

Photography Business Plan

Sample plan for Wildflower Photo Studio (fictional example)

Prepared by: [Owner name]

[Business address]

[Phone] | [Email] | [Website]

Date: [Month, Year]

How to use this sample: the business name, figures and descriptions are a fictional example to show what a finished plan looks like. Replace everything in [brackets] and every example number with your own research before you share it. Cost ranges are rough planning figures and vary widely by location.

1. Executive Summary

Wildflower Photo Studio is a new photography business based in [City, State]. We will serve engaged couples and families wanting portraits, offering wedding packages, portrait sessions and commercial and product photography. Our goal is to become the go-to choice for [your target customer] in [your area] by [your key difference, such as quality, speed, price or specialty].

We project first-year revenue of about \$90,000, growing to \$129,000 by year three. Startup costs are estimated between \$10,500 and \$42,000. We are seeking \$26,000 in [loan / investment / owner funds] to cover startup costs and working capital. [Add one or two sentences on the owner's experience and any early traction such as signed customers, pre-orders or a secured location.]

2. Company Description

Photography businesses sell a mix of creativity and logistics. A strong plan picks a niche such as weddings, portraits or commercial work, shows package pricing, and accounts for editing time, gear and the seasonality of bookings.

Item	Details
Legal name	[Wildflower Photo Studio LLC]
Legal structure	[LLC / sole proprietorship / corporation / partnership]
Location	[Address or service area]
Owners	[Names and ownership %]
Stage	[Idea / pre-launch / operating since 20XX]

Mission statement

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3. Products and Services

Offering	Description	Price	Cost to deliver
Wedding packages	[Describe]	[\$]	[\$]
Portrait sessions	[Describe]	[\$]	[\$]
Commercial and product photography	[Describe]	[\$]	[\$]
Real estate photography	[Describe]	[\$]	[\$]
Prints and albums	[Describe]	[\$]	[\$]

Revenue streams:

- Session and package fees
- Prints and albums
- Licensing for commercial use

4. Market Analysis

Target customers:

- Engaged couples
- Families wanting portraits
- Businesses needing headshots and product photos
- Real estate agents

Market	Estimate	Source
Potential customers in our area	[#]	[Census data, local reports]
Customers we can realistically reach	[#]	
Target share in year one	[%]	

Industry trends affecting our business

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5. Competition

Competitor	Strengths	Weaknesses	Price range
[Competitor 1]			
[Competitor 2]			
[Competitor 3]			

Why customers will choose us

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6. Marketing and Sales

Planned marketing activities:

- Portfolio website and Instagram
- Vendor relationships with venues and planners
- Mini-session events
- Google reviews

Channel	Monthly budget	Goal
Portfolio ...	[\$]	[#]
Vendor ...	[\$]	[#]
Mini-session ...	[\$]	[#]

7. Operations

Location, facilities and equipment

Suppliers and day-to-day operations

Licenses, permits and insurance to obtain:

- Business license ☐ obtained
- Liability and equipment insurance ☐ obtained
- Model and property releases ☐ obtained

Requirements vary by state and city. Confirm with your local licensing office.

8. Management and Staffing

Name	Role	Experience
[Owner name]	Owner / manager	[Relevant experience]

Hiring plan for the first three years

9. Key Performance Indicators

Metric	Why it matters	Our target
Average booking value	Revenue per client.	[Target]
Hours per booking	Shooting plus editing time.	[Target]
Inquiry to booking rate	Sales effectiveness.	[Target]
Referral share	Bookings from past clients.	[Target]

10. Risks and How We Will Manage Them

Risk	How we will reduce it
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Seasonality	[Your plan]
Equipment failure	[Your plan]
Competition on price	[Your plan]
Time spent editing	[Your plan]

11. Financial Plan

Estimated startup costs

Startup cost	Typical low	Typical high	Our estimate
Camera bodies and lenses	\$4,000	\$15,000	[\$]
Lighting and accessories	\$1,000	\$5,000	[\$]
Computer and editing software	\$2,000	\$5,000	[\$]
Website and portfolio	\$500	\$3,000	[\$]
Insurance and contracts	\$500	\$2,000	[\$]
Marketing	\$500	\$4,000	[\$]
Working capital reserve	\$2,000	\$8,000	[\$]
Total	\$10,500	\$42,000	[\$]

Three-year projection (illustrative)

	Year 1	Year 2	Year 3
Revenue	\$90,000	\$112,000	\$129,000
Cost of sales	\$22,500	\$28,000	\$32,250
Gross profit	\$67,500	\$84,000	\$96,750
Operating expenses	\$64,125	\$70,538	\$76,180
Net income before tax	\$3,375	\$13,462	\$20,570

Example assumptions: 75% gross margin, revenue growth of 25% in year two and 15% in year three. Replace these with your own numbers. Our free Excel financial projections template at BusinessPlanDownload.net builds this table from your assumptions.

12. Funding Request

We are requesting \$26,000 to fund startup costs and working capital. [Explain loan term or investor terms, how much the owners are investing, and how the funds will be repaid.]

Use of funds	Amount
Camera bodies and lenses	[\$]
Lighting and accessories	[\$]
Computer and editing software	[\$]
Website and portfolio	[\$]
Insurance and contracts	[\$]
Marketing	[\$]
Working capital reserve	[\$]

Appendix

Writing tips for a photography plan:

- Show packages with time and deliverables.
- Include editing hours in your pricing.
- Pick a niche and show your portfolio for it.

Attach: owner resumes, lease or letter of intent, equipment quotes, permits, market research, photos and detailed financial statements.