

BUSINESS SUMMARY



2014

Al's Creative Platform

Business Summary

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Business Idea

Al's Creative Platform is a new business designed exclusively for the Sierra Leone market. The goal is to provide audio-visual editing, video camera renting and mass production of audio-visual products using modern technology. This means that the services provided achieve a level of quality previously reserved for only expensive audio-visual production companies. The concept of creating this multimedia production services also allows film makers and individuals to make the most of modern technology which will subsequently influence the outcome of their production and sales.

Social Mission

It is no secret that since Sierra Leone suffered from its decade long civil war, the country's social, economic and physical structures were destroyed. Central to the conflict laid a large group of marginalized young people, particularly from rural areas, who are mostly uneducated and without access to livelihood opportunities. Besides the challenges associated with the recovery for development phase, on the employment creation front, the limited capacity of the private sector and a generally difficult economic environment, have worsened the situation. Creating job opportunities for a large and growing number of young men and women continues to be a challenge. As a result, attention has been shifted to the film production industry as a means of employment and subsequent survival. For now, the quality of some of these films is below standard and as such the desired goal (profit making) is not realized. **Al's Creative Platform** aims to fill in the gap and boost the standard of production of these industries. Once they start producing quality films, their sales will increase and that will have a positive impact on their psyche and general outlook in life.

Target Customers

Al's Creative Platform is a new business and as such, it will need to meet market acceptance. To that end, I am working to determine trends in the industry, the needs of customers, and how best to address the needs of customers. My services are geared for several markets, including Film makers, Music Artists, Institution, families and the business community. I shall initially target Film makers, Music Artists and institutions with which I can establish strategic alliance that will enable me to establish long term relationship with them.

Target Market and Size

I have identified three loosely defined market segments:

1. Artist/ Film Makers
2. Institutions.
3. Business Community

Potential customer growth will be as follows:

Segment	% growth	Year 1	Year 2	Year 3
Artist/ Film makers	9%	1,000	1,090	1,188
Institutions	5%	100	105	110
Business Community	2%	500	510	520

For several months I have promoted the concept via word of mouth to Film Makers, local Artists, Institutions, the business community, consumers on the street and educated professional in Makeni city. All show interest in using the services. In my first year of operation, I believe I can capture 20-30% of the market.

Competitors and barriers to overcome

There are some small scale producers with whom I will be competing. I stand a greater chance to success because there is no audio-visual production company currently in Makeni city. Though there are individuals who do editing on contract basis, the available companies in Sierra Leone are based in Freetown and they offer these services to customers from Makeni and its environs at a high cost and consumers of these services have to travel all the way to Freetown to get the desired service. Additionally, most of these companies charge exorbitant fees that cannot be afforded by the

young talented Sierra Leoneans. Fortunately consumers of these services are becoming educated about what can be done, but they do not know how to do it themselves. This is where **AI's Creative Platform** is going to fill this gap. However, there could be new studios providing similar services and the threat of dominance. I shall mitigate the latter threat by increasing quality service and prompt delivery times.

Competitive Advantage

My market strategy will be to advertise and capitalize on the services that my competitors do not offer. Thus my competitive edge in editing and production of quality video (which allows me to produce large numbers of videos while retaining quality) will be to maintain consistency at every location; so that customers can be assured they will get the same quality. I have a competitive advantage because of my location and modern equipment which is more aligned with the production industry trends requiring digital technology as opposed to analog devices. To make it further competitive, I shall deliver rough-cut products to clients for preview before the final product is delivered. I shall train my employees using consistent service guidelines. For students, my competitive edge will involve offering free resume service for that first job out of school.

Estimated Social/Economic impact

Sierra Leone has rich and untapped cultural talents immersed in active minds. If these talents are exposed under the appropriate conditions, the results would be immeasurable. My business would provide the needed atmosphere for productivity and creativity by availing editors, film makers and people in the field with equipment and technology they can explore and be creative. With quality production, their films would not be limited to just the Sierra Leone market. This will lead to massive self employment. Young people would no longer wait for government to provide jobs but rather market and advertize their talents in films produced at my business. Hence the situation of unemployment will be addressed and the country's economy will improve and individual development growth results would be improved.