Jada Williams Biz Kids Business Plan

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Idea

I have had an interest in photography since a few years ago and was further inspired by my photography teacher, Mr Ferreiro. I developed a passion for it and realized that I could offer services where I would specialize in childhood photography and follow them throughout childhood. By capturing life’s little moments, I can create a road map of a child’s early life - from maternal shoots to baby showers, gender reveals and immediately following birth, a child’s first steps and their birthdays. My speciality will be invested in young children whereas other photographers have a broad spectrum of subjects.

Marketing

My customers will be expectant mothers and women with small children stemming from all walks of life and socioeconomic backgrounds. I plan to advertise my service on social media outlets targeting expectant and new mothers and market to child nurseries and day care centers. I will create business cards and fliers to promote my business throughout the community. I will ask friends to share my marketing posts through social media outlets such as Facebook and Instagram. And of course, the most effective advertising strategy is word of mouth. The name of my business is Snapshots. The name is fun, catchy, easy to pronounce and implies the live action moments in which I will be capturing. I feel as if this is unique because it indicates exactly what I will do.

Finances

Startup costs, including an EOS camera, memory cards, camera accessories, props, backdrops, presets, and other miscellaneous items total to around $1000. To acquire this amount of money, I obtained a job at Chick Fil A with the sole purpose to purchase supplies needed for my business. The cost per unit is $0, as the items are previously paid for and are simply a one-time purchase for the service provided. However, travel expense is a factor of cost per unit and is dependent on the length and time driven to the photo shoot locations.

I will charge $25 per hour of my services. For every photo shoot I provide, I plan to donate 20% of the profit to Children’s Hospital, a Children’s South Pediatric Outpatient Center in Birmingham, Alabama. With the money I make, I plan to place that money into my savings account for later use of emergency funding, investing more into the business (apps, presets, educational classes, etc..) and college savings. I am very excited to launch my new business.