



# Photopreneurs

*SCHOOL OF PHOTOGRAPHY*

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*Creating Photo Entrepreneurs to  
combat poverty*

A Guest Project of Yunus Centre  
107th Design Lab

# Business Idea

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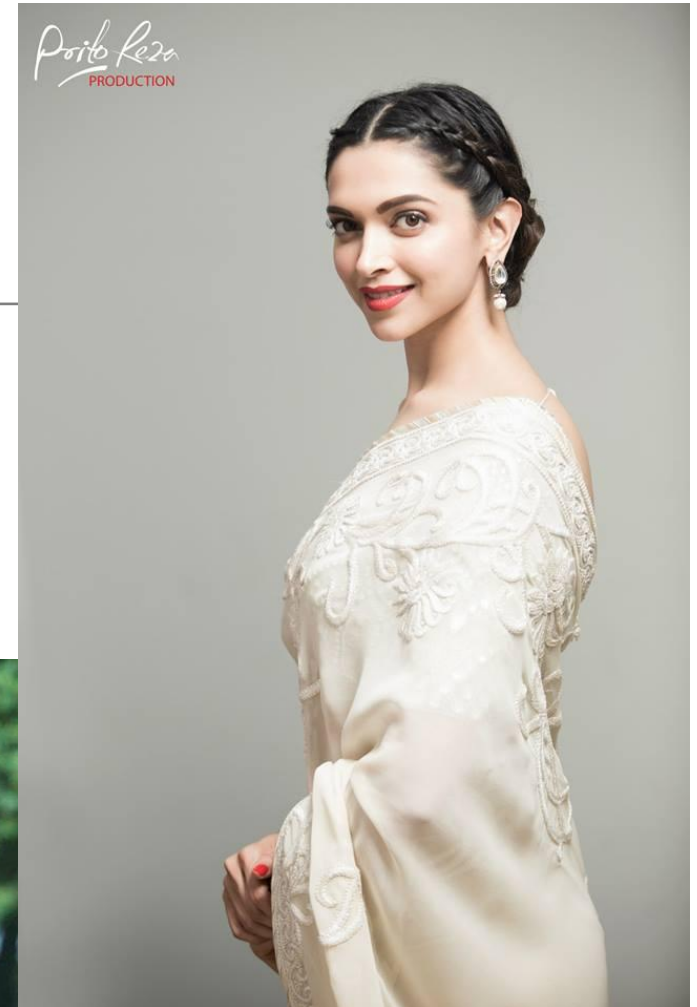
**Social Business  
Idea:  
Provide  
Photography  
Education**



# Business Objective

## Objectives:

- **Create job opportunities through photography**
- **Provide affordable courses for rural passionate youth**
- **Eliminate poverty through creating Photography Entrepreneurs**



Poito Rezo  
wedding  
photography

# Mission & Vision

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**Mission:** To provide the best quality photography education and training and to turn their passion into profession.

**Vision:** Creating photo entrepreneurs to combat poverty



# Business Model



**Turning Passion into Profession**

## **Courses Provided:**

- **Beginner's Photography Course**
- **Professional Photography Course**
- **Adobe Lightroom and Photoshop**
- **Video Making**
- **Portrait Photography Course**
- **Marketing for Photographers**
- **Free access to photography tutorials via website**



# Entrepreneur's Background



Name	Prito Reza
Profession	Founder of Wedding Diary Bangladesh and Prito Reza Productions
Qualification	BA, South Asian Institute of Photography (PATHSHALA)
Achievements & Awards	The Best Wedding Photographer 2011-12, Young Icon 2012. Professional Fellow, US Department of State

Name	Shazeeb M Khairul Islam
Profession	Founder of SBYA Global. Faculty, United International University
Qualification	MBA, Dhaka University
Achievements & Awards	Catalyst, US Department of State

# Marketing Strategy

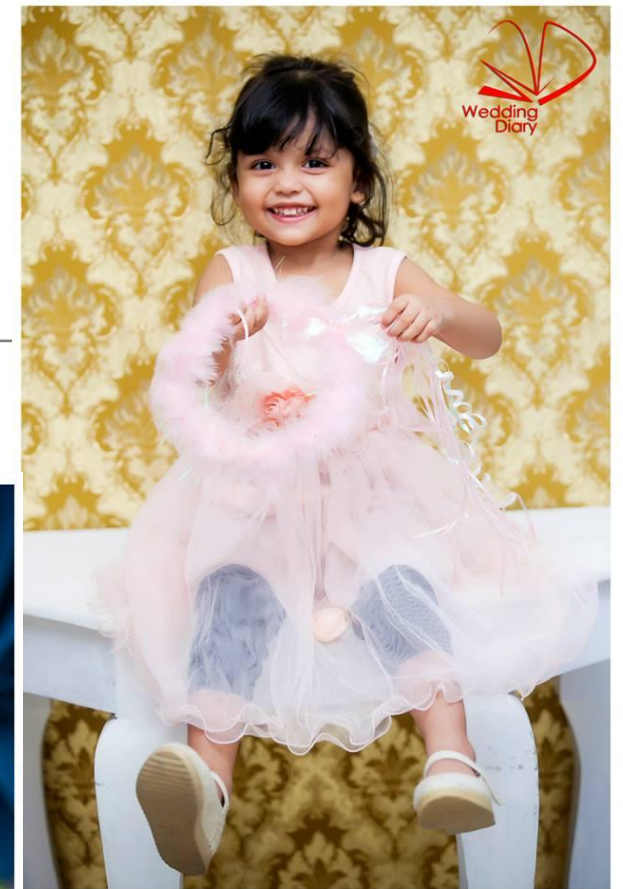
**Target Market:** Young people, mostly university students from cities and poor young people from rural areas.

- Distribution of leaflets, banners, and newspaper ads
- Online marketing through social networking
- Our website will have a forum where everyone will be able to showcase their pictures and ask any questions regarding photography
- Publishing monthly newsletters
- Cross marketing using existing connections with other businesses
- Discounts, scholarships, waivers on Photography courses
- Features in daily news papers and interviews in Television Channels
- Contests offering great rewards



**Investment Requirement**  
**Source of Investment: Own**  
**Investment Amount: BDT 775,000**

Start Up Cost		
Fixed Cost		
	Furniture	80,000
	Projector	50,000
	Equipment	50,000
	Website	25,000
<b>Total Fixed Cost</b>		<b>205,000</b>
Working Capital		
	Salary	360,000
	Rent	120,000
	Utility	30,000
	Transport	30,000
	Others	30,000
<b>Total Admin. Cost</b>		<b>570,000</b>
<b>Total Start Up Cost</b>		<b>775,000</b>





# Proforma Income Statement

## For the year 2015-2019

### Amounts In BDT '000'

	2015		2016		2017		2018		2019	
	Monthly	Annual	Monthly	Annual	Monthly	Annual	Monthly	Annual	Monthly	Annual
<i>Sales/Admissions</i>	100	1,200	120	1,440	140	1,680	150	1,800	175	2,100
<b>Gross Profit</b>	<b>100</b>	<b>1,200</b>	<b>120</b>	<b>1,320</b>	<b>140</b>	<b>1,440</b>	<b>150</b>	<b>1,620</b>	<b>175</b>	<b>1,800</b>
Operating Expenses										
Sales										
Promotion	15	180	17	204	20	240	23	276	25	300
Total Admission Expense	15	180	17	204	20	240	23	276	25	300
Administrative Expense										
Salary & Wages	30	360	35	420	40	480	45	540	50	600
Rent	10	120	10	120	10	120	13	156	15	180
Utility	5	60	7	84	7	84	9	108	10	120
Bonus & Other Benefit	3	30	3	35	3	40	3	30	-	30
Travel & Entertainment	5	60	7	84	8	96	9	108	10	120
Office Supply	5	60	5	60	6	72	7	84	8	96
Furniture & Equipment	5	60	4	48	4	48	4	48	5	60
Maintenance	5	60	5	60	5	60	5	60	5	60
Total Administrative Expense	68	810	76	911	83	1,000	95	1,134	103	1,266
Total Operating Expense	83	990	93	1,115	103	1,240	118	1,410	128	1,566
<b>Net Income Before Taxes</b>	<b>18</b>	<b>210</b>	<b>27</b>	<b>205</b>	<b>37</b>	<b>200</b>	<b>33</b>	<b>210</b>	<b>47</b>	<b>234</b>
Tax on Income		42		41		40		42		47
<b>Income After Tax</b>		<b>168</b>		<b>164</b>		<b>160</b>		<b>168</b>		<b>187</b>
Retained Earning		13		9		5		13		32
Returning Amount to the investor		155		155		155		155		155

# Social Impact

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- ❑ **Employment Opportunities and thus eliminating poverty**
- ❑ **Photojournalists will act as ambassadors of Social Business**
- ❑ **Photo Entrepreneurs produced through our programs**



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**Thank You**

