

## EXECUTIVE SUMMARY

Photographs play a bigger role in our lives than we realize. We like to preserve important people and events in our lives such as birthdays, weddings, holidays, graduations, etc.

Photographs are our personal story, a timeline of our lives filled with faces and places we love.

Every single human emotion can be captured in an instant. These images are moments in our lives frozen in time. Some moments can pass with a blink of an eye but with A-Design and Photography, we capture every moment to make sure you don't miss a thing.

A-Design and Photography focuses on every aspect of photography and design such as capturing images, digital editing, archiving, etc. We are dedicated to capturing a moment you can remember forever. With over ten year's photography experience, we will make sure every memory is photographic work of art. Our mission is to satisfy all the imaging needs of our clients at an affordable rate. Our goal of strong commitment to customer service and satisfaction is showcased by all of our photographs, staff and vendors. This is a newly established company located in the borough of Queens, Ozone Park, NY. We will have a staff of two, with plans to expand to a full-time operation within the next five years. The company is established as a home-operated, part-time sole proprietorship. We intend to develop sales and broaden clientele in order to become a full-time business. The company will offer a full range of photographic and design services. Customers can choose services to be taken any place of their choosing such as the comfort of their home, catering hall, outdoor setting, our studio, etc. All types of clientele are welcome whether it is a private client wishing to photograph a birthday or a corporate client wishing for to design a logo or brand name. We are invested in service and we will cater to any clientele.

Alan Deonarain

The company is owned and operated by myself, Alan Deonarain. I serve as the head photographer and require one assistant. I am a graduate of the New York City College of Technology and have a long history as a successful photographer. I own and maintain all of my equipment. Because A-Design and Photography is a home-based business, overhead is low. My salary will be withdrawn from the year-end funds once the business is established and profitable. I am investing \$6,700 from my personal savings along with an investment of \$9,400 from some family members. Within the next three years I am looking for a profit of about \$78,000, which will increase by 7% by year 5. A-Design and Photography competitive edge is its commitment to its customer service and satisfaction. The benefits and drawbacks of each of our competitors, compared with the services we offer, are hardly a match in quality and price. We offer an array of services, flexible scheduling, and have the latest technology and programs to produce and edit images. People are our business and we have to understand them in order to succeed. Surveys are given out after each session in order to try to improve our service. There are special deals and promotions that are offered on a daily basis. We try to get the best possible deal for every customer. We are patient and our number one goal is quality results.

Growing a business requires setting short and long-term goals. Some of our goals consist but are not limited to customer, revenue and employee based goals. We have a long-term goal of receiving at least 90 percent positive customer feedback regarding the service provided. We have a short-term goal to design the customer service research process to include new questionnaires and incentives. We have a short term goal of hiring a consultant to help monitor customer spending trends and also help learn about the competition in order to highlight our uniqueness. Our main long term goal is to eventually become profitable. By providing a good service, customers will give repeat business thus making profit.

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Owning a business is always a gamble. There has to be preparation for both success and failure. I have created an exit strategy for both scenarios. Growing the business will consist of good management and good service to the customers. Making long and trustworthy relationships with the customers will increase the clientele and profit. In the event my business is not successful I will exit the business with little damage to myself and investors. All of my equipment and merchandise will be sold to cover any outstanding debts. Any remaining debt will be paid by me in the form of monthly payments until all debts are paid in full. As the owner I am aware that it usually takes new businesses three years to start turning a profit and that the business could operate at a loss during that time. I will keep this in mind when evaluating the state of the business, and make adjustments when possible to keep the business running with a positive cash flow. In order to make the business successful I have to make sure to keep the customers. In this way there will always be a profit.

RESPONSE:

I have chosen the scenario in which I have graduated college and in pursuit of starting up my own photography business. Throughout this class I have been focused on my career as a photographer and designer. I have a clear picture of what I would like to do when I graduate. I believe that this dream is achievable through hard work and dedication. I am actually in the process of taking out photographs as a side job. It has proven to be very beneficial as I am networking with a lot of people and also getting business from word of mouth.

I wanted this document to be the last piece in my portfolio because I believe that it represents my purpose after graduating. I would like to start my own business. A business plan is

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required when starting up a business. The executive summary is part of a business plan. It gives the basic layout of the business along with the projection numbers, start up costs, exit strategy, etc. I know there is more to an executive summary and a lot of more research. This is just a start in the right direction. I believe have chosen wisely.