

Module Title: Enterprise and Entrepreneurship

Module Code: LCLM 4006

Assessment: Individual Written Business Plan

Student Name: Olena Tkach

Student Number: 2513857

Lecturer's Name: Dr Charles Oham



Key partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
For the successful operation of the Lyna PICTURES, it is critically important to have a reliable ecosystem of partners. Talent Agencies and Casting Directors: LYNIA PICTURES provide access to professional actors and models, which are the foundation of the visual composition. Equipment Rental Houses: We rent top-tier cameras and lighting instead of buying	Activities for Value Proposition: Story development & Scriptwriting: From idea to final script – creating the "skeleton" of the product. Filming & Directing: Coordinating the production set and ensuring artistic quality control. Post-production: Editing, color grading, sound design, and creating dynamic vertical content (Reels/TikTok).	LYNA PICTURES clients with the ability to tell their stories through the visual language of cinema, ranging from dynamic short-form content to in-depth documentary films. We address the issue of "superficial content" by helping brands and creators build deep emotional connections with their audience through high-quality storytelling. We offer full-cycle film production: short-form stories, feature-length projects, and	Type of relationship: Dedicated Personal Assistance: LYNIA PICTURES provides dedicated personal assistance at every stage of the production process. This is the level of service our clients expect from a professional production studio. Co-creation: Through continuous feedback, the client becomes part of the process – they review work-in-progress stages (drafts, editing) and	Who are our most important customers? Businesses: Brands Require regular advertising campaigns and social media support. Streaming platforms and TV: Require high-quality content (feature films, documentaries) for distribution. Independent authors and bloggers: Require professional production to elevate their own content to

them. This allows Lyna Pictures to stay competitive while reducing equipment costs. Transportation and Logistics Companies: Ensuring the timely delivery of the team, props, and equipment to locations is the key to maintaining the shooting schedule. Independent Creators and Freelancers: Partnering with highly specialized experts (e.g., colorists or visual effects specialists) allows for flexible responses to the complexity of projects.	Activities for Distribution Channels: SMM and content publishing on Instagram, TikTok, YouTube, and other platforms to engage the audience. Activities for Customer Relationships: Creative consulting: Assisting brands in shaping their visual strategy, which helps build long-term relationships. Activities for Revenue Streams: Full-cycle production: Executing commercial projects and	documentary filmmaking. We satisfy the need for authenticity, meaning, and the professional visual realization of complex ideas. Characteristics of our Value Proposition: Performance: Our content elevates brand recognition and status by applying high-end cinematic techniques. Design/Brand Status: We integrate cinematic standards into every format, from 15-second videos to feature films. Convenience/Visibility: We adapt content across	influence the final outcome. Purpose of the relationship: Our goal is to evolve from one-off orders into a Long-term partnership, becoming a permanent production partner for brands. How are they carried out? Regular strategic sessions, online meetings to present production stages, and personalized communication via messengers or email. How much will it cost? The cost of maintaining these relationships is integrated into the	a new level. What do they expect from us? Personal Assistance: All three segments require direct contact and a personalized approach. Co-creation: Brands and authors want to be involved in the script development and editing process. What do our customer segments look like? Diversified: We work with highly varied types of clients	
---	---	--	--	---	--

Motivations for these partnerships Why do we choose to work with partners instead of doing everything ourselves? Acquisition of resources: We don't have to buy or own everything ourselves. We get instant access to expensive cameras and professional talent exactly when a project requires it, without spending our entire budget upfront.	managing brand contracts, which generate primary revenue.	multiple platforms (TV, social media, streaming services), ensuring maximum reach and visibility. Customization: We avoid templates; we create an individual visual strategy for every unique story or documentary project. PESTLE Analysis of the External Environment: Lyna Pictures To ensure the strategic resilience and successful scaling of our operations, we consider the external	overall project budget (as project management expenses), allowing us to provide a high level of service without hidden fees for the client.	(from major TV networks to individual authors) who have different needs. Niche market: Since we focus on "cinematic quality" even in short-form content, we work with clients who value high artistic quality over mass-market production.	
--	--	---	--	---	--

Reduction of risk and uncertainty: When we hire experts (like a casting director or a professional sound engineer), they take responsibility for their part of the job. This helps us avoid mistakes and makes our work much more reliable for the client.

Optimisation and economies of scale: Partnering helps us keep our business "light" and flexible. If we have a huge project, we can scale up with more partners; if we have a small project, we keep our costs low. This makes the Lyna brand more profitable and stable.

Key Resources

Resources for Value Proposition:

Physical: Cameras, lens kits, lighting equipment, studios, and filming locations.

Human: Creative team (directors, camera operators) and talent (actors, models).

Intellectual: Developed scripts, proprietary techniques for editing and color grading.

Resources for Distribution Channels:

factors that have the greatest impact on the film production industry.

1. Social Factors

Demand for Authenticity: Modern audiences have become saturated with "artificial" content. There is a growing demand for sincere stories and documentary formats, which creates favorable conditions for our services.

Evolution of Consumption: The transition of viewers from passive consumption to a conscious search for meaning confirms the relevance of our mission: to help brands build deep relationships with their

Channels

Communication Channels:

Social Media- Instagram & TikTok: Real-time portfolio showcasing our creative style.

Own Website:

Professional hub and archive of detailed case studies (feature films, documentaries).

Referrals: A core strategy, as reputation is our highest asset in the creative industry.

Integration: Our channels are fully

Intellectual: Website, official social media accounts, and established brand identity.

Financial: Marketing budget allocated for content promotion.

Resources for Customer Relationships:

Intellectual: Client database, communication history, and established brand reputation.

Human: Client Relationship Management (CRM)

audience.

Cultural Impact: Utilizing a professional cinematic visual language allows us to broadcast socially significant narratives, which elevates brand status and increases consumer trust.

2. Technological Factors
Availability of High-Tech Tools: The development of software for editing, color grading, and VFX allows us to produce content on par with major film studios.

Multi-Platform Adaptation: Our technological ability to adapt content for different formats (from TV to social media)

integrated; social media content drives traffic to our website for deep-dive portfolio reviews, while successful projects generate further referrals.

Effectiveness & Cost-Efficiency: Referrals provide the highest-quality leads, while **Instagram/TikTok** are the most cost-effective for broad audience engagement and brand awareness.

Channel Types: Primarily **Web-based sales** through our digital presence.

processes and skilled team members dedicated to maintaining long-term loyalty. Resources for Revenue Streams: Financial: Working capital to cover operational costs during project production. Human: Sales and project management specialists responsible for deal closing and contract administration.	ensures maximum visibility for our clients. Production Optimization: The integration of modern tools, including AI, allows us to optimize workflows when creating short-form content without sacrificing cinematic quality. 3. Economic Factors Investment vs. Expense: In the premium content segment, our services are perceived as an investment in brand equity rather than mere marketing costs. Scalability: The ability to adapt a single product for different channels ensures economic		
---	---	--	--

efficiency for clients—maximizing reach while optimizing budgets.

Market Niche: Moving away from templates in favor of individual strategies creates high added value, allowing Lyna Pictures to maintain higher margins compared to the mass market.

Cost Structure

Key cost categories:

Fixed costs: Studio rent, salaries for the permanent team, and utility payments.

Variable costs: Fees for freelance talent and actors, costs

Revenue Streams

Revenue Contribution:

High-Margin Projects (Feature Films/Documentaries):
These serve as the primary profit drivers, where pricing is based on the artistic impact and intellectual property value of Lyna’s unique storytelling.

for specific filming locations, marketing expenses, and rentals of specialized equipment for individual projects.	Operational Foundation (Content Series & Creator Collaborations): We produce recurring content cycles—such as documentary-style web series for brands or ongoing content partnerships with creators—that keep our team in constant production flow and cover the studio's monthly overhead costs. Pricing Approach (Custom Estimation): We utilize a transparent, budget-based model for every project, consisting of: 1. Direct Production Costs: A clear breakdown of equipment rentals, location fees, and technical requirements unique to the specific site. 2. Technical Labor: Professional fees for the specific team size and expertise level required for the shoot. 3. Creative & Management Fee: A dedicated margin covering Lyna’s artistic direction, project management, and expertise, ensuring each project delivers a professional cinematic standard.
--	---



References:

A24 (2026) About us [online]. Available at: <https://a24films.com/> [Accessed 2 July 2026].

Amo Pictures (2026) Our work [online]. Available at: <https://www.amopictures.com/> [Accessed 2 July 2026].

Pulse Films (2026) Showreel [online]. Available at: <https://pulsefilms.com/>Accessed [Accessed 2 July 2026]

PERSONAL SURVIVAL BUDGET

Olena Tkach
LYNA PICTURES
21/07/2026

Key:

	These cells auto-calculate and are locked so you can't edit them.
	Insert your own text/numbers into these cells as relevant.

Personal income	Description (as required)	Monthly net income (£)	Annual net income (£)
Employment (net income)	Freelance / part-time employment during the business	£2,000	£24,000
Benefits payments	No benefits received	£0	£0
Freelance income	Income from freelance projects	£500	£6,000
Creative services	Income from creative media work	£300	£3,600
Personal savings	Personal savings	£0	£0
Other income	Other personal income	£0	£0
Total income across all sources:		£2,800	£33,600

Personal expenses	Description (as required)	Monthly net expenses (£)	Annual net expenses (£)
Rent or mortgage payments	Monthly rent for accommodation in London	£900	£10,800
Council tax	Monthly contribution towards Council Tax	£100	£1,200
Utilities	Gas, electricity and water	£100	£1,200
Phone and internet	Mobile phone and internet services	£50	£600
TV Licence	TV Licence	£14	£168
Personal and property insurance	Personal content insurance	£25	£300
Grocery shopping	Food and essential household items	£250	£3,000
Transport costs	London public transport and travel expenses	£150	£1,800
Car tax and insurance	No car owner	£0	£0
Subscriptions	Essential software and digital subscriptions	£30	£360
Clothing	Essential clothing and footwear	£50	£600
Leisure and entertainment	Personal leisure and social activities	£100	£1,200
Money put into savings	Monthly savings contribution	£50	£600
Personal care	Personal care and hygiene	£50	£600
Medical expenses	Health and medical expenses	£30	£360
Miscellaneous expenses	Miscellaneous personal expenses	£50	£600
		£0	£0
		£0	£0
Total expenses across all areas:		£1,949	£23,388

Your notes or commentary

Use this space to explain any of the information you have provided in the fields above.

The figures provided represent an estimated monthly personal survival budget required during the initial start-up phase of Lyna Pictures. The budget is based on essential living costs in London, including accommodation, utilities, food, transport and other necessary personal expenses. The purpose of this budget is to ensure that the founder can maintain a stable personal financial position while focusing on establishing and growing the business. Costs have been estimated conservatively, with discretionary spending kept to a reasonable level. The budget may be reviewed and adjusted as the business develops and generates more consistent revenue.

SALES ASSUMPTIONS

Olena Tkach
LYNA PICTURES
21/07/2026

Key:

These cells auto-calculate and are locked so you can't edit them.

Insert your own text/numbers into these cells as relevant.

Select your starting month:

July

1. Product breakdown

	Product / Service 1	Product / Service 2	Product / Service 3	Product / Service 4
Product / Service name	Short Form / Vertical Series	Feature Film	16-Episode Series	Commercial / Creator Production
Sale price (per unit)	£25,000.00	£500,000.00	£1,200,000.00	£50,000.00
Cost price (per unit)	£18,000.00	£380,000.00	£900,000.00	£35,000.00
Gross Margin (per unit)	39%	32%	33%	43%

Worked Example

T-Shirts
£25.00
£12.00
108%

2. Number of sales per month

*Average sales volumes per day based on 30-days per month.

Month	Product / Service 1	Product / Service 2	Product / Service 3	Product / Service 4	Total sales volumes per month	Average sales volumes per day*
1	1	0	0	1	2	0
2	1	0	0	1	2	0
3	1	0	0	2	3	0
4	1	0	0	2	3	0
5	1	1	0	2	4	0
6	1	0	0	3	4	0
7	1	0	0	3	4	0
8	1	0	0	3	4	0
9	1	0	0	4	5	0
10	1	0	0	4	5	0
11	1	0	0	4	5	0
12	2	0	1	5	8	0

Worked Example

30
28
30
45
44
46
50
48
51
55
55
60

Cost of sales

You do not need to edit this section; this will auto-calculate based on your responses above. *Average cost of sales per day is based on 30 days per month.

Month	Product / Service 1	Product / Service 2	Product / Service 3	Product / Service 4	Total cost of sales (£) per month	Average cost of sales per day*
1	£18,000.00	£0.00	£0.00	£35,000.00	£53,000.00	£1,766.67
2	£18,000.00	£0.00	£0.00	£35,000.00	£53,000.00	£1,766.67
3	£18,000.00	£0.00	£0.00	£70,000.00	£88,000.00	£2,933.33
4	£18,000.00	£0.00	£0.00	£70,000.00	£88,000.00	£2,933.33
5	£18,000.00	£380,000.00	£0.00	£70,000.00	£468,000.00	£15,600.00
6	£18,000.00	£0.00	£0.00	£105,000.00	£123,000.00	£4,100.00
7	£18,000.00	£0.00	£0.00	£105,000.00	£123,000.00	£4,100.00
8	£18,000.00	£0.00	£0.00	£105,000.00	£123,000.00	£4,100.00
9	£18,000.00	£0.00	£0.00	£140,000.00	£158,000.00	£5,266.67
10	£18,000.00	£0.00	£0.00	£140,000.00	£158,000.00	£5,266.67
11	£18,000.00	£0.00	£0.00	£140,000.00	£158,000.00	£5,266.67
12	£36,000.00	£0.00	£900,000.00	£175,000.00	£1,111,000.00	£37,033.33

Worked Example
£360.00
£336.00
£360.00
£540.00
£528.00
£552.00
£600.00
£576.00
£612.00
£660.00
£660.00
£720.00

12-MONTH CASH FLOW FORECAST

Olena Tkach	
LYNA PICTURES	
21/07/2026	

Key:	These cells auto-calculate and are locked so you can't edit them.
	Insert your own text/numbers into these cells as relevant.

Select your starting month:	July	MONTHS													
Cash in-flows	Description (as required)	Starting point	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL
Total anticipated sales	Revenue from film and media production services	£2,750,000	£75,000	£75,000	£125,000	£125,000	£625,000	£175,000	£175,000	£175,000	£225,000	£225,000	£225,000	£1,500,000	£6,475,000
Value of your Start Up Loan	Government Start Up Loan	£25,000	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£25,000
Production contract deposits	Client deposits received before production begins	£150,000	£150,000	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£300,000
Client advance payments	Advance payments from clients for production pre-production	£150,000	£0	£0	£0	£150,000	£0	£0	£0	£0	£0	£0	£0	£0	£300,000
Private investor / Co-production investment	Investment from private investors and coproducers	£250,000	£250,000	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£500,000
		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Total cash in-flows (A)		£3,325,000	£475,000	£75,000	£125,000	£275,000	£625,000	£175,000	£175,000	£175,000	£225,000	£225,000	£225,000	£1,500,000	£7,600,000

			MONTHS												TOTAL
Cash out-flows	Description (as required)	Starting point	1	2	3	4	5	6	7	8	9	10	11	12	
Total anticipated cost of sales	Direct production costs	£30,000	£53,000	£53,000	£88,000	£88,000	£468,000	£123,000	£123,000	£123,000	£158,000	£158,000	£158,000	£1,111,000	£2,734,000
Locations and studio hire	Studio and filming location hire	£800	£800	£800	£800	£800	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£12,000
Rent or premises costs	Office and coworking space rental	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£6,500
Cast fees and talent	Casting sessions and talent fees	£800	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£3,200
Utilities	Electricity, water and utilities	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£2,600
Insurance	Business and production insurance	£200	£200	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£400
Telephone and internet	Business phone and internet services	£50	£50	£50	£50	£50	£50	£50	£50	£50	£50	£50	£50	£50	£650
Marketing and advertising expenses	Digital marketing and social media promotion	£300	£300	£200	£300	£300	£300	£300	£300	£300	£300	£300	£300	£300	£3,800
Vehicle running costs	Vehicle hire and fuel for production	£1,000	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£7,000
Equipment purchase or leasing	Camera, lighting and sound equipment rental	£2,000	£2,000	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£4,000
Postage, printing, stationery	Printing scripts, contracts and office supplies	£250	£50	£50	£50	£50	£50	£50	£50	£50	£50	£50	£50	£50	£850
Transport and delivery	Transport of equipment and production materials	£600	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£3,000
Professional fees (legal, accounting etc.)	Legal, accounting and professional services	£400	£400	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£200	£1,000
Your salary	Founder salary (deferred during the first year)	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Post-production	Video editing, colour grading and sound design	£1,500	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£1,500
Staff costs	Freelance crew and production assistants	£5,000	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£5,000
Start Up Loan monthly repayment	Monthly repayment of the Start Up Loan	£800	£800	£800	£800	£800	£800	£800	£800	£800	£800	£800	£800	£800	£10,400
Props, costumes and production design	Props, costumes and production design	£800	£0	£0	£300	£300	£300	£300	£300	£300	£300	£300	£300	£300	£3,800
Catering and craft services	Meals and refreshments for cast and crew	£500	£0	£0	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£2,500
			£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
			£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
			£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
			£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Total cash out-flows (B)		£45,700	£59,200	£56,500	£92,100	£92,100	£472,300	£127,300	£127,300	£127,300	£162,300	£162,300	£162,300	£1,115,500	£2,802,200

Your net cash flow (A-B)	£3,279,300	£415,800	£8,404,000	£32,900	£182,900	£152,700	£47,700	£47,700	£47,700	£62,700	£62,700	£62,700	£384,500	£4,797,800
Your monthly opening business bank account balance	£0	£3,279,300	£3,695,100	£12,099,100	£12,132,000	£12,314,900	£12,467,600	£12,515,300	£12,563,000	£12,610,700	£12,673,400	£12,736,100	£12,798,800	£13,183,300
Your closing cash position	£3,279,300	£3,695,100	£12,099,100	£12,132,000	£12,314,900	£12,467,600	£12,515,300	£12,563,000	£12,610,700	£12,673,400	£12,736,100	£12,798,800	£13,183,300	£13,183,300

Your notes or commentary

Use this space to explain any of the information you have provided in the fields above.

The figures provided represent an estimated monthly personal survival budget required during the initial start-up phase of Lyna Pictures. The budget is based on essential living costs in London, including accommodation, utilities, food, transport and other necessary personal expenses. The purpose of this budget is to ensure that the founder can maintain a stable personal financial position while focusing on establishing and growing the business. Costs have been estimated conservatively, with discretionary spending kept to a reasonable level. The budget may be reviewed and adjusted as the business develops and generates more consistent revenue.