



اَوْنُوْرُ سَيِّدِي تِيَكْمُوْلُوْجِيْ مَارَا
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BUSINESS PLAN



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1.0 EXECUTIVE SUMMARY

This report would like to present a report on the establishment of the company Limière and Lens Studio, a studio that provides services for taking photos for individuals and families at reasonable prices. The purpose of this company was created to accommodate the large number of requests from various walks of life who want to use studio services to capture family photos, wedding anniversary celebrations, Eid celebrations and the like. In fact, the photos captured by the studio are more attractive and beautiful.

Lumière and Lens Studio will be operating as a kiosk in Johor. Our main target is young people aged between 18 to 30 years and families. Apart from that, our studio also targets groups who have high potential to use studio services to capture images, such as school students, university students, teachers, business owners and other else. The concept of Lumière and Lens Studio is to provide the best and most satisfying photography and photo capture services to customers and help them preserve memories in photos for future reference.

Among the advantages of using services from Lumière and Lens Studio is that this studio provides various themes and backgrounds for photography, such as mini booths, specially designed sets for Hari Raya, Merdeka or retro themes. Our studio also provides green screens for those who want to capture images according to their desired background. For those who want to do photoshoots outside the studio, we also provide related services such as taking photos on the beach, weddings and big events at reasonable prices.

Lumière and Lens Studio starts with a cost of RM 100,000 to rent a studio and equipment for photography such as cameras, green screens and other equipment. The costs include kiosk renovations, backdrop construction for various themes and utility payments. According to a rough calculation, Lumière and lens Studio will earn a profit of RM 12,000 to RM 15,000 per month depending on the number of customer orders and we also estimate that profits will increase by RM 35,000 to RM 40,000 on festive days such as Hari Raya, Teacher's Day celebrations and so on. Lumière and Lens Studio aims to make a lot of profit and be able to survive for a long time like other companies. and we can also meet the needs of society who now like to follow current trends. Accordingly, this report is submitted to obtain the support and approval of stakeholders and potential investors to successfully implement this project.

studio since she was in school. Che Wan Ameera, who loves the art of photography, especially those involving indoor studios and unique backgrounds, has managed to capture her interest. Her wish since school will now come true when she is now going to open a photography studio with the help of 5 employees.