

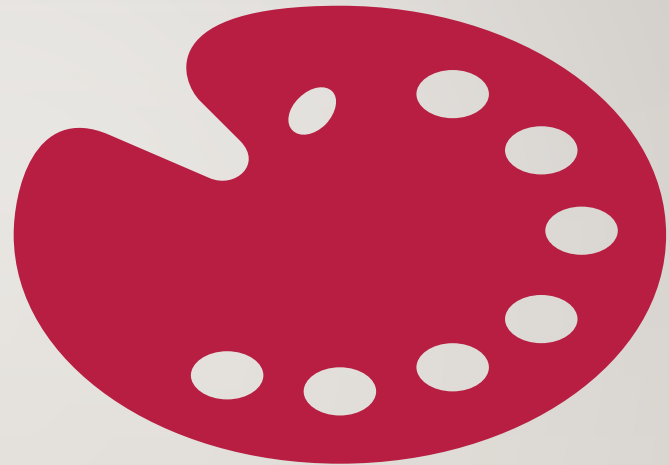
ART STUDIO BUSINESS PLAN

ENTREPRENEURSHIP (LCBB5013)

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BUSINESS OVERVIEW

- This business is a small art studio based in the UK that focuses on creating personalised artwork.
- - Custom portraits for individuals and families
- - Live painting at events such as weddings
- - Operates from home to reduce costs
- The aim is to create meaningful, handmade art instead of mass-produced products.

PRODUCTS & SERVICES

- The business offers different services to generate income:
 - - Custom portraits created from photos
 - - Live wedding painting during events
 - - Face painting for children's parties
- These services allow the business to operate in both the creative and events industries.

BUSINESS OBJECTIVES

- **Short-term (1–2 years):**
 - Build brand awareness and attract customers
 - Create online presence (social media & website)
 - Achieve 30–50 portrait orders
 - Secure 4–6 event bookings
 - Focus on experience, portfolio, and marketing
- **Long-term (3–5 years):**
 - Increase income and business growth
 - Move to a small creative studio
 - Build partnerships with event planners
 - Gain repeat customers and referrals

UNIQUE SELLING POINT (USP)

- The business stands out because it combines:
 - - Personalised handmade artwork
 - - Live event experiences
- This creates emotional value and offers something more unique than digital or mass-produced art.
- (Indeed, 2023)

PESTEL ANALYSIS

Political

Easy to start as self-employed in the UK
Risk of changes in taxes or government support

Economic

Demand depends on customer income
Affected by cost of living

Social

Growing demand for personalised products
Interest in unique experiences (live painting)

Technological

Social media helps promotion
Online communication and orders

Environmental

Preference for eco-friendly materials
Improves brand image

Legal

Must register and follow regulations
Public liability insurance required

(Kotler & Keller, 2016)

SWOT ANALYSIS

Strengths

- Personalised handmade artwork
- Variety of services (portraits & live events)

Weaknesses

- One-person business (limited capacity)
- Low brand awareness at the start

Opportunities

- Growing demand for personalised products
- Social media and event partnerships

Threats

- Competition (artists & digital alternatives)
- Economic conditions affect demand

MARKET SEGMENTATION

Demographic

- Age: 18–50
- Medium–high income

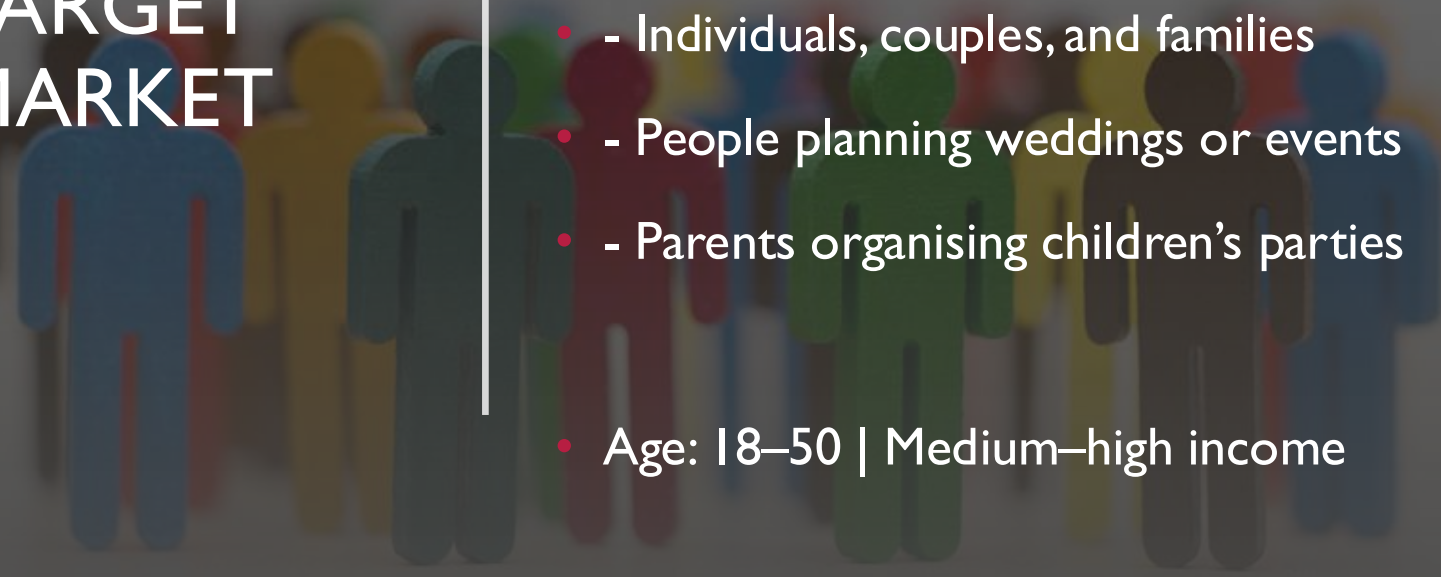
Geographic

- UK (online portraits)
- Local events

Psychographic

- Value creativity
 - Prefer personalised experiences
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- (Kotler & Keller, 2016)

TARGET MARKET



- The business targets customers who value creativity and personalised experiences:
- - Individuals, couples, and families
- - People planning weddings or events
- - Parents organising children's parties
- Age: 18–50 | Medium–high income

MARKETING MIX (4PS)



- Product: Custom portraits and live art services



- Price: Flexible depending on service



- Place: Online platforms and events



- Promotion: Instagram, TikTok, word-of-mouth

ONLINE MARKETING STRATEGY

- **Social Media**
- Use Instagram & TikTok to promote artwork
- Share photos and videos of the process

- **Content & Engagement**
- Post regularly and use hashtags
- Show live event content (e.g. weddings)

- **Website**
- Simple website with portfolio
- Contact details and basic pricing

- **Customer Interaction**
- Respond to messages quickly
- Encourage reviews and feedback

(UK Government, 2023)

LEGAL & BUSINESS STRUCTURE

Business Structure

- Operates as a sole trader
- Suitable for a small, one-person art business

Legal Choice

- Easy and low-cost to set up
- Full control but personal financial risk



MANAGEMENT & FINANCIAL PLANNING

Management

- Managed by the owner (artist)
- Responsible for artwork, marketing, and communication

Financial

- Low start-up costs (materials & equipment)
- Income from portraits and event services

CONCLUSION

The business has the potential to become a successful and sustainable creative venture over time because of the following factors:

- A unique offering combining art and live experiences
- Low start-up costs and flexible operations
- Strong growth potential through online marketing

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