



24. PROJECT PROFILE FOR ESTABLISHING PHOTOGRAPHY STUDIO

Category : Service

Total Cost of Project : Rs. 1,38,000/-

BEP : 31 %

I. INTRODUCTION OF BUSINESS IDEA :

Getting oneself photographed is a necessity for getting admission in schools and colleges, ration cards, passports and different applications. In addition, for saving the memories of functions like marriages, birthdays etc, photography is essential.

II. SERVICE AND ITS APPLICATIONS :

The unit proposes to provide passport and other size photos to the customers. In addition, the contract for functions and programmes can also be undertaken.

III. MARKET POTENTIAL :

In some taluks and big villages, a full-fledged facility of photography does not exist. People hence depend on photographers from cities. There is scope in places where the facility does not exist.

IV. CAPACITY-REVENUE AND SALES (P.A.) :

Sl. No.	Service	No.	Rate	Total Receipts
1.	Indoor	600	60 per person (average)	36,000
2.	Outdoor	70	5,000	3,50,000
	Total			3,86,000

V. SERVICE METHODOLOGY & QUALITY :

Whenever, there is indoor requirement, the photos are taken and developed as per the required size. For the outdoor requirement, the camera operator with the equipment goes and takes the photos. The photos are then developed as per the requirement of the customers.



VI. COST OF PROJECT AND MEANS OF FINANCE, INCLUDING WORKING CAPITAL REQUIREMENTS :

A. COST OF PROJECT :

Sl. No.	Particulars	Amount (Rs).
1	Equipments	56,000
2	Other fixed assets	10,000
3	Preliminary and preoperative expenses	5,000
4	Deposits	50,000
5	Working Capital Requirements	17,000
	Total	1,38,000

B. MEANS OF FINANCE:

Sl. No.	Particulars	Amount (Rs).
1	Loan @ 75%	1,03,000
2	Equity	35,000
	Total	1,38,000

C. WORKING CAPITAL REQUIREMENT :

Sl. No.	Particulars	Basis	Period	Amount (Rs.)
1	Raw Material	72,000/12 X 2	2 month	12,000
2	Working expenses		1 month	5,000
	Total			17,000

VII. MAIN INPUTS REQUIREMENT :

A. EQUIPMENTS :

Sl.No.	Particulars	No.	Rate	Total Cost
1	Camera	2	20,000	40,000
2	Reflector	2	2,000	4,000
3	Camera stand	2	1,000	2,000
4	Accessories			10,000
	Total			56,000

B. RAW MATERIALS (P. M) :

Sl. No.	Particulars	Qty.	Amount (Rs.)
1.	Printing sheets	1 gross	5,000
2.	Consumables	-	1,000
	Total		6,000



C. UTILITIES :

Sl. No.	Particulars	Monthly Requirement	Unit Cost	Annual Charges (Rs.)
1	Electricity	150 units	8	14,400
	Total			14,400

D. MAN-POWER REQUIREMENT :

Sl. No.	Workers	No.	Monthly Salary (Rs.)	Annual Salary (Rs.)
1	Skilled worker	1	7,000	84,000
	Total			84,000

E. MAIN INFRASTRUCTURE REQUIREMENT :

Building (rented)	Built up space of 600 sft is required
Power	Commercial power connection is required.
Water	Water is required for general purposes

VIII. PROFITABILITY PROJECTION (ANNUAL) :

Particulars	Basis	Amount (Rs.)
Revenue (Projected)	Ref : IV	3,86,000
Materials	Ref : VII B	84,000
Man power expenses	Ref : VII D	30,000
Utilities	Ref : VII C	14,400
Interest	@ 12%	12,000
Depreciation	@ 20%	11,000
Overheads	Rent, maintenance developing etc	60,000
Total Expenses		2,11,400
Profit		1,74,600

IX. FINANCIAL INDICATOR (ANNUAL) :

Break Even Point $\frac{FC}{SR-VC} \times 100$	$\frac{83,000}{2,72,000} \times 100$	31 %
Payback period $\frac{COP}{\text{Profit} + \text{Deprn.}}$	$\frac{1,38,000}{1,85,600}$	Less than 1 year



X. ADDRESSES :

SUPPLIERS OF EQUIPMENTS :

G.K Vale
224, 2nd floor, Sigma mall
Cunningham road,
Bangalore-45
Ph 080-41131222

XI. SPECIAL NOTE :

The promoter should have good photography skills