

Sample Business Plan: Professional Wedding Photography

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1.0 Executive Summary

Dream Wedding Photography (DWP) is a full service company that provides professional and beautiful portraits for weddings, commitment ceremonies and anniversaries. Our photographers are experienced and dedicated professionals with many years of capturing the moments. DWP is unique because we give our clients our undivided attention. We listen to their needs and work with them to capture the event of their dreams; consequently, our clients' wishes become our commands. Whether our client wants a western, tropical, Las Vegas or more traditional type of wedding, we can be there. We aim to please and realize how special these times are for our clients and wish to help capture them forever!

1.1 Objectives

Whether this is our client's first wedding, a renewal of their vows or an anniversary celebration, we want their event to be a memorable experience with the pictures to have as keepsakes. Therefore, we offer a host of packages and services specifically tailored to the needs of each couple. We are confident that this business venture will be a success. By our second year, we estimate that our net income will increase more than 15%.

1.2 Mission

Dream Wedding Photography (DWP) is an experienced company that provides the best possible pictures for weddings, commitment ceremonies and anniversaries. Our photographers are experienced and dedicated professionals with many years of training in photography. DWP is unique because we give our clients our undivided attention. We listen to their needs and work with them to capture the event of their dreams; consequently, our clients' wishes become our commands. Whether our client wants a western, tropical, Las Vegas or more traditional type of wedding, we'll be there to photo shoot them all.

1.3 Keys to Success

Our keys to success:

1. We will service our clients' needs promptly and efficiently.
2. We will maintain excellent working relationships with everyone involved in the wedding celebrations.
3. We will maintain a professional image in our industry and community

2.0 Company Summary

Dream Wedding Photography is a start-up company that provides wedding, commitment ceremony, and anniversary photography services to the whole wedding party. From our experience, too many people become overly stressed and frustrated when planning these wonderful events. We are experienced photographers who will use our expertise to help shoot memorable and stress-free events for our clients so they can keep their memories forever. By doing this, our clients can sit back and enjoy their event. The result? We capture weddings that are suited to the couple's unique style: a true expression of their relationship and individuality as a couple.

2.1 Company Ownership

This business will start out as a simple proprietorship, owned by its founders, Bill Taylor and Suzie Bryner. As the operation grows, the owners will consider re-registering as a limited liability company or as a corporation, whichever will better suit the future business needs.

2.2 Start-up Summary

The company founders, Bill Taylor and Suzie Bryner, will handle day-to-day operations of the plan and will work collaboratively to ensure that this business venture is a success. We estimate

