**Equipment Required**

|  |  |
| --- | --- |
| Sony Alpha a7C Mirrorless Body Only | 275,000 PKR |
| Sony a7iii mirrorless body only | 275,000 PKR |
| Canon EOS R | 300,000 PKR |
| Sigma 35mm art f1.4 | 125,000 PKR |
| Sigma 85mm art f1.4 | 155,000 PKR |
| Zhiyun crane 2 | 60,000 PKR |
| DJI Mavic air 2 fly more combo | 185,000 PKR |
| Work Station | 175,000 PKR |
| **Total Price** | **1,550,000 PKR** |

**Cost Benefit Analysis:**

We are going to hire two more photographers and one editor to expand our business which can be done after buying above mentioned equipment. Our monthly income is approximately 2 lac and expenses are around 75,000 per month which makes our total income per year around 1,500,000.

**SWOT Analysis:**

Weddings in our country are vivid and goes for three to four days, wedding market demands photography and film making, we are already a part and providing services in recent times we were short of photographers and videographers the over whelming response this season made us think to hire and upgrade, the un certainty in income can be because of covid-19 lockdowns and in month of Ramadan the market hibernates, we will be covering more events because of the new hire and workflow will become more smother and faster because of the workstation.