

Francis Production Portfolio



FRANCIS
PRODUCTIONS

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Executive summary

Francis Productions is a multimedia company that will help businesses and events develop their promotional resources. We enable organisations to tell their story through engaging video and photography experiences. Francis Productions delivers professional services that capture clients' products and events and communicate their message and values in a personalised way. We cover live events such as sports, awards, concerts, and produce marketing content for products and services. We provide contemporary content for an organisation's social media strategy based on their audience's requirements.

Our aim is to help small businesses and events grow.



Company overview

Francis Productions is a limited company that is based in Cardiff; we have chosen Cardiff as it is the base for entertainment here in Wales and we believe we can help small to medium businesses grow. The company currently consists of one person, and we are looking at expanding our crew at a later date.

Our team

Tristan Francis (Tj) is the founder of the company and is the principal photographer and videographer. He has many years of experience as a photographer and has been using video for the last three years.

What services do we offer?

We offer 3 packages with a range of video and photo options.

1. Videography package - we create a 5–10-minute video that will help highlight key aspects of the business or event, this will then be uploaded to a secure website and app where it can be accessed with a given password.
2. Photo package - we will take 50 photos that are edited by the photographer. Following the event, we will sit with the client and select 50 photos that will then be uploaded to a secure website and app - again this will be password protected.
3. Our third package combines both our film and photography packages and is called the super package - this includes a film of 5/10 minutes and 15 photos uploaded as above.

We think these products can help businesses and events – if the client comes to us with an idea, we can help them to decide on the most appropriate package that will market them most successfully.

Market Research

When undertaking the market research, our aims were to look at photography and videography and see if any of them offer both photos and film together within the business. From our research we discovered that most companies that we looked at offered either photography or video but rarely both together. We therefore feel that we have found our niche in the market.

We first looked at Dragon Spark Production, they are a videography company that operates in south Wales. They work mainly in corporate and marketing but also do production, events and postproduction. When looking at their website we had noticed that they do not offer photos they only offer video, which we found interesting. Dragon Spark Production does not give their prices on the website, so an email must be sent for further details.

The second company we looked at was Posh Bear Wedding Films who do both film and photography. The wedding packages they offer ranges from £1,500-£1,900 but they are also able to provide social media and promotional packages that range from £150-£350. This company is the only company that does video and film that we could find and advertises it as one of their products.

Bark is a company that helps people find professional film and photography; it acts as a search engine for other businesses rather than offering anything itself. [“First time looking for a professional and not sure where to start? Tell us about your project and we’ll send you a list of professionals to review.”](#) This is a company whose website we hope to be listed on so that customers can find us in the future.

Flat Frog Studio Packs Shot pro is a company that provides product photography for items that are sold in big businesses such as Tesco, Huel and House of Fraser. They do not give any prices on their website (which is understandable) and so a quote is required. I find this very frustrating as the process of doing this is very long-winded.



When doing our market research, we looked at colours and how we can make ourselves stand out. We noticed many of the companies are using black and white, or a variation of orange with black writing on them, “When used effectively in web design, it plays a significant role in branding and product messaging” (Khazanova, 2020).

Khazanova talks about how colour represents a company’s branding and how it helps to promote the products they are selling and what the message statement is. When coming up with the colours for the brand, we opted for green and white as they worked well together. When we looked at Posh Bear, their website colours feel bleak and they only have black writing – it gave us the feeling of an old newspaper although they did have photos that

contrasted with the background. Unlike Posh Bear Studios, Dragon Spark Productions have gone for black background with white writing but when they have something important it is in orange with white writing. We feel as if they have too many photos on their pages and a gallery of their images would work better.

Marketing and Sales Approach

Whilst considering our approach to marketing, we thought of many things that are required including a website, company business cards, social media presence and a studio space for when we do shoots that require one. We have also thought about increasing our networking with small businesses and events, this would mean going to events and giving people an opportunity to look at the work we do.

Website

The reason we want to use a website is because it allows people to see what we do and provides a way for people to contact us. It will also be a place where we can give the prices of the services that we can provide. We will be able to direct people to the website which will help them to get to know what we do and has the potential for giving us an edge over our competitors. We are sure it will help us to promote our business.

Company business cards

We are going to make business cards - they will help us to represent our business and convey what is important to us. These cards will have our contact details and social media links which will help with our brand identity. We will be able to give these out when we are at events as a way of introducing ourselves to people and giving us a way to talk to people. The business cards will give us a stronger identity.

Social media

When we were looking at our marketing approach, we thought of using social media to market our brand. We also had a look at what other businesses were doing within the social media market; we are looking to start with our social media for UK audiences in mind and then we hope to expand our social media coverage to worldwide. We know that "Users from the UK spend an average of one hour and 52 minutes on social media per day" (Nikolovska, 2022) so we know we need to get their attention as soon as possible when they have clicked on to our social media accounts.

Networking

The Queensland government website states that “Networking is about interacting and engaging with people for mutual benefit. If you're facing challenges in your business, your network may be able to provide you with advice.” (Employment, 2022) When thinking of our marketing approach, our main way of getting business is by networking with other companies through business events and word and mouth. We believe networking is a big part of getting our business started, this allows us to have a look at what our competitors are doing. Networking also allows us to strengthen our connections to brands leading to lasting connections and allow us to get fresh ideas for our business practices. It also allows us to be able to grow our confidence whilst we approach businesses for the first time. We plan to use business events to be able to network; it allows us to understand what businesses are doing to cope with the current challenging market conditions. It also allows us to be able to also gain an insight to other businesses’ practices when we introduce ourselves to other businesses. We also believe when we network it allows us to be able to keep up with the latest trends and help us raise our profile. It enables us to build our business contacts if we need any help. There are many events that we can go to as a business - some of these include events held by the Welsh Business Shows, and Spotlight Wales Morning Networking, these are some of the events I would want to go to as I think it would benefit the business and potential customers.

Sales approach

When thinking about our sales approach we have thought of using tendering, project funding, photography societies and leaflets, ‘Indeed’ states that “A sales approach describes the techniques a salesperson uses to convince potential customers to purchase a product” (Indeed, 2021) and we have also considered using the 4p’s, these are “products, price, place and promotion.” (Lussier, Corman and Kimball, 2014) We believe that these can help our business grow both at the beginning and throughout the life, we believe concentrating on these can help us grow our business and develop our clientele

Tendering

Tendering allows us to bid and get contracts from businesses; they are usually obtained by going to the British government website and bidding on them this way. The statement from Experian explains “Tendering is a formal process where businesses are invited to bid for contracts from public or private sector organisations, which need specific skills for a project, or goods and services on an ongoing basis.” (Experian, 2020) what they are saying is that we would be able to build our clientele throughout the public and private sector allowing us to have a variety of clientele. We think this is a good way to start our business as it allows us to build our brand with different companies.

Leaflets

Leaflets are a good way of promoting ourselves as it allows us to post through potential customers’ doors and businesses. It is a good way of obtaining point-to-point contact with potential customers; it also allows us to answer questions that the company might have for us. As stated on the website Quick Chilli (2023) the clarity of a leaflet is very important.

The purpose of a leaflet is to inform consumers and to improve business visibility. If your audience is unable to clearly read or understand what is written on the leaflets, the whole purpose is lost. It is important to ensure that the content printed on the leaflets is readable and easy to understand.

(VENNING-PRIDHAM, 2022)

This makes us understand that when we make our leaflets we need to make it clear and consistent for potential customers. When we are posting the leaflets, our target would be small to medium businesses and events companies.

Photographic Societies

When we were looking at our sales approach, we thought about signing up to a photographic society to help us gain knowledge and promote our business to potential collaborators. The Photo Community “is your resource that supports your practice as a fine art photographer, no matter where you are in your career” (The Photo Community, 2023) by signing up to get qualifications and being able to learn new skills. In this way we should be able to gain new collaborators, businesses and potential clients. We also believe that we can get funding via the Royal Photographic Society to help us with our projects.

Growth plan

Whilst we are hoping to expand our business in year 4/5 of trading, we are looking at expanding our business by hiring a small team to help us with the demand created by the projects that we are hoping to have and with the money that we would be investing into the business we are hoping to send our employees on accredited photography courses. We also plan to approach businesses like Canon, Sony and OM systems hoping to collaborate on projects with them. We are also hoping that we can go to Europe and work with clients there. We would like to be able to go to more events and be able to hire more people. We have also thought of a way of keeping our customers coming back to the company through giving a discount - we also thought of maybe being able to give them a little more if they keep coming with us - this might include a couple of extra photos at no extra cost and maybe a free promotional video. We have also thought of a way to allow our team members to work and make their own projects; we think that this will encourage them to be able to excel in the photography or film industry.

Viability report

As you can see in the market research, sales and marketing approach we believe there is a niche in the market to produce a business that does both film and photography, as both film and photography work well hand in hand, and it may lead us to work with companies to produce the brand they want. I have found since covid-19 there was no demand for photography and film, IBIS World states "revenue is estimated to have plummeted by 47.5% during 2020-21." (IBISworld, 2019) It also states that there has been a high demand for photography since Covid-19, so we know that our business could thrive due to the demand for it. On the other hand, IBIS states that photographers are still going to struggle due to the long-term trend. It also states that commercial photography is going to expand, and the report suggests businesses are gaining the confidence to hire commercial photographers. Whilst also looking at the viability of our business, social films state "93% of marketers have gained new customers from video marketing" (Bendix, 2021), which means that we as a business might want to use a short video to introduce ourselves. It also states that covid 19 had played a big part in the their business as the started to do video as many business could go out to shows and get potential business so many business started to do video as a way of interacting with their customer base that they already had , when looking at the statistic we believe that we will have to include videos as part of our business - when we were looking at video statistic we found out from social films that 6 out of 10 people prefer online videos over television"(Bendix, 2021) they also state that in 2019 people were watching " 84 min/day" (Bendix, 2021) but during a 2 year span that has gone up to a "100 mins/day"(Bendix, 2021) this has happened due to Covid 19 and people staying at home and not being able to go out. Social film also stats that the best duration for a video is "15 seconds" (Bendix, 2021) the reason 15 seconds is useful is because it is used as a more effective form of engagement we believe that if we imply video in to our business practice we might be able to gain more potential customers We believe that our business can grow if we follow our steps for networking, tender and project funding. After doing all the research I believe that our business can thrive in our chosen profession which includes film and photography.

Financial Projections

When looking at our first year of trading, the company has had a loss of £3,809.50 (see on page 12) This also includes one time payments of equipment like camera lens and a subscription to software for photo editing and film editing. As a business starting out, we are not getting much business though we have busy periods on certain holidays like Easter, Halloween and Christmas; during these months we made between £1000 to £2500 these were due to the high volume of Photography and film we produced in these months. Some of the other months we are talking about £500. We have also got an online market store that is selling photos and there seems to be a little flow of cash coming through this as we have been making between £10-£20 in certain months. We are projecting these figures to go up in our second year of trading with our total being a net profit of £439.50 this will go back into the business we are hoping to grow within our second year and be able to keep trading. When looking at the survival budget we have estimated that we are going to have to survive on £1,274.00 (see page 11) this includes our rent and our insurance we calculated this as a monthly price for us as employees. We will not be taking a wage when we first start trading, this is because we want to put as much money into the business as possible to be able to grow it, whilst in our second year of trading we are hoping to take a small amount of money so we will be able to by lenses and keep up the subscription to editing software. When we were thinking of where we want our brand to go, we thought of Brexit and how that is going to affect our business; we must make sure that we factor into our budget our travel and visa price for when we do events throughout Europe. We did not factor this in at the beginning as we do not plan on going to events in Europe until we are fully trading in year three with a client's base in Cardiff and Britain.

Estimated costs	Monthly cost (£)
Mortgage/rent	500
Council tax	0
Gas, electricity and oil	25
Water rates	30
All personal and property insurances	25
Clothing	60
Food and housekeeping	150
Telephone	49
Hire charges (TV, DVD etc.)	0
Subscriptions (clubs, magazines etc.)	100
Entertainment (meals and drinks)	60
Car tax, insurance, service and maintenance	200
Children's expenditure and presents	0
Credit card, loan and other personal debt repayments	0
National Insurance	25
petrol	50
Total costs (£)	£1,274.00
Estimated income	Monthly income (£)
Income from family/partner	0
Part time job	0
Working tax credit	0
Child benefits	0
Other benefits	0
Total income (£)	£0.00
Total survival income required (£)	£1,274.00

o plan

Self-reflective journal

When writing this assignment it has really opened my eyes as to how Covid-19 has affected the photography industry and how people are able to deal with the demand on photographers due to the volume of people needing them , When doing my research I found it hard to be able to reference some of the work I was talking about because I found it hard to find reliable websites. I also found that the using Queensland government website really helped me especially when talking about tendering as I didn't even realise that was an option to help the business grow. Doing this project has opened my eyes to different avenues that may help my business grow. While I talk about using the 4ps in my work I struggle to incorporate it into the work I was talking about, but I left it in as I believe that it will help the business grow. The reason I talked about tendering in the project is the fact that I believe that it could be a way to expand our film portfolio when we are starting out. I also believe that it is a good way to expand the clientele.

When doing some research I had a look at companies like Posh Bear Wedding Photography, Dragon Spark Studios and Bark as these were businesses that I have taken inspiration from including website layout and how they market themselves especially when it comes to their website and how they catch the eye of the customer when they log on to it . I have talked about going to a photographic society as a way of networking as I believe it will help us grow. It will also allow us to be able to learn new techniques and keep updating our skills. I also believe that talking about the growth plan has allowed me to show what I have envisioned for the business and what I want to do to expand the business to Europe and the wider world. The reason I have talked about this is because I would love to work worldwide and gain an insight into different cultures of the world and be able to capture that through video and film. We also touch on working with people like Canon, Sony and OM Systems. This is because we believe working with these companies might help us build our brand and be able to get more customers. When talking about the growth plan it has allowed me to look at other small businesses and how they have grown and what they have done to expand and grow.

When writing the section on viability I found it hard to write about how I think it will do as I really want it to succeed but after looking at the statistics I believe that there is a niche in the market for a company that do both film and video on a commercial rate this is due to the demand on photographer and videographers

since Covid-19. When thinking of a location I thought of staying Wales and having a home base in Cardiff as MSA focus states “there is now an independent TV production industry of over 600 firms”(McMahon, 2017) reading this I understand how Cardiff is now a central hub for entertainment in Wales as it has companies like Bad Wolf Studios who have filmed His Dark Material and Doctor Who. We believe that this might help our business grow and it has really helped me understand that if I were to be based in Cardiff I would potentially be trying to get business alongside companies like Tinopolis, a company based in Llanelli who have had more time to build their customer base. I also believe that Cardiff is a place that is also a hub for travel so if I had business in my early days of trading I could always get a train to potential businesses in Wales and England. I have also thought about where to place my business this is to try and get a sense to see where I would be able to get the most traffic into the business and I believe that the centre of Cardiff might be a better place for me to start but then I could expand on moving out of the centre to a bigger space.

When writing our financial report I found it interesting to see how the business would do in the first year of trading and I think because I had to get camera equipment I would be making a loss. I also understand that I might be having a high cost in my service as Heelan Associates states “If you are developing a product or service with a lot of upfront costs, then it’s likely you *could* make a loss in those early years.”(Young, 2021) she also states it is a common myth that you make a loss in your first year of trading, so I would need to stagger my capital purchases across the first few years of trading so as to not make a loss. I also believe that I can probably charge it a bit more for the services we are going to be able to offer. I will also be getting help with my finances through an accountant as I believe this might help me understand what to do to make my business succeed.

Overall I have enjoyed writing about the business I want to set up after university; it has opened my eyes to the wider market that I want to be a part of and how I can achieve that through following certain steps like my market and sales approach. I also found that it has been a challenge to write about the business as it has only a concept. It has also allowed me to understand how to work out my finances and viability report. I believe that these are the key part of a business so understanding these will definitely be a big part in making my business grow and succeed. I have also chosen my business customer base as I really want to help them succeed as well as grow my own business.

Word count is 4077

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