

Business Plan Outline

This outline is designed to guide you through each step of evaluation you must complete as a potential business owner. Without this road map, you won't be able to clarify where you're going – your final goals – and act on them. Take as much time as you need to flesh out your business dreams and then work on putting them into practice!

EXECUTIVE SUMMARY

The Executive Summary is your total plan summary, detailing information from following sections.

I. DESCRIPTION

- A) Official name
- B) Form (Sole Prop, LLC, Corp)
- C) Type (Retail or Commercial)
- D) New or existing business?
- E) Open year-round or seasonal?
- F) Supporting statement about industry from outside sources

II. PRODUCTS /SERVICES

- A) Specific products (list vendors and all variations)
- B) Specific services (video, styling, wardrobe, special editing, etc.)
- C) Price list with COGS analysis
- D) Will products/services be available for all clients or only particular subset of clients?
- E) Product guarantee information

III. MARKET

- A) Who is your ideal client? Where do they:
 - Live

- Work
- Spend discretionary \$
- Spend discretionary time

- B) What is your brand? (High volume, boutique luxury, in-between?)
- C) How do the components of your brand attract your ideal client?
- D) Rely on new or repeat clients?

IV. COMPETITION

- A) List your top 5 competitors and their brand message
- B) How does your USP (unique selling point) position your brand differently?

V. LOCATION

- A) Studio, on-location or both?
- B) Geographic location, area characteristics
- C) Demographics analysis
- D) What requirements do you have to operate your business?

VI. MANAGEMENT / PERSONNEL

- A) How does your background / experience relate to your business?
- B) List key personnel, duties, salary
- C) List plans for training personnel
- D) What additional resources are needed to help you run your business?
- E) How will personnel needs change as your business grows?

MANAGEMENT TEAM

Who is involved in running the business.

I. ORGANIZATION

- A) What is the business legal structure?
- B) What business education have you obtained?
- C) What related experience do the Principal members have? (tech/managerial/etc.)
- D) Other data: address, special interests, reasons for entrepreneurship

II. OWNERSHIP & COMPENSATION

- A) Organizational chart of all Principals and members, job descriptions, delegation
- B) Salaries, percentage of ownership, benefits

III. SUPPORTING SERVICES

- A) Accountant & Tax advisor
- B) Attorney
- C) Insurance agent
- D) Banking advisor
- E) Other mentors/professional

PRODUCTS / SERVICES

I. DETAILS

- A) Describe each art product you will offer for sale – vendor/s, size, style, color, include photographs
- B) Describe each art service you will offer for sale – vendor/s, scope, time, tertiary costs
- C) Provide a summary of how your art products/services differ from other market offerings

II. COGS ANALYSIS (Cost of Goods Sold)

- A) List a true COGS analysis for every product/service you sell:
 - *Print Cost*
- Lab price + mount + texture + mat + frame + sealant + shipping = **Print Total**
 - *Packaging Cost*
- Box/bag + folio + wrapping material + tissue/ribbon + tape/tag = **Pkg Total**
 - *Time Cost*
- Retouching + lab preflight + receive & QC + package for client + delivery/S&H costs + installation costs = **Time Total**
 - **Print Total + Pkg Total + Time Total + CC fees + miscellaneous costs = true COGS**

MARKET ANALYSIS

The Market Analysis is your marketing plan overview - you need to create a fully comprehensive marketing plan that supplements this business plan; it's the navigation system for your road map!

I. TOTAL INDUSTRY MARKET

- A) What is the size of the industry?
 - List consumer population, vendor population, institution population
- B) What is the state of growth in photography?
 - List potential, describe the annual projections & trends

II. TARGET MARKET

- A) Which sector of the overall market do you claim as your ideal target?
- B) Describe your target clientele:
 - Demographics
 - Create 3-5 avatars of ideal clientele to solidify goal
- C) What % of your target market lives in your target region/s?
- D) How does your marketing plan describe attracting & retaining your ideal market? Which marketing channels will you utilize?

- E) Who is in charge of leading & implementing your marketing plan?

III. ESTIMATED MARKET SHARE

- A) What is the estimated total sales for your target market?
- B) What is your estimated market share of your target market?
- C) How does your marketing plan support the increase of your market share?

IV. BRAND

- A) What is your brand message? How will clients identify you, what you represent, where you stand in the marketplace?
- B) What are your brand elements? Typeface/s, colors, graphics, logos, style of prose

V. COMPETITION

- A) Who are your primary and secondary competition?
 - List specific companies, their estimated market share, projected business health based on their marketing and expressed sales
- B) What are the perceived strengths and weaknesses of your competitors?
- C) What is your strategic advantage vs. your competition? (Your USP - Unique Selling Point)

OPERATIONS

This section details the general business expenses you'll accrue and what to consider.

I. LOCATION

- A) Describe the local and regional area you will be serving (whether studio or on-location)
- B) What is your proximity to your market and vendors?
- C) Do you require any renovations or capital expenditures before opening your business?

II. PHYSICAL FACILITY & CAPITAL

- A) How much space do you need to run your business? What are the structural requirements and costs for:
 - Client and vehicle access/entry, parking, loading/unloading?
 - Fixtures, furniture, studio equipment?
 - Client reception and sales areas?
 - Studio displays?
 - Compliance with federal, state and local laws?
 - Expansion potential?
- B) How much studio equipment, office equipment, furniture, fixtures do you require?
- C) Include schematics and floor plans and how efficiency of

movement is maximized as well as ease of sales to clients

- D) Will you require a business loan to prepare your space for business?

III. PRODUCT FULFILLMENT PROCESS

- A) Describe the product fulfillment process from start (customer places order) to finish (customer receives order)
- B) List brief of vendors, alternatives, and brief of art products
- C) Who is responsible for creating and fulfilling client orders?

IV. TEAM

- A) How many team members do you require? List the specific jobs, hierarchy, salary and brief of duties
- B) What kind of compensation package will you offer?
- C) Is your team on site, remote or a mix? How far is your team expected to travel for work?
- D) What capabilities, skills and experience are necessary for each job title?
- E) Training
 - What training is required?
 - Who will train them?
 - What's the training timeline?
 - Is training required before you open, or ongoing?
- F) Will you sub-contract any tasks?

SALES PLAN

I. PRICING POLICY

- A) List your art products and services, including true COGS and your client price
- B) Will you offer incentives or discounts? Detail how and why they will be used in the sales lifecycle
- C) What is the relationship between the price you will charge and your brand message?

II. PROMOTION STRATEGY

- A) Describe the approach, frequency and cost your business will use to bring your artwork and services to the attention of your target market
 - Detail the marketing channels you'll use
 - Detail the specific advertising campaigns you'll use
- B) What client "conveniences" will you implement?
 - VIP program
 - Collection discounts
 - In-home consultations
 - Artwork delivery/installation

III. FINANCIAL PLAN (3 years)

- A) Develop forecasting analysis
 - State the methods used to Determine monthly & annually your gross/net

income, expenses, profit percentage, salary disbursement

- List your tax payment schedule and expected payment percentage
- List your estimated sales (monthly & annually)
- Create a P&L (profit & loss) statement template that you will complete monthly and annually

APPENDICES

I. COMPANY MATERIALS

- A) Photos of products, equipment, facilities, team member headshots
- B) Ownership agreements, marketing agreements, employment agreements, financial agreements, resumes of team members
- C) Trademarks, service marks, copyright documentation

II. MARKET MATERIALS

- A) Trade journals/magazines
- B) Market share chart
- C) SWOT analysis
- D) Customer contacts & status

II. FINANCIAL SUPPORT

- A) Break-even analysis
- B) Principal's financial statements
- C) Capital expenditure listing