PHOTOPEDIA
Startup your Photography Business Today

FYP Project Report

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Preface

Photopedia is a platform for all those Photographers who are currently unable to get Exposure in Photography Business.

For handling this situation a platform is necessary where we can gather only those photographers who have talent but doesn't have exposure in market.

Photopedia can offer direct clients access & contacts with event planners to those photographers so they can startup their business.

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INTRODUCTION

The idea was to gather all those photographer who have equipment, Skills & they know how to cover events but due to other photographer in market and less exposure they are unable to get events.

Ground cause

Basic reason is that there are several photographers currently working in Karachi have so many contacts that whenever there is an event only those names come to mind of event planners and clients & it's getting impossible for new comers to get in market.

Because new talent is unable to get in the market some photographer charging above 50K for a normal events

Game of equipment

It's a game of equipment any photographer who have professional series camera & good lenses is categorized as a professional photographer.

Only those photographer get events who have good no. of pro series cameras and lenses & on the basis of that equipment they charge you according to their wish

FEATURES

Portfolios of member Photographers

Every member photographer of Photopedia update their portfolio for clients. It helps users to evaluate the skills and previously done events by that photographer.

List of equipment photographer have

List of equipment that photographer have also helps clients to evaluate photographer level. If a photographer set his charges 20,000 for 1 day event coverage and in equipment list he have only 1 basic level camera and a kit lens that means he is surely not capable to cover whole event with that equipment

Ratings & Review by clients

After successful event coverage clients will able to rate that photographer according to their services which includes

- Quality of photographs
- Time management
- Rate
- Delivery
- Attitude

This rating process may help other clients to book a photographer according to their ratings and only those photographers remain in this system who definitely have dedications to photography business

Rate comparison between different photographer

Ground reason to develop Photopedia platform was rate comparison between different photographers. If your budget is less than 10,000 how can you Offord an event photographer with rates of more than 50,000. One of the biggest advantage of Photopedia is that clients can book photographer according to their budget. Photopedia will have may working photographer who will charge under 10,000 because of their newly started business and competition in market & it will be beneficial for low budget clients.

Editable wall page of every member

Every member photographer will have access to their portfolios for editing purpose. After the successful coverage of an event they can update their portfolio gallery for more professional look

Memberships

Membership will be necessary for all photographers so they can manage their portfolios any time. All other visitors have access to visit their portfolios but they cannot be a member.

Easy way to access for clients

Photopedia offers a platform to all photographers where they can have maximum exposure among their clients. Just they have to do is make their portfolios, update their rate list, update their equipment & it's done.

No hidden charges from event planners

Whenever event planners books photographer for their clients they charge for it but the client doesn't know that actual amount is far less than the amount event planners charge them for photographer. For example,

Client wants to book photographer for their event, event Planner charge 25,000 for photography purpose, on the other hand they book photographer for just 12,000 that means they Hidden charge of 13,000 from their clients

By using Photopedia there will be no hidden charges. For that purpose client just have to go to Photopedia and checks actual rates of that photographer.

Packages detail will be displayed

In every photographer's portfolio there will be different packages according to clients' needs.

For example,

Platinum

- Two story books (13 pages)
- Up to 300 FHD clicks
- Full event coverage
- Candid clicks
- All soft copies in USB
- Signature clicks
- Cinematography

Gold

- One story books (13 pages)
- Up to 200 FHD clicks
- Candid clicks
- All soft copies in USB
- Signature clicks

Silver

- Up to 200 FHD clicks
- Candid clicks
- All soft copies in USB
- Signature clicks

Ease to get in touch to all members for grouping purpose

When there will be a platform like Photopedia then those members who want to build up their teams get access to almost all working photographers they can easy built up their teams by taking advantage of same platform.

Access for event planners to photographers

Event planners have access to new comers its also beneficial for them to get contacted for bookings purpose and they can also show their clients different packages offered by various photographers

There will be mailing system for members by which admin can reach to them for news update and many other purposes.

Feasibility

Economic feasibility:

Photopedia project will have a suitable cost because it is a web base project, Major Accrued Expenses for this project are Domain, Hosting, and Marketing. Current rate of domain & hosting for 1 year is around 3000 PKR so if we make cost benefit analysis this project will be economically feasible.

Schedule feasibility:

Photopedia project has time feasibility too. All the major activates of Photopedia are not excessive time consuming. According to rough project analysis, facts and figures it will took around 4 months to complete

Commercial feasibility:

Photopedia will be the only web project in its category in all over Pakistan which allow new photographers to start up and run their businesses