



LYNA PICTURES

STORIES. VISION. IMPACT.

BUSINESS PLAN PRESENTATION

2026

PRODUCTION: LYNA PICTURES

DIRECTOR: Olena Tkach

CAMERA: Nazarii Kuzmenko

28.07.2026

BUSINESS PLAN



Module Title:

Enterprise and Entrepreneurship



Module Code:

LCLM 4006



Assessment:

Individual Presentation Pitch



Student Name:

Olena Tkach



Student Number:

2513857



Lecturer's Name:

Dr Charles Oham



TABLE OF CONTENTS

04	Introduction	
05	Section 1 – Overview of the Business Idea	SECTION 1
06	Legal Format	SECTION 2
07	Management Structure	SECTION 2
08	PESTLE Analysis	SECTION 3
09	Marketing Strategies	SECTION 4
10	Funding Requirements and Allocation	SECTION 5
12	Monthly Financial Forecast	SECTION 5
13	Thank You	



LYNA PICTURES
PRODUCTION LYNNA PICTURES
DIRECTOR Olena Tkach
CAMERA Nazarii Karmenchuk
DATE 26.07.2026
SCENE 1
TAKE 1

INTRODUCTION



Introduce Yourself

My name is Olena Tkach,
and today I will present
my business plan for
LYNA PICTURES.



Purpose of the Presentation

To present the concept of LYNА PICTURES business
plan and funding requirement.



OVERVIEW OF THE BUSINESS IDEA



BUSINESS IDEA

LYNA PICTURES is a film production company in London. We provide full film production. We create videos from the first idea to the final product for business, artists, and content creators.



PRODUCTS & SERVICES

- Commercial Videos
- Social Media Content
- Music Videos
- Documentary Films
- Short Films
- Full Post-Production Service



MARKET NEED

The UK film industry is growing,. The British Film Institute (BFI, 2026) supports the film industry. This creates good opportunities for **LYNA PICTURES**.



SECTION 2

LEGAL FORMAT



BUSINESS STRUCTURE

Private Limited Company (Ltd)



WHY I CHOSE A PRIVATE LIMITED COMPANY?

- **Limited liability** - protects the owner's personal money.
- **Professional credibility** – build trust with clients and business partners.
- **Business growth** - supports future business growth and new employees.
- **Access to funding** – help get investment and business finance.



HOW DOES IT SUPPORT THE BUSINESS GOALS?

This business structure supports LYNA Pictures. It helps the company grow, build long-term partnerships, and expand to new markets.

LYNA
PICTURES

STORIES. VISION. IMPACT.



MANAGEMENT STRUCTURE

The management structure of **LYNA PICTURES**,
outlining key roles and responsibilities within the business.



FOUNDER & CREATIVE DIRECTOR

- Business strategy and planning
- Creative direction
- Client relations and partnerships



PRODUCER

- Project planning and development
- Budget management
- Partnerships and overall production oversight



PRODUCTION MANAGER

- Scheduling and planning
- Team coordination
- Logistics and resource management



CAMERA OPERATOR

- Camera handling
- Lighting setup
- Shot setup



VIDEO EDITOR

- Video editing
- Colour grading
- Sound design and final delivery



PRODUCTION ASSISTANT

- On-set support
- Equipment handling
- Administrative tasks



MARKETING MANAGER

- Social media management
- Content strategy
- Branding and promotions

MARKETING STRATEGIES



TARGET MARKET

- Businesses & Brands
- Film Producers
- Artists & Musicians
- Digital Creators



CUSTOMER SEGMENTS

- SMEs & Start-ups
- Corporate Clients
- Marketing Agencies
- Creative Professionals



UNIQUE SELLING POINTS

- Cinematic Quality
- Full-Cycle Production
- UK & Ukraine Network
- Creative Storytelling
- Competitive Pricing



MARKETING STRATEGY

- Social Media Marketing
- Website & SEO
- Networking Events
- Strategic Partnerships
- Portfolio & Showreels

PESTLE ANALYSIS

OF THE EXTERNAL ENVIRONMENT: LYNA PICTURES

IP
LYNA
PICTURES

STORIES. VISION. IMPACT.



S SOCIAL

IMPACT

More people want real stories and good video content. This creates opportunities for small film companies.

STRATEGY

Create good films and branded videos that attract viewers and build trust.



T TECHNOLOGICAL

IMPACT

New AI tools, cameras, editing software and digital tools make film production easier and faster.

STRATEGY

Use modern technology and create content for different digital platforms while keeping good quality.



E ECONOMIC

IMPACT

More businesses are investing in video content. This increases the need for professional video services.

STRATEGY

Offer affordable and good-quality video services that give clients good value and help the business grow.



FUNDING REQUIREMENTS AND ALLOCATION

The funding will be used for the main costs of LYNA Pictures.

There are three main types of costs:

LYNA PICTURES.



STARTUP COSTS

Costs needed to start the business.

- Company Registration
- Branding & Website
- Office Setup
- Initial Marketing



FIXED COSTS

Monthly costs that stay the same.

- Studio Rent
- Team Salaries
- Utilities



VARIABLE COSTS

Costs that change for each project.

- Production Costs
- Equipment Rental
- Filming Locations
- Freelance Talent
- Marketing Expenses

IP
LYNA
PICTURES

STORIES. VISION. IMPACT.

LYNA
PICTURES



FUNDING REQUIREMENTS AND ALLOCATION

This slide the main funding and costs for **LYNA PICTURES**
There are three main types of costs: startup, fixed costs, and variable costs.

IP
LYNA
PICTURES
STORIES. VISION. IMPACT.

 STARTUP COSTS (ONE-OFF)	
ITEM	Cost (£)
Equipment purchase or leasing	2,000
Props, costumes and production design	800
Locations and studio initial deposit	800
Professional fees (legal, accounting etc.)	400
TOTAL START UP COST	4,000

 FIXED COSTS (PER MONTH)	
ITEM	Cost (£)
Rent or premises costs	500
Utilities	200
Insurance	200
Telephone and internet	50
Marketing and advertising expenses	300
Professional fees (accounting etc.)	400
Staff costs (Freelance crew/assistants)	5,000
Start Up Loan monthly repayment	800
TOTAL FIXED COSTS (PER MONTH)	7,450

 FUNDING SOURCE:		
Government Start Up Loan	25,000	
As shown in the 12-Month Cash Flow Forecast.		



These funds will cover all initial setup expenses and support operations until the business reaches **break-even**.



Detailed financial projections are presented on the next slide.



SECTION 5

VARIABLE COSTS



STORIES. VISION. IMPACT.

VARIABLE COSTS	JAN	FEB	MAR	APR	MAY	JUN
 Production Materials (Props & Consumables)	£15,000	£15,000	£25,000	£25,000	£145,000	£35,000
 Transport & Fuel	£8,000	£7,500	£12,000	£12,000	£60,000	£18,000
 Freelance Crew (Hourly Paid Emp.)	£36,200	£34,000	£55,100	£55,100	£267,300	£74,300
TOTAL VARIABLE COST	£59,200	£56,500	£92,100	£92,100	£472,300	£127,300



SECTION 5

MONTHLY FINANCIAL FORECAST

IP
LYNA
PICTURES

STORIES. VISION. IMPACT.

DESCRIPTION	JAN	FEB	MAR	APR	MAY	JUN
 Fixed Cost	£7,450	£7,450	£7,450	£7,450	£7,450	£7,450
 Variable cost	£59,200	£56,500	£92,100	£92,100	£472,300	£127,300
 Total cost	£66,650	£63,950	£99,550	£99,550	£479,750	£134,750
 Total Revenue	£475,000	£75,000	£125,000	£275,000	£625,000	£175,000
 Net Profit / Loss	+£408,350	+£11,050	+£25,450	+£175,450	+£145,250	+£40,250



REFERENCES



British Film Institute (BFI). (2026). *Get funding and support.*

Available at: <https://www.bfi.org.uk/get-funding-support/>
(Accessed: 28 July 2026).

British Film Institute (BFI). (2025). *BFI National Lottery Funding Plan 2026–2029.*

Available at: <https://www.bfi.org.uk/news/bfi-national-lottery-funding-plan-launched-2026-2029>
(Accessed: 28 July 2026).

British Film Institute (BFI). (2025). *BFI welcomes £75 million funding boost for the UK's world-class film and TV industry.*

Available at: <https://www.bfi.org.uk/news/bfi-welcomes-ps75-million-funding-boost-uks-world-class-film-tv-industry>
(Accessed: 28 July 2026).





THANK YOU

Thank you for your time and attention.



QUESTIONS?

