

Broadcast Video Production I Business Plan Template

Title Page with name of company and your name

Page 1 Services

List at least four services that your company will perform with a complete 3-5 sentence description of each including the price range of the service.

Possible services might include the following choices:

1. filming special events such as weddings, birthday parties, bar or bat mitzvahs, graduations, etc.
2. transferring home videos to DVDs
3. transferring DVDs to the Internet using CLOUD
4. creating commercials for companies especially for use on the Internet
5. creating animated Logo designs
6. doing voiceovers
7. recording and making jingle or music videos
8. renting out studios space with green screens
9. renting out editing bays
10. converting all forms of media
11. uploading video such as to You Tube
12. duplicating DVDs
13. making a web site
14. creating video specialties such as for The Weather Channel for severe weather
15. equipment rental
16. classes on video production for amateurs
17. editing video

Page 2 Location

Include the exact address of your business. Show the costs for rent, telephone, electricity, water.

Possible locations could include the following:

1. home
2. office building
3. retail location such as a strip mall
4. industrial warehouse

Page 3 Competitors

List real competitors who offer the SAME SERVICES that your business will be offering. Give their name, address, phone, and website. Explain why you chose these particular competitors. Are they especially successful? Are they unusually creative? Do you think they are priced competitively?

Page 4 Advertising Costs

The advertising must be the advertising forms your company will use based on your marketing plan. Make sure that it is appropriate for your target audience. Find actual costs for your location, Use a variety of advertising forms such as local commercials on television, radio, website, web banners, and local magazines. Include the actual cost of this advertising.

Page 5 Marketing Plan

Indicate who your target audience is. Consider the demographics of race, age, ethnicity, socioeconomic status, and gender. Explain how you plan to reach them and why you feel that this method(s) would be effective.

Page 6 – Budget of expenses –

What will you use to make the business profitable that will cost money in your budget?

- Equipment –
- Utilities – (water, electricity, phone, wireless services)
- Rent –
- Debt service –
- Wages for the workers and salary –
- Transportations – (cost of maintenance for the van, gas, tolls etc..)
- Insurance –
- Taxes –
- Lawyers fees –
- Supplies –
- Repairs –
- Interest-
- Advertising-
- Miscellaneous

Income (services) The business' income will come from the services it provides

- Weddings
- Special events (birthdays, anniversaries, births)
- Bar Mitzvahs
- Parties
- Music Videos

Page 7- List of equipment

Cost of equipment – where you will buy it and how it fits into our company's needs. Remember that you may need multiple cameras, tripods, batteries, etc. depending on your particular business plan.

Example:

Video Camera – JVC GY-HMI00U proHD...\$2,795.00 (with a picture)

Other equipment may include:

Tripod

Computers

Tapes, CDs, memory cards, etc...

Batteries

Cords

Cables

Chairs & desks
Scanner/printers
Software
Office equipments – pens & pencils and other consumable items

Page 8 – Salary...your salary is an EXPENSE to the business

You will want to write a statement as to how you justify the amount of your salary. For example – *as it was previously shown my expense are XXXX so if you subtract that from the amount of the profits and include subtracting the amounts of my workers salary, then you will see that my salary will be XXXX.*

***you will need to be more specific and elaborate on how you came up with this figure.

Page 9 – List your challenges and goals that you will think about as you run your business

Examples of **challenges** you may have when **starting your business**:

- ✓ Fear of starting a business
- ✓ Not enough money
- ✓ Difficulty finding a location
- ✓ Do I have the correct equipment
- ✓ How do I know what I am doing is what the customer wants
- ✓ Are there challenges with the customers while I am shooting the video
- ✓ Options for bringing in more employees
- ✓ Getting the correct financing

Examples of **challenges** you may have while **running your business**:

- ✓ To make enough money to keep the business running
- ✓ To expand locations – and hire more employees
- ✓ To satisfy the customers
- ✓ Make good quality videos
- ✓ Enjoy my work
- ✓ Make quality videos
- ✓ Be well known in the video circle

Page 10 – Networking plan- a plan to get the word out that you are for hire

Who are the people that you are going to talk to about what you can do to bring in business? You will want to write a statement as to how you plan to get the word out that you are a good reliable videographer for hire. Typically, the owner of a business like this will network with others over meals or other social events and in professional organizations. Think more along the lines of “word of mouth” and how you can prove that you will be worth the money someone is spending on you.

TIP: BE CONSISTENT IN THE USE OF FONTS TYPE AND SIZE FOR EACH AREA.