



FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN REPORT

PIXLAB STUDIO

SELF-PHOTO STUDIO

FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION

SEMESTER 5

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EXECUTIVE SUMMARY

PixLab Studio is a photo studio that is self-service and provides contemporary and professional photo services to satisfy customers and gain utmost satisfaction in the delivery of the photo services. The primary objective of this photo studio business is to create a comfortable and enjoyable photo shooting experience for all age groups ranging from children to seniors. At PixLab Studio, we always put emphasis on the quality of the photo service and satisfactory photo results. Entering the market, there are several key aspects that PixLab Studio must take into consideration for this new business to have the ability to compete with other photo studios that are currently operating in the market. Currently, the photo studio industry is growing together with the development of social media, documentation of personal events, and the recording of memories with family and friends. This creates an indirect opportunity for PixLab Studio.

The rising demand for photography services presents PixLab Studio with an opportunity to enter the market and assist customers in capturing priceless moments in their lives. The company is operated by a total of five top human resources in the company. They include the general manager, administrative manager, marketing manager, operations manager, and finance manager. Each of the human resources plays a critical role in ensuring that the operations in the company are carried out in a smooth and systematic manner.

Observations made of the business reveal that PixLab Studio aims at serving a broad clientele considering that the studio is found in a densely populated area. The proximity of the business to shopping and residential areas gives PixLab Studio a competitive edge in terms of attracting clients to utilize the services of the photo studio. Furthermore, the business location that is easily accessible also has a higher potential of attracting repeat clients. PixLab Studio thinks that business objectives can be attained through effective financial organization and management. Some of the services provided include self-photography sessions, individual, couple, family, and group photo shoot services using different themes and concepts depending on the interests of the clients. We think that through provision of quality services and up-to-date photographic equipment, PixLab Studio will become popular through word-of-mouth publicity. Finally, PixLab Studio seeks to be the preferred photo studio and standard for individuals who wish to join the creative field, especially the field of photography.

Factors In Selecting the Proposed Business	● Self-photography studios have recently gained traction in popularity especially among teenagers, students, and young adults who enjoy taking aesthetic studio quality photos for social media. ● Upon research, there are a few existing self-photography studios in Kota Kinabalu, Sabah, however a gap exists in the market in terms of studios offering specific themed rooms since most studios just offer backdrop, and general props, creating an opportunity for our business to differentiate itself. ● Our chosen location in Imago Shopping Mall is strategic as it is one of the busiest malls in Kota Kinabalu, Sabah. The high foot traffic and easy access of the location, makes it suitable for walk-in customers, be it locals or even tourists. ● Strong demands for self-photography studio as some people may feel uncomfortable to take studio quality photos in traditional studios. ● Even with other existing self-photography industry in Sabah is still relatively young, which means there is high potential for growth, by service differentiation, creative room concept, unique props, competitive prices, and also strong digital marketing
Future Prospect of the Business	● Within one year of operation, PixLab Studio aims to become one of the most popular self-photo studios in the area especially among students and young adults be it locals or tourists. ● The business plans to expand by offering more theme based rooms such as a formal family photoshoot room and high angle elevator photobooth. ● Long term goal would be to include development of our own mobile-photoboos for events such as weddings, university festivals and corporate functions such as dinner or gala.

Business Main Activity

Core Activity	PixLab Studio will be provided as a self-photography service where customers can take their own photos in a private studio room which will be fully equipped with professional lighting, Digital Single-Lens Reflex (DSLR) camera, remote shutter, and multiple backdrop options. Customers would be able to choose different packages that would include session times, printed photos, softcopy of the photos, as well as props. The service is suitable for individuals, couples, families and groups that want high quality photos for personal use, memories, or just to post in social media. Main Services Offered: 1. Self-photo sessions in a private room. 2. Instant photo printing in various options such as portraits, 4R photos, and photo-strips. 3. Digital softcopy of images. 4. Themed backdrops and props. 5. Themed rooms such as retro, and high angle elevator shot. 6. Special packages for birthdays, holidays, and graduation.
Other Related Activities	There are four essential supporting activities that must be done to ensure a smooth operation of the business.
Administration	Administration Manager would be overseeing all staff records, booking schedules, the studio cleanliness and safety, and the maintenance of the equipment to ensure a comfortable environment for the customers.