

Market Analysis

1. Overall Market

Photographs have been used by people ever since a long time ago to memorize some special events. With the development in multimedia technology and image processing, there is a greater need of high quality photographs and video combined with creativity in design. With busy lifestyles like those happen in Singapore, convenience in making the photographs and videos becomes a vital factor for studio business to survive. Combining creativity with convenience, we capture the market of people who want to put their creativity in the photos and videos and the people that are not familiar in design area by providing them with various templates.

2. Specific Market

Target Market

The target market of our business is busy young people and students who want to put their creativity in photographs and videos but are not able to do the editing themselves due to lack of time or knowledge to use sophisticated software like adobe photoshop or macromedia flash.

Size of Target Market

We decided some tertiary schools' students to be our target market as followed :

Target Market	Size of target market
University Students (NTU, SMU, NUS)	
Junior College and Secondary Students	
Working young people	
Total	

Customers

3. Competitive Factors

From the attractiveness of industry's point of view, the photo studio industry is quite attractive as we do not need big capital and a lot of workforce to run the business. The management of the business can be handled by few people only

as most of the process in the business will be done by powerful computer system.

As this business is quite attractive, it will drive more competition. The nature of this business is providing service combined with creativity. It will require us to innovate more and more each day to come out with new ideas as the survivor in this business would be those who can differentiate its product in the market through innovation and creativity. But the main competing power that we have is we are the first to come out with the idea to combine technology and creativity to produce photographs and videos.

The main competitors that we will face for this business would be those ordinary photo studio as most of the people know them already. Also the photo box studios that are spread in most of the big malls in Singapore. We also face the problem of people's assumption that photo studio is very expensive.

4. Macroeconomics Factor

4.1 Political

The political stability creates a suitable condition for new business innovation. Thus, it will be a supporting condition to introduce our product to people. Moreover, our product will not create any impacts in political area. Therefore, there will not be any political risks in running this new concept.

4.2 Economics

Economy is stable and picking up at the moment. Thus by applying some strategies in pricing so that the product's prices will be considered as reasonable, economic factor will not be an obstacle for our new vending machine services. The pricing strategy itself is described in the Marketing Strategy section.

4.3 Socio – demographics

A perspective of photo and video studio as an expensive thing might be an obstacle for our business. However, with the correct promotion in marketing strategy, we should be able to ensure the customers that we provide a broad range of price according to their financial ability.

4.4 Ecological

Our business exploits the development in computer technology which produce no waste at all. Our business is very friendly to environment.

Marketing Strategy

5.1.1 Benefits for Customers

Our business delivers photos and videos on CD/DVD to the customers. Our main feature in our product is that we allow more flexibility and user – customization. For those people who are familiar with design, we provide an interface for them to put their own design. For those people who are not familiar with design or have no time to design, we provide templates. We allow them to buy the templates for exclusive use in a higher price and we will use the templates for their photos or videos only

5.1.2 Competitive Edge

With the ability to provide flexibility and user – customization, it is an advantage over the rest of the photo and video studio. We are also the pioneer to provide such things to the customers which will make us the market setter in the business.

5.1.3 Branding Plans

We are to position our product as creative, innovative, easy to get photos and videos in the market. Not only that, we also provide a broad range of price to suit everyone's financial ability. Photographs and videos are not expensive things.

5.1.4 Packaging Plans

The photographs and videos will be packaged inside CD/DVD which is copy – protected. One package will contain two copies of the photos or videos. Subsequent need of the copies of photos and videos could be got from us.

5.1.5 Products

Our product is in the form of computer file which will be placed inside a CD/DVD. The format of the file for photographs will be in .jpg format while the format for the video will be in .mpg or .avi format. Those format are very common and can be opened by most of multimedia application in computer.

5.1.6 Pricing strategies

Psychological and economy pricing will be practised. Prices will be kept to minimum but will also want the consumers to respond emotionally to our prices such as 'price

point perspective' 99 cent not one dollar. We also provide a broad range of price according to the features that the customers need.

5.1.7 Place (distribution strategy)

In order to ensure that we can reach our target market, we will place our studio near Clementi MRT station where it is very close to NTU, NUS, RJC and HCJC. In the subsequent 5 years, we are planning to open another branch in other places like in orchard or near city hall.

5.1.8 Promotion (advertising activities)

Poster will be used to introduce our new business to our target market. A website dedicated to promote our business and book the time slot for photo/video taking is maintained. The customers are allowed to access some sample photos or videos created by our company. Advertisement will be put on teenagers' magazine to attract them to use our service.

5.1.9 On-Going Relationship Strategy

For the on – going relationship with the customers, we will make a member system to allow the customers to be our members after spending certain amount of money with us. The members will get a special discount and privileges like advance booking and delayed payment.