

Name: Gethin Elwyn

Assignment: Business Plan

Module: Entrepreneurship

Course: BA Film Production

Date: January 7th 2023

Title: Iaith Ddigidol (Digital Language)



Iaith Ddigidol: Digital Language

"Rhoi Llais i Straeon sydd heb eu Hadrodd: Giving Untold Stories a Voice"

Word Count: 4453

Table of Contents:

Section	Page
Cover	1
Executive Summary	3
Company Overview	4&5
Description of Products and Services	5&6
Marketing and Sales Approach	7&8&9
Viability Review	10&11
Financial Projections	12&13&14&15
Self-Reflection	16
References	17&18

Executive Summary

In this assignment I will set out my business plan concentrating on the next three years. I will write about my ideas of establishing a media company so that I can work for myself as well as gaining work with employers in the media industry. I will describe the company, products and services and viability and what I think I need to do to achieve my goals.

Company Overview

My goal to work in the media industry in Wales and my ambition is to establish a sole trading company called Iaith Ddigidol (Digital Language) an audio visual bilingual media company based in Mid Wales.

I want to build up my skills and knowledge in digital production for the foreseeable future. I want to get employment with Welsh television companies or with local light and sound live event production companies or theatres or arts centres and this will help me to have a regular income and build up skills to develop my own company. I am willing to travel but I see that there are plenty of opportunities in Mid and West Wales this is where I would like to see my future and I have researched on the web that there are organisations like Menter a Busnes and Big Ideas Wales who can give me advice and guidance on setting up a new business. I want to set up my own company because I want to have the freedom to follow my creative side and go forward with my own authentic practical ideas.

I have researched how important it is for a company to have a mission statement and strong values ... “to explain why you do what you do.” ([21 Powerful Mission Statement Examples \(fitsmallbusiness.com\)](https://www.fitsmallbusiness.com/21-powerful-mission-statement-examples/).) Iaith Ddigidol’s mission will be to produce high quality digital content for customers and for my own creative ideas with a focus on reflecting rural life and the things that are important to people here. I want my company to work with honesty and respect for customers and the environment and to be eco friendly. I want to be innovative trying out new ways of telling people’s stories having the traditional with the new in representing life in Wales.

I have already had some experience by working at Yr Egin which is S4C’s Headquarters in Carmarthen on a six month internship as a Technician during my second and third years at University and this has give me practical knowledge of camera work, helping in the role of arranging tv sets for light entertainment programmes on S4C such as Jonathan and Carberalla and also making valuable contacts in the media industry in Wales. I hope this will help me to get work and sell my company.

My inspiration and unique selling point for my company comes from my own family’s farming background, my relationship with the land and the agricultural industry and my hobbies and the history and culture and stories of the people both in the past and in the present. Throughout my life I have enjoyed hearing story telling and poetry in Welsh and when I was a teenager, my mother bought a flip camera and I really enjoyed using that with my friend to create a story. When I left school I went on a media course at Coleg Ceredigion and then a degree course to have qualifications.

The reason I have chosen Iaith Ddigidol as the company’s name is because it shows the company has Welsh culture and that the company’s services are to use the

format of visual and digital story telling. The name is also a reference to the development of film and creativity as a digital language in its own right. (Manovich, 2001). A strapline I have thought of for the company is "Giving a voice to untold stories".

My objective would be for the company to offer different kinds of media production; videos, social media content, marketing films for small companies, digital branding design, promotional corporate social media for public organisations, short form programmes for S4C, BBC media sector and photography This will all take time to develop and in the first place I want me to work for other companies to gain experience and a salary. I will also spend my spare time making documentaries on themes of interest to me and this will help show my capabilities and help me to get commissions.

The company will be me but I might bring in associates from time to time who would be self employed. I would concentrate on camera and production and the associates would focus on lighting and sound work or possibly to provide a second camera.

Description of Products and Services

As J Reuvid talks about in his book at the centre of any business idea, the first questions to ask are who will want to buy the product or service I plan to sell? What is the market for my product or service? and What price should I charge? (Reuvid, 2011 p).

I am clear that the buyers of my products will be a mix of individuals small rural businesses TV companies and broadcasters in Wales.

With prices, after talking to self employed people , cameramen, audio engineers, editors I have decided on the following prices and charges for my freelance work. These are my current start up prices and only allow for a small profit margin as I am aware that I am starting out and will need to build up my reputation. The prices include me using my own kit which I already own and equipment as well as my time and expertise.

Prices and Charges

Camera work: £200 a day + travel 0.45p a mile

Editing: £150 a day

Branding/Marketing: £100-£150 a day

Photography: £80 a day and travel 0.45 p a mile

Audio Recording: £120 + travel 0.45p a mile

Pre production research: £125 a day + travel 0.45p a mile

Drone operator: £200 a day + travel 0.45p a mile

I have decided that I will offer 6 types of products;

1. Videos or social media content for small local businesses. This could be eg to market farmers own produce such as own branded milk or honey or meat or vegetables. There are many local businesses in mid Wales . I am motivated to do this work as I feel it is important to help them succeed to help the local economy and be sustainable.
2. Branding Design for small local companies or individuals. This could involve giving ideas for websites or marketing straplines picking up themes and help get target audiences. I have a longstanding interest in successful branding,
3. Promotional corporate social media content. This would mean bidding for contracts like on Sell to Wales to produce short videos or adverts for organisations such as Welsh Government agencies, Local Authorities, Health Boards. These could be educational or informative purposes. These bodies need to produce bilingual content based on Welsh themes reference. I have on a voluntary basis worked with Hywel Dda University Health Board on an information video in relation to palliative care support.
4. Production of short films or series for TV broadcast channels, S4C, BBC, media sector. This is ambitious but of interest to my creative self and that I want to promote documentary or drama series set in Wales to a wider market. I have some ideas for new programmes that I could pitch for as new commissions that relate to telling untold and new stories from Wales on TV. I have had some initial advice on how to pitch from staff at Yr Egin.
5. Own creative projects. In my spare time I will producing and filming documentaries or creating YouTube content that is outdoor related from my interests in hill walking, camping, cooking, poetry. This will help me to develop my practical techniques, build my name with the potential to sell this content in the future. It will be important for me to be able to own this content as my intellectual property.
6. Photography. This could be for marketing for small local companies or individuals or for well known brands for my own creative purposes. I have developed my skills after purchasing my own digital camera and equipment recently. I am particularly interested in fashion outdoor clothing companies and how they promote their brands.

For these products I will need to develop pricing for packages of services, for example a package of making a short marketing film for a customer over 3 days for £800.

It will be very important from my first contact with a customer to know what exactly the brief is so that I can estimate efficiently the cost of my time, decide on the equipment I need and allow for changes or any risks. I need to know how many days I will be filming and where how many days of editing. From my experience so far I know this can be a challenge as sometimes people aren't clear about what they would like to see as an end product or who their target audience is. My job will be to help with that. I have read that client satisfaction is very important in business (Servica.com).

I believe that my company products are needed because it can be a voice for people who don't have a voice. For example rural crafts and livelihoods such as dry stone walling and hedging that are not often in the media. For potential small business customers, I can provide a locally based service with a genuine understanding and interest in their produce.

I would highlight my rural roots and the fact that I am bilingual as unique selling points.

I also realise that my documentary ideas have a political meaning for instance I want to promote a more simple way of life and for people to be in touch with the environment and inspire people through my productions to be more connected with their heritage and their land. I want to inspire people to live differently and have more satisfied lives and have more of a sense of their own identity in Wales by getting to know their lost history.

Read says that entrepreneur opportunities can be found with a search and select approach and also be created with transformation if you use imagination and foresight and creativeness. I think that with my products will meet current known markets like small business promotion videos and also create a new opportunity with my niche ideas for productions in documentaries, (Read 2016)

Market Research/Marketing and Sales Approach

In my research I've learnt that between 2022 and 2026, the entertainment and media market in the UK is expected to grow at a 4% compound annual growth rate and reach a value of nearly 90 billion pounds. (Statista November 8th 2022).

In Wales, the creative industries make a big contribution to the culture and economy of Wales with pre Covid turnover and employment levels of 2.2 billion and 56, 000 people. (Gov, Wales 19 October 2021).

Wales is recognized as a centre for TV and film production. It is also home to a growing digital technology cluster. (Trade and Invest Wales Creative Wales).

S4C is the only television channel to be aimed at a Welsh language audience. Its headquarters is in Carmarthen at Yr Egin, UWSTD. It is possible to watch S4C's programmes and videos on other digital platforms like youtube. The content on the web includes a short film service aimed mainly at 16-34 year old audience and is called Hansh. Independent production companies produce most of the content and the BBC also produce around 520 hours a year for the channel. S4C can be viewed across the UK and has English sub titles, some programmes are also available throughout the world. (S4C website). Hansh has a new entrant scheme for 20% of its content which is interesting to me.

In 2019-2020 S4C made a total economic impact of 197.4 million pounds. Of this total impact some 141.1 million was felt in the Welsh economy with 18.2 million in Carmarthenshire due to the headquarters being located there. 96.7 impact from its spending on goods services and wages including those on freelancers. Its expenditure generated further demand and employment which support an estimated 2334 UK employees and freelancers 2,229 were estimated as being based in Wales and 245 in Carmarthenshire. (Nation.org)

Given this situation I believe that establishing my own bilingual media company has a lot of potential and is a viable business idea especially as from my research I have found out that there is very little competition within Mid Wales in terms of freelance production or social media companies based here.

I believe that I would be plugging a gap in the market in establishing my services here and this is a very important fact and my marketing approach would emphasise this point. Also I have found from talking to producers that because of the quick turn around time needed for producing episodes in Ffermio which is a TV series on S4C they haven't always been able to research in depth or show details of our heritage.

I believe that my product of documentary ideas could be sold with an interest internationally because of its authenticity to locality and the people in it as like the short film production of Heart Valley about a farmer from Lampeter, Wilf Davies which won the Documentary Award at the Tribeca Festival in New York.

For marketing, I have already used websites to display my own work like youtube and posting on instagram. I will need to develop a business card and also get on linkedin to make more contacts.

<https://www.youtube.com/watch?v=KblGbpL1FUw>

<https://www.youtube.com/watch?v=3xkq6LncjY>

<https://www.youtube.com/watch?v=FU7Gkwx-N7Q>

In taking this forward, I must pay for a website domain and use a better website builder and create a website for laith Ddigidol building its brand representation. I will want to improve the logo and straplines and make the brand as concise as possible with colours and images and style I have chosen. The style would need to incorporate my visual portfolio. I am happy however with the dragon I am using at present as it is a recognized marketing symbol in Wales.

I have started to research possible grants or funding avenues such as the Arts Council for Wales Fusion Programme for minority projects. There is also the Welsh Government's Banc scheme that gives loans to small businesses. I have looked at the The Princes Trust can give mentoring for young entrepreneurs. I will want to get as much advice and support as possible. I also will need to research successful entrepreneurs. Read et al makes the case for the importance of studying successful entrepreneurs and to start within your means and root your plans in reality whilst also seeking support and learning from failure. (Read, 2016).

I have some experience with the idea of setting up a local young people's community media group established at Yr Egin called Slic of which we are now establishing a cooperative media company called Canfas Digidol. The aim of the group is to create video content for local companies in Carmarthenshire and help young people develop their interests.

As part of my marketing approach, I will contact big production companies in Wales like Rondo for work experience or for an apprenticeship. I have already started to do this sending out my CV and have been offered work experience with Telesgop which is a production company based in Swansea producing tv programmes for S4C about rural wales; Ffermio and Cefn Gwlad. I will be helping them with their social media content going to locations with the cameraman. I have also recently contacted a local sound and lighting technician who has his own company called Techengol and he has offered to meet me in the coming month to discuss potential work experience. I have also looked at the BBC apprenticeship scheme. I have also contacted Sgil Cymru to ask for information about Apprenticeships and training.

I have been able to learn from my experience as an Intern at yr Egin from working on TV sets and shadowing cameraman and I reference this in my CV.

I also want to contact outdoor clothing companies, outdoor sports companies to pitch ideas and my availability and that I would like to work with them to develop their marketing. This will mean research in their brand and thinking of an innovative idea that will promote their brand. I have spoken with freelance photographers that have a big following on instagram that have now managed to specialise in fashion

marketing and learnt from their experience in setting themselves up and becoming successful. This will allow me to develop my creative side and use of photography.

As I have been working at Yr Egin for 6 months I have had the opportunity to discuss how to make a pitch for my programmes and I want to follow this up.

Viability Review

Following on from my power point presentation pitch to the Dragons Den as part of this Module, I have worked on my SWOT analysis of my plans in order to help me to be as realistic as possible about the viability of my business plan.

Strengths	Weaknesses	Opportunities	Threats
My interests and backgrounds in rural Wales Bilingual skills to be able to produce work in Welsh or in English Depth of knowledge about a range of relevant themes and issues; poetry and the environment, farming Live in Mid Wales Ability to drive and have own car Studied Media and completed BTEC qualifications and now completing my Degree in Film Production Interest in experimenting with different media formats	Starting out in the field and need to gain further experience and skills Also I need to learn about running a successful business and gain experience of that Will need to be able to gain paid employment or commissions in order to	Creative Funding and set up grants for new starters Welsh Government and other bodies' need for bilingual services and products such as Local Authorities, Health Boards, Cyfoeth Naturiol Cymru, farmers Union of Wales Limited competition in	Competition from big companies that are Wales or UK wide Not enough customers or not able to get commissions or employment Unpredictability and risks that plans can change or bad weather or Covid/illness when completing work

Financial Projections

It is very important to work out my financial projections on income and expenses and costs and. I have considered the business plan template from The Princes Trust and have completed the budget sections to help me start thinking about my financial viability. Some figures are estimates and things will change say if I move away from my family home.

10.2 Personal survival budget

<u>Section</u>		<u>Monthly cost (£)</u>
A	<u>Mortgage/rent</u>	I have no accommodation costs. If I move out I will need to pay rent eg rent in Cardiff in a shared house £520 a month.
Estimated costs		
	<u>Council tax</u>	As above .
	<u>Gas, electricity and oil</u>	As above
	<u>Water rates</u>	As above
	<u>All personal and property insurances</u>	As above
	<u>Clothing</u>	£20
	<u>Food and housekeeping</u>	£120
	<u>Telephone</u>	£30
	<u>Hire charges (TV, DVD etc.)</u>	£10
	<u>Subscriptions (clubs, magazines etc.)</u>	0
	<u>Entertainment (meals and drinks)</u>	£100
	<u>Car tax, insurance, service and maintenance</u>	£200

	<u>Credit card, loan and other personal debt repayments</u>	Payback student loan if I earn enough
	<u>National Insurance</u>	
	<u>Other</u>	
<u>B</u>	<u>Total Current costs (£)</u>	£480
<u>C</u>		Current internship at Yr Egin has been at minimum wage of 9.90 per hour
Estimated income	<u>Income from salary</u>	Camerman freelance work for TV companies quoted as £350 a day
	<u>Other benefits</u>	
	<u>Other</u>	
<u>D</u>	<u>Total Estimated income - if I get a job from salaried job in the industry (£)</u>	1,600 (based on Yr Egin pay)
<u>E</u>	<u>Total survival income required (£) to allow for investment in the company</u>	1,600

I am fortunate that my family can support me financially the cost of my own personal budget is low and this will help me have enough funds to establish my own business as long as that I am able to gain employment in the sector to start with from a company. In terms of my business, I foresee that I will need to invest in my company with the following forecast;

Year 1:

10.1 Sales and costs forecast for Year 1 laith Ddigidol

Monthly Activity	1	2	3	4	5	6	7	8	9	10	11	12
-------------------------	---	---	---	---	---	---	---	---	---	----	----	----

Sales forecast of Product	Own Documentary film		Short video small business		Branding for small business		Video s-Summer Agricultural Shows	Videos at National Eisteddfod	Short promotional corporate video		Videos -Winter Agricultural Show	Photography
			£									
Income Forecast	£0.00		£1200		£2000		£800	£800	£2000		£200	£1000
Annual Costs and Investment												
Business Insurance	£1200											
Equipment Maintenance	£800											
Set up company bank account												
Accountant costs	£200											

I foresee from the financial projections, that it will be essential in my first year to have a regular full time income from paid employment as outlined in my personal budget in order to enable me to meet the company running costs. I will be working for the

company and other customers on weekends and in my spare time only. It may be that I can seek part time employment as the company grows over the second and third years and I gain more customers. I have planned for some small projects at the Eisteddfod and Agricultural Shows

The main tasks of my three year business plan are mapped out in the chart below:

TASKS	YEAR 1	YEAR 2	YEAR 3
	Seek paid employment/apprenticeship with a TV company or audio/light tech company	Continue to gain experience working in the industry and make new contacts	Potential to work part time in the industry to spend more time working for my own company
	Register company and meet requirements for invoicing and; set up bank account and insurance and get accountant	Invest in audio equipment; boom and audio recorder	Improved skills to be more independent
	Market company; set up website	Try and gain more customers	Potential own office space
	Contact potential customers	Make pitch for ideas for new programmes on S4C	
	Set up office at home	Make contacts with associates to complete commissions	
	Maintain equipment		
	Complete own creative work for my portfolio/website		

I have researched the steps to take for setting up as a sole trader on the HMRC website and I have noted them in Year 1

Self-Reflection

To present to the dragons was an experience I enjoyed, due to giving the sense of what it would be like to pitch my programme ideas to TV broadcast channels. It definitely helped me to gain confidence on how to present and understand how you must organise a presentation. The feedback I gained was useful and I have tried to include responses in this assignment especially around thinking through who my customers will be and how I will market the company.

The whole process of writing this assignment has helped me to nurture and develop my ideas into more definite and realistic ideas into fruition. I am very ambitious but I know that I also have to be realistic and that I am just starting out.

I feel passionate about working towards my goals especially about getting out there and being practical and developing my skills in the industry and getting known.

If I am able to reach the point where I can establish my professionalism and successful reputation in the field this will be amazing and will mean everything to me. I especially want to follow my creative side and gain new audiences for Welsh culture and popularise Welsh culture.

I realise that personal qualities are often more important to business success than the level of skill and knowledge a person has when starting out as knowledge can be learnt as you go on or you can go on training courses. (Reuvid 2011) I think that I am a determined and resilient person and that I have a creative imagination and these will be very important for my success.

References

Reuvid J. and Miller, R. (2011) Start Up and Run Your Own Business: Everything from Business Plans to Sales. London: Kogan Page.

Read, S., Sarasvathy, S., Dew, N., Wiltbank, R. and Ohlsson, A-V. (2016) Effectual Entrepreneurship (2nd ed.). Oxon: Routledge.

[The Prince's Trust | Start Something \(princes-trust.org.uk\)](https://princes-trust.org.uk)

[Home - Menter a Busnes](#)

<https://businesswales.gov.wales/bigideas/newstarts2021>

[Nation.Cymru - A news service by the people of Wales, for the people of Wales.](#)

[21 Powerful Mission Statement Examples \(fitsmallbusiness.com\)](https://fitsmallbusiness.com)

[United Kingdom - Statistics & Facts | Statista](#)

https://monoskop.org/images/b/b4/Manovich_Lev_The_Language_of_New_Media_2001.pdf

[Homepage | Creative Wales](#)

[Customer Satisfaction: Why It's Important in 2023 \(survicate.com\)](https://survicate.com)

[Home | S4C](#)

[Tribeca Festival | Tribeca \(tribecafilm.com\)](https://tribecafilm.com)

[Loans for Welsh businesses - Dev Bank \(developmentbank.wales\)](http://developmentbank.wales)

[Help for young people | The Prince's Trust \(princes-trust.org.uk\)](http://princes-trust.org.uk)

[Sgil Cymru – Media professionals training media professionals / Media apprenticeships in Wales](#)