

GROUP ASSIGNMENT

BUSINESS PLAN: UniFilem Photography

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1.0 INTRODUCTION

In business, administration planning is the most important aspect in an organization. Through administration planning, all strategies and problem that affect business can be recognised easily before the business can be run.

With the well-organized systems, we can prepare the structure on how to run the business effectively to make sure that we want to run is successful and have potential to compete with the other competitors in business world. The administration will manage the business using the process of Planning, Leading, Organizing and Controlling so that the business will be more effective, efficient and easy to manage.

Since the organizational planning is important, we have created and prepared a systematic administration system to stabilize our business in the future. It will include all administration aspect such as the position of the workers , budget and the strategies of our companies to achieve the goals. Therefore, we have made several objectives to be our guideline to run the business. In addition, administration plan play the important role to determine the organization goals run smoothly and efficiency. As a result, business can gain profit and we can gain precious experience to be more competitive entrepreneurship in the future.

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1.2 Nature of Business

The history of photography has roots in remote antiquity with the discovery of the principle of the camera obscura and the observation that some substances are visibly altered by the exposure of light. As far as is known, nobody thought of bringing these two phenomena together to capture camera image in permanent form until around 1800, when Thomas Wedgwood made the first reliably documented, although unsuccessful attempt. Louis Daguerre then went on to develop the daguerreotype process, the first publicly announced photography process, which required only minutes of exposure in the camera and produced clear, finely detailed results. It was commercially introduced in 1839.

Our business is more focusing on photography services. We provide the customer with a various photography package that meet their needs. Lend services ranging by-the-hour to full-day packages with two or more photographers. There are many different styles of photography that customer's seek, from photojournalistic to editorial. While nearly everyone has a camera for snapshots, people need professional quality photos when they will be shown to an important audience and when people want to be seen in the best light. The internet has expanded the use of photos, making it possible for anyone to send them or to publish them for wide viewing. Most people use professionals' photo studios only on rare occasions, such as weddings, yearbook pictures, or baby portraits.



1.7 Future Prospect of the Business.

We hope that our business will operate in a productive and efficient way based on the demand which can lead to our success in this business. Besides, we hope that our customers will be satisfied and also our profits will increase.

Moreover, we will continue to improve our skills in photography session, service quality, and also profit of our business. We have faith that our business will become a well-known photography business in providing such services which is different from the other competitors.



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