

IModels
Management

Business Plan

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About Imodels

- Representing diverse women models in NYC
- Representing all shapes and sizes
- Make a difference in the modeling industry and break rules and barriers
- Showcase uniqueness
- Help inspiring models that don't have the ideal look to get signed

IModels

Where are we located ?



CHELSEA

How are we operating ?

Production & service operations

- Scouting Talent
- Representing clients
- Managing models
- Negotiating contracts
- Photography
- Makeup Artistry

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Current employee team titles....

Model scouts: Discover and recruit potential models

Model manager/agent: Arrange/book jobs for models & help them work with promising photographers, makeup artist and stylist

Models: Display/showcase merchandise in print, online advertising, commercials & runway

Current employee team titles

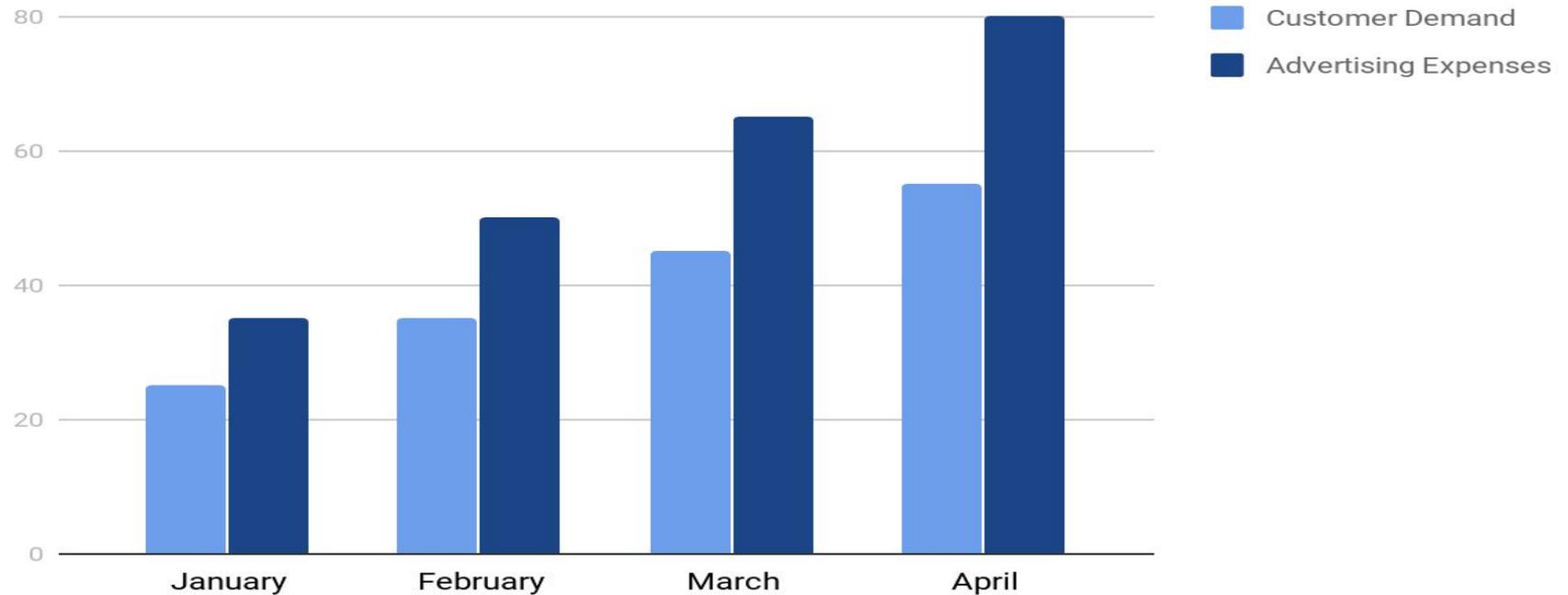
Photographer: Capture subjects in commercial and print quality photographs, determine desired images and picture composition

Stylist: Choose & coordinate outfits for models in photoshoots/choose props and accessories to prepare for the final shoot

Makeup-Artist: Enhance models facial aesthetics through makeup and creating desired custom looks based on specifications

Sales forecast

Customer Demand and advertising expenses



Expense Budget

Operating Expenses	Jan	Feb	Mar	Apr	May	June
Payroll	\$4,000	\$4,800	\$5,000	\$5,800	\$6,000	\$6,800
Rent	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
Marketing	\$1,000	\$1,000	\$1,000	\$2,000	\$2,000	\$2,000
Leased equipment	\$130	\$130	\$130	\$130	\$130	\$130
Utilities	\$210	\$210	\$210	\$210	\$210	\$210
Insurance	\$85	\$85	\$85	\$85	\$85	\$85
Payroll Taxes	\$1,100	\$1,100	\$1,000	\$1,000	\$1,000	\$1,000
Benefits	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Others	\$0	\$0	\$0	\$0	\$0	\$0

Coming up with the marketing plan

Target more desirable clients as possible
so we can create more revenue

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Marketing Plan

- Creating banners
- Creating mini postcards & handing them out in front of our office
- Creating and handing out pamphlets

Were also going to collab with a public relations agency to help us create them

Come join IModel's Management!

THANK YOU

