



# Photo Alter

— Business plan

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## Description

The Internet has expanded the use of photos, making it possible for anyone to send them or to publish them for wide viewing. Professionals often have business needs for high-quality photos. Since photography equipment becomes more affordable every year many people decide to take the pictures themselves.

In modern times we live fast and often pictures we take are not as perfect as we wish them to be. This is where editing comes into play. Photography is more common now, but editing photos require more computer skills and expensive software. That's why we believe people will use our website to commission editing of their photos to professionals.

Our website will give users a chance to publish their photos with description of changes that are to be made. Professionals can browse our website to find commissions to take to earn money. Client chooses between artists based on their profile and can quickly pay online and receive edited photo. Professionals can earn money doing quick, simple commissions.

Our service also gives artist and professionals a simple and fast way to earn money doing simple editions of single photo.

## Keys to success

1. Easy to use interface.
2. Fast delivery of edited photos - instant communication, payments and file transfers between users.
3. Secure client - graphic designer communication.

## Value proposition

The difference between our services and traditional photo manipulation services is the ease of use and time of delivery of pictures. My service will focus on fast execution of commissions to deliver the final result as fast as possible. With many professional in one place you can easily choose the artist whose work and style is more suitable for your photo. Also having many professional will ensure fast delivery of your photo due to competitive environment, number of choices and distribution of work.

## Mission

The mission of my website is to give users access to photo manipulation professionals and get their pictures edited fast and with reasonable prices, while also giving artists a chance to get recognition and earn money on simple, fast commissions.

## Revenue model

Business will earn money in two ways:

1. Running ads on the website.
2. Small provision from each transaction.

## Market opportunity

I have not found website that offers similar services to ours. Private offers can be found on website like oferia.pl or reddit. Since those offers are not backed up by any business or credentials there is no guarantee of receiving quality services.

## Competitive environment

Our target customers are people who take pictures and need manipulations on them. Whether you need to remove people from your vacation pictures or need graphics for your small business, our website will offer to solve this problem for you. Realistic market opportunity consists of English speaking audience. Since our services do not need additional shipping of items and payment will be done online, transactions can be made between people worldwide.

## Competitive advantage

This will be first website to offer this kind of services. We will gather professionals the field to give user a choice in which style they want to their photo edited. Professionals will also propose different rates giving the user a choice suiting their budget. This gives our website advantages of ratio of lowest price to higher quality.

## Market Strategy

Search Engine Optimisation to have a bigger chance of being found on google searches. Since our services will be used often by people who post pictures, we will promote our website on social media like Facebook or Instagram.

## Organizational development

Work will be divided into stages and done using Agile development model.

## Management team

Management team consists only of me. I should have at least basic knowledge in graphic design, I should be proficient in managing social media to observe new market trends. Experience in website design will be useful to attract both professionals and customers.