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BUSINESS PLAN

ProductSnap Studio

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PREPARED BY

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EXECUTIVE SUMMARY

ProductSnap Studio is a limited company that produces inspiring images to increase sales and emphasise brand identity for small and medium-sized independent online retailers.

ProductSnap Studio's mission is to fill the current gap in the market for an affordable professional photography service that can enhance online retailers' product listings, ensuring that no e-commerce business is left behind in a rapidly growing industry.

The UK's e-commerce market is the third largest in the world, with the number of e-commerce users in the UK expected to grow to 62.1 million in 2025. Thanks to this growth, demand for high-quality images to showcase online retailers' products is on the rise.

Many small businesses simply lack the time or skills to produce top-quality images for their websites, which can quickly cause them to lose out to larger competitors. However, by engaging the services of ProductSnap Studio, these small businesses can post the products they want photographing to our company and receive professionally retouched digital images within days.

Prices are competitive, starting from just £30 per image, with plenty of upselling opportunities, including 360-degree product images for interactive viewing and product videos.

ProductSnap Studio is currently in pre-launch and projects earning more than £5,000 per month within the first three months of launch. The business is run by Jane and John Doe, who have extensive experience in the photography industry and know exactly how to make clients' products and packages come alive.

Jane and John have already built strong relationships with a wide range of clients and industry contacts, which will give them an initial customer base. However, they will regularly attend networking events to broaden this base further.

Additionally, they will showcase the ProductSnap portfolio through the business' brand-new website and promote its products through the business's social media channels. Client testimonials will also prove valuable when building the business's reputation.

COMPANY OVERVIEW

Business description

ProductSnap Studio will be a professional product photography studio working with small and medium-sized independent online retailers to enhance sales with high-quality visuals.

Thanks to the surge in e-commerce in recent years, there is an increased demand for high-quality product images, with many retailers seeking affordable professional photography services to enhance their product listings.

Business structure

ProductSnap Studio will operate as a limited company, run by joint owners Jane and John Doe.

Background information

Although both are currently employed, founders Jane and John Doe will shortly be leaving their roles to focus solely on launching their new business. Jane is a highly experienced fashion photographer who, as creative director/photographer, brings a keen eye for detail and aesthetics to the business.

John is a post-production expert specialising in retouching and photo manipulation, and as such, will take on the role of post-production manager.

Together, they provide the perfect combination to offer a tailored and convenient service to clients who want a professional portfolio of images to enhance their retail websites.

Business objectives

Although both are currently employed, founders Jane and John Doe will shortly be leaving their roles to focus solely on launching their new business. Jane is a highly experienced fashion photographer who, as creative director/photographer, brings a keen eye for detail and aesthetics to the business.

John is a post-production expert specialising in retouching and photo manipulation, and as such, will take on the role of post-production manager.

Together, they provide the perfect combination to offer a tailored and convenient service to clients who want a professional portfolio of images to enhance their retail websites.

Team structure

The business will primarily be operated by the two founders, with plans to hire freelancers when required – such as makeup artists and stylists, for photo shoots requiring models.

As the business grows and demand for its services increases, Jane and John plan to expand into an agency and employ a dedicated team of professionals. This team will include key roles, such as full-time photographers and account managers, to support growth.

Unique selling proposition

ProductSnap Studio combines creative vision with a seamless workflow, transforming products into compelling visuals that drive sales. The studio ensures quick turnaround times and consistent quality, with most images ready within three to five business days.

The business will also maintain flexibility and cost-effectiveness by initially operating from a home studio and hiring freelancers as needed.

MARKET ANALYSIS

Industry insight

Research for ProductSnap Studio shows that the overall value of e-commerce retail sales has been steadily increasing in the UK, reaching around [£3 billion in November 2024](#). Fashion is the largest market, accounting for 28.7% of the UK's e-commerce revenue.

Furthermore, the number of e-commerce users in the UK is expected to [grow to 62.1 million in 2025](#).

This rapid growth has been a key driver of the rising demand for high-quality product photography, which is where ProductSnap Studio fits in.

SWOT analysis

| | |
|--|--|
| Strengths <ul style="list-style-type: none"> • High-demand service in the growing e-commerce market. • Can start with minimal investment and scale gradually. • Multiple revenue streams (one-time, retainers, upsells). | Weaknesses <ul style="list-style-type: none"> • Requires initial equipment and software investment. • Client acquisition can be competitive in the early stages. |
| Opportunities <ul style="list-style-type: none"> • Increasing need for premium product visuals as e-commerce competition rises. • Potential partnerships with e-commerce platforms, digital agencies and fulfilment services. | Threats <ul style="list-style-type: none"> • Competition from DIY product photography solutions and AI-generated imagery. • Dependence on trends in e-commerce and digital marketing. |

Competitive analysis

ProductSnap Studio has two types of competitors – direct and indirect.

Direct competitors

There are several independent product photographers and photography studios in the industry that offer similar services to those of ProductSnap Studio. However, many of these services have longer turnaround times of at least a week and do not offer the streamlined process ProductSnap Studio will provide.

Some of these competitors also operate from larger, rented photography studios with extensive teams. Because of these higher overhead costs, their services generally sit towards the higher end of the pricing scale.

Examples of these competitors include:

- Company A – A well-established photography studio specialising in high-end product shoots but with premium pricing that is often unaffordable for small businesses.
- Company B – An independent freelance photographer offering competitive rates, but unable to match the scalability and structured procedures ProductSnap Studio provides.
- Company C – A photography business that focuses on large brands and corporate clients, making it less accessible to smaller e-commerce businesses.

Indirect competitors

Some online retailers may prefer to use AI-based image enhancement tools, stock photography and DIY solutions to save money.

But these options lack the creative vision and professionalism ProductSnap Studio provides, which ensures no client's website gets lost in the crowd.

Indirect competitor examples include:

- AI-generated product images – Tools like AI-based background removal and enhancement software offer quick fixes for businesses, but they don't offer the same level of creative control or customisation as professional photography.
- Stock photography – Some businesses choose to use generic stock images, but this reduces brand uniqueness and product appeal and can impact sales.
- DIY product photography – While brands might consider using smartphones for in-house photography, this approach often results in compromised quality and consistency.

Differentiation

ProductSnap Studio will offer high-quality, custom product photography tailored to e-commerce needs. It will also offer additional services, such as 360-photography and product videos, that are not always available with other photography services.

Furthermore, ProductSnap Studio plans to offer subscription-based retainer packages for consistent branding across product lines, helping drive customer loyalty.

PRODUCTS AND SERVICES

Core services

ProductSnap Studio's core services include product shooting, post-production and photo manipulation.

The standard product photography package includes e-commerce-ready images on a white background, while the more comprehensive lifestyle product photography package includes styled shoots with props and models.

For an additional cost, packages can also include 360-degree product images for interactive viewing and product videos for social media or online listings.

Price

As ProductSnap Studio will initially operate from a home studio, overhead costs will be kept to a minimum, allowing pricing to be competitive.

- With the standard product photography package, each image is priced at £30.
- With the lifestyle product photography package, each image is priced at £50.

Customers can also upgrade and opt for 360-degree photography, starting at £150 per product. Product videos start from £200 per video.

Pricing structure

ProductSnap Studio has multiple revenue streams. As well as offering one-time package pricing for individual shoots, ProductSnap Studio will offer discounted retainer contracts for ongoing brand partnerships. This will provide the business with a predictable income stream.

Upsells for premium services like stop-motion animation and high-end editing will also be available to bring in additional income.

Customer segmentation

ProductSnap Studio's ideal customer is a small to medium-sized e-commerce brand that requires professional visuals to enhance its offerings and expand its loyalty base. This brand could be in any of the following e-commerce sectors: fashion, skincare, tech, home and lifestyle, and food and beverage.

ProductSnap Studio can help startups that are launching their first products, expanding e-commerce brands that are scaling up and looking to maintain consistency and well-established businesses looking for ongoing photography services.

Startups often face challenges relating to time constraints and limited budgets, whereas larger firms may encounter difficulties with maintaining brand consistency or reduced sales due to low-quality images.

Whatever the problem, ProductSnap Studio will collaborate with these businesses to address their specific issues and ensure that their websites adhere to high standards.

MARKETING PLAN

Below is an overview of the marketing plan for ProductSnap Studio:

Service offerings

To keep things simple, ProductSnap Studio will offer one-time product photography packages that online retailers can use to help promote their products and freshen up their websites for a low-cost fee.

However, brands that regularly launch new products can benefit from a monthly retainer contract, which enables them to request support whenever they need it.

Upselling opportunities are also available through 360-degree images, lifestyle product shots and product videos.

Promotion

ProductSnap Studio will use four key promotional strategies. First, the business will use social media marketing, including Instagram, LinkedIn and Facebook ads, to reach its ideal customer base.

Second, the owners, Jane and John, are creating an SEO-optimised website with a service portfolio to promote their offerings.

Third, Jane and John will use their current experience and industry contacts to reach out to e-commerce business communities and agencies.

These three initiatives should give them plenty of opportunities to build an initial client base, but in a fourth driver of promotion, Jane and John plan to develop strategic partnerships with digital marketing agencies to enable them to build their client base further.

Sales strategy

Jane and John also intend to regularly attend industry events, to expand their reach and explore collaborations with digital marketing agencies. In addition, they plan to introduce a referral program to grow their customer base and build brand loyalty.

In terms of upselling and repeat business opportunities, Jane and John will offer retainer contracts, bundling services (e.g., 360-degree photography and product videos) and time-limited offers.

These should all help drive customer retention. Additionally, they will reach out to potential clients through cold email campaigns, LinkedIn prospecting and follow-ups.

Place

ProductSnap Studio will operate as a remote photography service. This means clients can place an order at productsnap.co.uk, ship their products to the studio and then leave the design process to the team.

Once the photography process is complete, the professionally edited digital images will be sent to clients directly through online galleries or Cloud storage, ensuring a convenient and seamless service.

LOGISTICS AND OPERATIONS PLAN

Suppliers

With more than 35 years of industry experience between them, Jane and John have built a strong network of freelancers, including stylists, makeup artists and set designers, to ensure the high quality of each image. They can also collaborate with top model agencies and casting directors to meet clients' needs.

Production

The production process is straightforward. Once a client places an order, they ship their products to the studio.

At the studio, each item is carefully prepared for the photo shoot. This could involve choosing a model, setting up backgrounds, selecting the right lighting and sourcing props. Then, each item is photographed and processed using professional editing software. The images are delivered digitally to the client.

Turnaround time

Turnaround time varies depending on the service, but standard product photography is usually completed within three to five business days.

Lifestyle shoots can take longer, depending on the styling requirements, and 360-degree photography and product videos also require extra editing time.

However, quick turnaround options are available for urgent product launches for an additional 30% of the cost.

Facilities

Jane and John will initially operate their business from a small home studio to minimise overhead costs. As the business grows and they begin to build a team, they will acquire a dedicated studio space.

Equipment

The founders already own high-quality cameras, computers and essential editing software. However, investing in additional lighting, backdrops and specialised gear will enhance production quality, making the business's services more attractive to clients.

To minimise downtime, the business will maintain equipment insurance and have contingency plans, such as renting or leasing equipment in case of breakdowns.

Shipping and fulfilment

All images will be sent to clients via online galleries or Cloud storage. Client products will be returned by post.

FINANCIAL PLAN

ProductSnap Studio is in the process of completing its financial projections. Its estimated startup and ongoing costs, plus revenue projections are outlined below:

Estimated startup and ongoing costs

| Business need | Startup cost | Ongoing cost (monthly) |
|------------------------|---------------|------------------------|
| Equipment | £1,800 | n/a |
| Utilities | n/a | £450 |
| Software subscriptions | n/a | £260 |
| Marketing | n/a | £500 |
| Insurance | n/a | £50 |
| Shipping | n/a | £200 |
| Business bank account | n/a | £10 |
| Business website | £150 | £30 |
| Company registration | £50 | n/a |
| Total cost | £2,000 | £1,500 |

Revenue projections

| Month 1 | Month 2 | Month 3 | Year 1 | Year 3 |
|---------|---------|---------|---|--|
| £2,000 | £3,500 | £5,000 | £50,000 to £80,000 (scaling with repeat clients and retainers) | £150,000 + (expanding team and service offerings) |

Break-even analysis

With £2,000 in startup costs, plus £1,500 per month in overheads, the business needs £5,000 in total revenue to break even.

Assuming projected growth, break-even is expected within two months.

Funding sources

Jane and John Doe plan to fund the company's £2,000 startup costs through their own personal savings and investments, as well as a business credit card.

If equipment breaks down or is unsuitable, the owners will use equipment financing or leasing to source and spread the cost of alternative equipment.

As the business expands, small business loans or government grants could provide further financial support.

ADDITIONAL FINANCIAL INFORMATION

ProductSnap Studio is currently in the process of creating an income statement, balance sheet and cash flow statement, the templates of which can be found below:

Income statement

| | Current year | Previous year |
|---|--------------|---------------|
| Sales | | |
| Net sales | £ | £ |
| Cost of sales | £ | £ |
| Gross profit | £ | £ |
| | | |
| Expenses | | |
| Utilities | £ | £ |
| Software subscriptions | £ | £ |
| Marketing | £ | £ |
| Insurance | £ | £ |
| Shipping | £ | £ |
| Business bank account | £ | £ |
| Business website | £ | £ |
| Company registration | £ | £ |
| Depreciation | £ | £ |
| Other | £ | £ |
| Total operating expenses | £ | £ |
| | | |
| Earnings before interest, taxes, depreciation and amortization (EBITDA) | £ | £ |
| Interest expenses | £ | £ |
| Taxes | £ | £ |
| Net profit | £ | £ |

Balance sheet

| | Current year | Previous year |
|-----------------------------|--------------|---------------|
| Assets | | |
| Current assets | | |
| Cash | £ | £ |
| Inventory | £ | £ |
| Other current assets | £ | £ |
| Total current assets | £ | £ |
| | | |

| | | |
|---|---|---|
| Liabilities | | |
| Current liabilities | £ | £ |
| Accounts payable | £ | £ |
| Tax liabilities | £ | £ |
| Accrued expenses | £ | £ |
| Subtotal current liabilities | £ | £ |
| Long-term liabilities | £ | £ |
| Total liabilities | £ | £ |
| | | |
| Shareholders' equity | | |
| Share capital | £ | £ |
| Reserves | £ | £ |
| Retained earnings | £ | £ |
| Total shareholders' equity | £ | £ |
| Total liabilities and shareholders' equity | £ | £ |

Cash flow statement

| Cash flow statement | For year ending... |
|---|---------------------------|
| Cash from operating activities | |
| Net earnings | £ |
| Depreciation | £ |
| Decrease in accounts receivable | £ |
| Increase in accounts payable | £ |
| Increase in taxes payable | £ |
| Increase in inventory | £ |
| Total cash from operating activities | £ |
| | |
| Cash from investing activities | |
| Purchase of equipment | £ |
| Total cash from investing activities | £ |
| | |
| Cash from financing activities | |
| Drawing/distribution | £ |
| Repayment of loans | £ |
| Total cash from financing activities | £ |
| | |
| Beginning cash | £ |
| Total change in cash | £ |
| Cash at the end of the year | £ |