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BUSINESS PROJECT-SERVICE:
STUDIO PHOTOGRAPHY

BUSINESS LOGO



SHUTTER PIXEL

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EXECUTIVE SUMMARY

In this business plan,the researcher proposes to start up the business shutter pixel, a professional photography studio, which is offering photography services to individuals,families, students and corporate customers.Some of the services that are provided by Shutter Pixel include studio portrait, event photography, graduation photographs, product photography, and professional photo editing services. The company will provide innovative, low-cost, and high quality photography services with quality equipment and professional photographers.

Shutter Pixel has the following target market: students, families, small businesses, corporate organizations, and event organizers in the local market. The competitive strengths that the studio has are its innovative photography style, price packages, quality of its services offered by professionals, and good customer service. Shutter Pixel will use social media and digital marketing to promote the products and create brand awareness to customers.

The profitability of Shutter Pixel will be supported with the help of stable booking, recurring clients and a diversity of the services offered. The business has a high prospective of long term success and sustainable growth with effective financial planning and marketing strategies.

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1.0 INTRODUCTION

1.1 BUSINESS BACKGROUND

Shutter Pixel is a photography studio that has been set up in response to the increasing need of high quality content in terms of imagery in the contemporary digital and creative environment. The studio was established having a desire to work with photography and have a passion to provide creative, professional and meaningful pictures to the clients.

Shutter Pixel provides numerous photography services such as portrait photography, product photography, event photography, corporate photography, providing photography services to students and small businesses. The studio has modern camera systems, professional studio lighting, and high quality photo editing techniques that have ensured continuous delivery of clean, quality, and attractive photos.

As social media, digital marketing and personal branding continue to grow at a very fast rate, Shutter Pixel will offer low-cost and high-quality photography services to customers in the manner they desire. To guarantee clients satisfaction and long term commitments, the studio focuses on client-oriented, relaxed, and highly instructed photography experience.

In the future, Shutter Pixel aims to increase its services, increase creativity and become a reliable and competitive photography studio in the local and regional market.

2.0 ADMINISTRATIVE PLAN

2.1 VISION, MISSION AND OBJECTIVES OF BUSINESS

Business Name: Shutter Pixel

Type of Business: Temporary Photography Service

2.1.2 Vision

Shutter Pixel aims to become a trusted photography service in Sabah, especially for students, small businesses, and local events. We want people to recognize our brand for producing clear, creative, and high-quality photos at affordable prices.

Our long-term goal is to build a strong reputation through good service, fast delivery, and consistent photo quality. We believe that photography should not only look professional, but also tell a meaningful story for every client.

In the future, Shutter Pixel hopes to expand its services and reach more customers through social media, collaborations, and online marketing.

2.1.2 Mission

Our mission is to provide reliable and affordable photography services for events, products, and personal photoshoots.

We focus on delivering clear, well-edited photos using modern camera equipment and editing software. At the same time, we make sure our service is friendly, flexible, and easy for customers to book.

By offering fast responses, good communication, and quality results, Shutter Pixel aims to build long-term relationships with our clients.

2.1.3 Objectives

To help Shutter Pixel grow in a steady and organized way, we have set several simple goals:

1. To gain at least 30 customers within the first three months of operation.
2. To grow our online presence through Instagram, TikTok, and WhatsApp Business.
3. To deliver high-quality photos with fast editing and on-time delivery.
4. o maintain customer satisfaction by providing friendly and professional service.
5. To build a strong brand image as a reliable photography service in Sabah.