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EXECUTIVE SUMMARY

Main Character Studio is a modern, self-portrait photography business made for customers to use their creativity to the fullest and complete control over their own photoshoot experience. By giving them the space and privacy, it gives the customers a sense of “main character” in their own story. Clients book a private room that is fully equipped with the needed equipment for photography such as high-resolution camera, curated backgrounds, and a remote shutter system. Hence, this allows customers to enjoy themselves in taking photos without having to deal with the pressure of a traditional photographer. Thus, they can freely do any type of pose comfortably, creating a fun and authentic photo of themselves that reflects their personality.

3.0 ORGANIZATIONAL PLAN

3.1 INTRODUCTION TO THE ORGANIZATION

3.1.1 Vision

To be the leading photography studio that transforms every client into the main character of their own story by delivering memorable, cinematic and high-quality visual experiences.

3.1.2 Mission

To deliver professional photography services using high-end equipment and to provide a comfortable studio experience where every customer feels confident and valued.

3.1.3 Objectives

- **Specific:** Attract more customers through creative promotions and online marketing
- **Measurable:** Obtain monthly studio bookings by at least 20 bookings per month.
- **Achievable:** Consistent with picture quality and customer service.
- **Relevant:** Improve customer satisfaction by using better communication and making photo preview sessions.
- **Time-bound:** Ensuring to complete editing customers' photos before the planned due date.