**THE BUSINESS SUMMARY DOCUMENT**

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A picture containing person, person, indoor, people

Description automatically generated

write your name here

NAME: ADETAYO SAMUEL

Your email address you used to apply to the programme

EMAIL: ADETAYOSAMUEL8@GMAIL.COM

write your training category here

CATEGORY: START-UP

DATE: FEBRUARY/2020



**INTRODUCTION**

**God’s Gift Multimedia** is located in Ota, Ogun State, Nigeria (south-central region of the state).  It was founded in 2019 with a capital of ₦1,500 ($3.65). The visioner is Adetayo Samuel. The business provides services primarily to Nigerians (about 95% of its business.)

**Problem**

Families need high-quality Videography and photographs to capture special moments of their lives. Families of clients are busy, and if too much time goes by between video and photos.

Most people use professional photo studios only on rare occasions, such as weddings, yearbook pictures, or baby portraits. Because the client has to initiate the call, many special moments are lost and the studio loses potential business

**Solution**

God’s Gift Multimedia helps clients preserve memories and portray themselves in the best light. We thrive on repeat business by developing relationships with our clients and calling them with timely reminders for new photos.

**Features & Functionalities**

1. **Compelling Composition**: Some less common techniques involve negative space, leading lines, depth of field and framing.
2. **Display of Emotion**: As human, we are drawn to emotions. Whether we’re laughing or crying, emotion ties each and every one of us together.
3. **Simple Storytelling**: Some of the greatest images simply tell a story.
4. **Unique Moment:** To simple shoot something that is unique to the respective audience
5. **Simple Storytelling:** Rather than rely on great composition or featuring unique characteristics, they focus on storytelling and some of the best storytelling image are found in the news.

**Providing our business services?**

\*Consistent, TIMELY communication & quarter training of every month.

\*We will have easy-to-understand packages and contract.

\*Ask our clients to fill out a questionnaire & Get feedback.

\*Use of Social Media campaign & Offer an in-person consultation.

\*Friend our clients on social media.

**Pricing**

To capture beautiful moments clients spent between the average price of ₦**90,000-** ₦**150,000 ($218.98 - $364.96)** for wedding photography.

# **User expected:**

# 2 event in a month x 12 Month= **24 user**

**Cost of Operation**

Service-charge - ₦10,000 ($24.33) Editing - ₦60,000($145.99)

Transportation - ₦5,000 ($12.17) Photobook - ₦40,000 ($97.32)

Rental - ₦20,000($48.66) Workmanship - ₦40,000($97.32)

Miscellaneous Expenses - ₦10,000 ($24.33)

**Cost Price** ₦**185,000 ($450.12)**

**Profit Margin -** ₦**45,000 ($109.49)**

**Target Market**

Families with children are the biggest market for portraits. For the purpose of this analysis; We have three socio-economic categories: \*College graduates \*High school graduates \*Non-graduates

**Manufacturing company, marketing agencies and design consultancies**

**Event:** The main market are weddings, anniversaries, graduations and business events such as conferences.

Marketing & sales Plan

\*Branded product \*Advantage of SEO \*Personal Network (Relationship)

\*Daily Plan \*Service Promotion \*Making our website sell

\*Create a mailing list \*Personal Project \*Response Quickly \*Print Media

\*Building of connection (Both online and offline) \*Advantage of Marketing (Online&offline

\*Branded collateral e.g. business card & Stamp \*Social Media (fBK ads, Instagram, linkedin, Youtube & others)

SWOT ANALYSIS

Strengths:

\* Motivated \* Ability to work under pressure \* Problem Solver \*Computer and tech. skills.

Weakness:

\* Changes in technology and improvement \*Potential financial problems

Opportunity:

\*Networking, Recommendations by Clients \* Work on personal skills

Threats:

\*Existing photographers \* Rejection \* \*Increasing Technology \* Fund

MY NEEDS

\*Five staff \*Funding \*Online Portfolio \*A Tripod

\*Lenses \*Backdrops \*Props \*Dolly

\*Domain Name \*Two T.V Set \*Two gimbals \*(1) Sound Mixer

\*Studio Space \*Photo printer \*2 brand new laptop \*Two Brand New drone

\*Camera bag \*One Track \*Lighting (Flash light) \*Payment platform

\*(1) Lapel Mic. \*A new Gen. set \*Equipment Bus

\*Two brand new- camera: 5D Mark III and Nikon Z6

**COMPANY**

God’s Gift Multimedia aims to exceed customer expectations in every detail.  It has achieved a high level of customer satisfaction and it is a sole proprietorship owned by Adetayo Samuel.

**Objectives**

-Expand and grow digital media production& fine art photography services.

**Mission**

-We emphasize value, creativity and define it to mean quality products& services at reasonable prices.

**Vision**

To provide innovation, creativity and networking opportunities to build thriving& successful photography.

**Uniqueness**

\* Our unique personality attracts the right clients.

\* Focus on our area of photography and videography.

\*Video promotion

**Colour : Orange:** Youthful, Affordable& Creative. **Green:** Fresh, Tranquillity

**Business Forecasting and Planning-**

We have started offering services as a cinematography which comprises Photography, Videography, Editing (Photo, Video and Sound) and training young adults in our capacity. Is over 3 years we’ve been into it with my experiences working with a film production firm.

**KEY BUSINESS ACHIEVEMENT**

-It is a business with start-up capital of ₦1,500. ($3.65)

Our key business achievement for the past three years and things we invest our profit into are:

\*Brand New HP Laptop \*External Hard Disk \*Flash Drive \*DSLR Handle

\* Branded T-Shirt with cap \*Professional Photo \* Video Light kit

\*Brand our business with branded logo

**Training**

\*Photography at Nikon School \*Editing at Etsedo Film \*Social Media presence

\* Digital Marketing at Mac-Anderson Institute \* We’ve trained two young corper.

**Milestones Due Date**

Website Development Dec. 10, 2021

Official PhotoStudio August 18, 2022

More Laptop System (4) May 2, 2022

Hire and Train a Solid Team June 30, 2022

Brand New Camera (2) Nov. 10, 2022

Open New Branch (1) Dec. 15, 2022

Reach 70 client servicing Sept. 20, 2023

Scalable Marketing Strategy August 18, 2023

Gain Authority in the industry March 8, 2023

Financial Profit (1Million) Nov. 5, 2023

**Key Metrics**

1. Measure website page views and customer inquiries
2. Keep track of Facebook page views and Twitter re-tweets
3. Train our staff to return calls right away
4. # of customers in a month
5. # of customers who book a second appointment in advance