

UNIVERSITY OF WALES TRINITY SAINT DAVID



Program: Certificate in
Higher Education
(Business Skills for the
Workplace)



Module: Enterprise and
Entrepreneurship
(Module Code:
LCLM4006)



**Assignment
Title:** Component 2:
Individual Presentation
Pitch



Business Name: Kate SK
Solis Studios



**Student Name &
ID:** Kateryna Skladaniuk
(Student ID: 2513677)



Lecturer: Fouziya
Farheen

Overview of the business idea

Kate SK Solis Studios - Eco-friendly commercial photography studio

- **Location:** Digbeth Creative Quarter, Birmingham.
- **Core Concept:** "Pure Light" - 100% professional LED lighting.
- **Energy Efficiency:** Consumes 80% less electricity compared to traditional halogen competitors.

Target Markets:

- **B2B:** Commercial fashion brands and e-commerce platforms.
- **B2C:** Private photography and videography clients.
- **Sustainability:** Minimalist design, FSC-certified wood, 100% digital paperless workflow.



Tagvenue (Studio Space at Daily Studios)

Management Structure & Legal Format

Legal Structure & Operations

- **Legal Format:** Private Limited Company (Ltd) under the Companies Act 2006.

Justification: Limited liability protects personal assets, allows hybrid funding structure.

Management Team

- **Founder & Managing Director (Kate Sk.):** Overall strategy, Lead Photographer, high-end retouching, and bookkeeping.
- **Part-time Receptionist:** Client communications, emails, and studio preparation.
- **Project-based Specialists:** Marketing specialist and target/media buyer.

Key External Factors (PESTEL Analysis)

Strategic Opportunities:

- 1. Economic:* High UK non-domestic electricity rates (up to 75% higher than 2021). Traditional flash/halogen studios face massive financial strain.
- 2. Social:* Strong cultural shift toward sustainability. B2B brands actively audit their supply chains and look for green production spaces.
- 3. Environmental:* Strict UK net-zero carbon targets. Kate SK Solis Studios fills a highly profitable market gap through 100% LED energy efficiency and zero-waste digital workflows.

Two Major Marketing Strategies

Marketing & Promotional Strategies

Strategy 1: B2C (Consumer-Facing Segment)

- **Channels:** Highly visual campaigns on Instagram and targeted Facebook ads.
- **Focus:** Aesthetics, private portraits, and affordable value-driven pricing.

Strategy 2: B2B (Corporate Segment)

- **Channels:** Targeted LinkedIn campaigns and Google SEO optimization.
- **Focus:** Production quality, operational speed, and corporate social responsibility (CSR) enhancement.

Funding Requirements & Allocation

Total Capital Required:
£25,000

Funding Sources: £5,000 (Personal savings) + £15,000 (Private equity) + £5,000 (Start Up Loan).

First Month Expenditure:

- Lighting & Grip Equipment (LED): **£7,000**
- Property Deposit & Rent (Digbeth loft): **£3,500**
- Studio Renovation & White Cyclorama: **£3,500**
- Camera & Tech Setup: **£3,000**
- Staff Salaries (Launch Phase): **£3,000**
- Marketing & Website Launch (inc. SEO): **£2,000**
- Working Capital Contingency (Utility reserve): **£2,000**
- Insurance & Legal Fees: **£1,000**



Corporate Social Responsibility (CSR) & Q&A

Community Engagement
& CSR

- **Social Aspect:** Free quarterly photography and videography workshops for local youth.
- **Impact:** Provides hands-on training with professional gear and creates direct career pathways.
- **Business Benefit:** Generates powerful organic PR within West Midlands media.

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Thank you for your attention!
Questions & Answers Session