

BUSINESS
PLAN



Executive Summary

Why are we
doing this again

The Business

Established after noticing the lack of quality DIY video tutorials available online and deciding I could use my filmmaking background to fill this void in the market.

The Ownership

The business will be structured as a sole proprietorship.

The Management

Myself as owner, editor, sound technician and manager Camera operator will be hired per job. No other employees.



One-man band!

The Goals and Objectives

To provide high quality and informative videos on a weekly basis for various simple DIY and household tasks hosted by industry professionals. Delivered free of charge through YouTube primarily but also through other social media platforms.

The Product

High quality videos hosted by industry professionals on various DIY topics.

The Target Market

Ranging from the average DIY enthusiast or hobbyist to those that need a quick fix for a single problem. Branching further out at a later date to more niche and specifics demographics.

Pricing Strategy

Product will be entirely free to the consumer, hosted on Youtube and other social media platforms.

Capital T

Some income will come from the tradesmen featured in the videos as they will then

have a shareable high-quality piece of media that can act as advertisement for themselves.

Each video will cost the tradesmen around £100 which will cover most of the costs of producing the video.

The Competitors

There are other DIY channels, pages and websites offering similar services. However, I couldn't identify a direct comparison for competition as most are either:

Produced over ten years ago
amateur and to a low standard of

filmmaking niche topics, not covering

the variety I will be

user generated on forums, not as reliable and not technically a business. But could drive traffic away.

The first of those competitors would be my greatest as having been on the internet for such a long period of time they would already have a large amount of views and a greater SEO reach. Therefore working my videos up against theirs in the search results will be my biggest challenge.

Capital Requirements

Though most assets are already owned and overhead costs are minimal. An additional £5,000 would be needed to assist in launching the business

This money would be spent on
assisting with covering the production cost of the first

few shoots Upgrading the PC that would be used for the

business

acquiring additional equipment

A small ad campaign after the channel has content to guide the first consumers to the page and begin the growth

and the rest kept in reserve to allow the business to operate should any issues arise with monetization of the channel etc.

C'mon

Apostrophe!

Actually it's 'theirs'

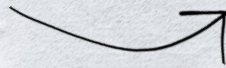
What happened to the
format here?

HACKS

Business Plan -

The Business

Cut or no cut?



Business Sector

The owners would like to start a business in the art, entertainment, and recreation sector.

Business History

Established after noticing the lack of quality DIY video tutorials available online.

Business Goals and Objectives

To provide high quality and informative videos on a weekly basis for various simple DIY and household tasks hosted by industry professionals. Delivered free of charge through YouTube primarily but also through other social media platforms.

Business Ownership Structure

The business will be structured as a sole proprietorship.

Ownership Background

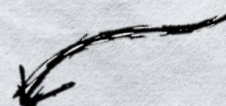
Ashley James Edwards (owner):

Near completion of a BA in film, 5 years editing experience, 2 years filming experience, 2 year's experience working as a technician/producer for a BAFTA qualifying film Festival.

Qualified First Aid Instructor, IOSH qualified.

Level 3 Business Admin NVQ, Level 3 Management NVQ, 6 years working in payroll and accounting.

Think it's more?



Business Management Structure

I as owner, editor, sound technician and manager

Camera operator will be hired per job. No other employees.

Organizational Timeline

Within the first year to produce and release a video per week, within the 2-3 year mark have each video at around 100k views as well as using SEO analytics to reach a higher position on search results for the specific task. 5 years plus have a million plus subscribers netting potentially 100k views per month.

Business Assets

Current assets:

Mac desktop

MSI Laptop

Zoom H6N sound

recorder Rhode mics

XLR cables (various)

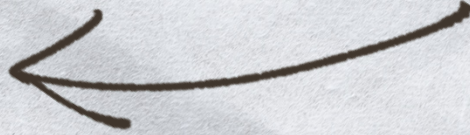
Adobe account inc

stock Tripods

Softbox lights X3

Greenscreen and poles X 3 (sets)

Adobe stock, not stock tripods



The Product

The Product

High quality videos hosted by industry professionals on various DIY topics.

Future Products

Branching out to non DIY hacks, automotive, technical computer based (building, programming etc) in the same style as the original videos.

Marketing Plan

The Target Market

Ranging from the average DIY enthusiast or hobbyist to those that need a quick fix for a single problem. Branching further out at a later date to more niche and specifics demographics.

Pricing

Product will be entirely free to the consumer, hosted on Youtube and other social media platforms. The primary revenue would come from hosting pre roll and post roll ads on each video.

7!!!



Additional income will come from the tradesmen featured in the videos as they will then have a shareable high-quality piece of media that can act as advertisement for themselves.

Each video will cost the tradesmen around £100 which will cover most of the costs of producing the video.

Advertising

The advertising would be through three means.

Firstly word of mouth and sharing from the tradesmen that take part, as they use the videos to advertise their own services it would also lead consumers to the Hacks YouTube channel. This would be the primary means of advertising early on.

Second would be a small to medium advertising campaign on social media. A series of bitesize videos would be made specifically for this to give the consumer a sample of the videos before directing them to the channel/ social platforms to view more and subscribe.

The third would be managing the SEO and working the channel and the videos higher in search engine results. This would become more viable as both the views and content of the channel grow over the years. However, it will be supplemented with Google result ads to speed the process up.

Competitor Analysis

The Competitors

There are other DIY channels, pages and websites offering similar services. However, I couldn't identify a direct comparison for competition as most are either: Produced over ten years ago amateur and to a low standard of filmmaking niche topics, not covering the variety I will be user generated on forums, not as reliable and not technically a business. But could drive traffic away.

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SWOT Analysis (Strengths/Weaknesses/Opportunities/Threats)

Strengths

High Quality video, essential in media
today Low cost of production
Quick and easy to

make, Low *Start up costs*

Already have the skills and equipment No need for a office or business premisis Minimal operating costs.

I forgot to add I have networked and know A lot of creatives

Weaknesses

Difficult to get traction
online Ad revenue will be
slow to grow

Difficulty in keeping to schedule and keeping content
interesting finite amount of topics to cover, expansion will
be forced inevitably Not enough initial revenue for second
member of staff.

Opportunities

Low start up and overheads will allow expansion and growth to come
sooner Expand to other trades, topics through network of tradesmen
Sponsorships a potential as brand grows.

Threats

Having to upgrade equipment to stay ahead of the curve and retain 'high quality'
video in comparison to industry standards
Not getting traction soon enough
A similar better funded business starting up and taking traffic
A lack of interest from tradesmen leading to a potential additional cost of hiring
them.

Operations

Daily Operations

1 video published per week meaning on average filming enough material for
around seven to eight individual videos per tradesman. Most days would be spent
when not filming editing, managing social media platforms, and running ad
campaigns at a later date.

Staffing

Hacks will employ one full-time employee in the initial startup phase.

Capital Requirements Plan

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assisting with covering the production cost of the first few shoots

Upgrading the PC that would be used for the business

acquiring additional equipment

A small ad campaign after the channel has content to guide the first consumers to the page and begin the growth

and the rest kept in reserve to allow the business to operate should any issues arise with monetization of the channel etc.



*'Z' are you
American?*



Hacks

Projected Income Statement

*For the year ending the 1st day of January: (GBP - Great Britain Pounds)
2021*

£

Revenues:

Gross Sales: 14,560.00

Less Cost of Goods Sold: (0.00)

Gross Profit: 14,560.00

Expenses:

Sales and Marketing 500.00

Research and Development 0.00

Insurance 163.44

Legal and Professional Services 400.00

Bookkeeping 300.00

Rent 5,400.00

Utilities 2,340.00

Repairs and Maintenance 0.00

General Office 500.00

Entertainment 0.00

Licences 600.00

Salaries and Benefits 0.00

Bank Fees 0.00

Interest 0.00

Miscellaneous Expenses 1,000.00

Total Expenses: 11,203.44

NET INCOME (Before Tax): 3,356.56