000	1030	2135	4371	5900
<b>Total Assets</b>	<b>13705</b>	<b>13294</b>	<b>14468</b>	<b>23355</b>	<b>102554</b>
<b>Equity</b>					
Capital	2000	2000	2000	2000	18000
Net Profit	3753.68	2046.80	3764.35	4740.75	18871.00
<b>Long-term Liabilities</b>					
BEP Grant					137466
<b>Other Liabilities</b>					
Payables	7951.32	9247.00	8703.65	16614.25	71783.00
<b>Total Liabilities</b>	<b>13705</b>	<b>13294</b>	<b>14468</b>	<b>23355</b>	<b>102554</b>

There is a 95% of confidence interval that figures given in both statements above and some figures reflecting practical transactions have positive relationship, assuming other factors stay constant. Otherwise all tests could be statistically validated.