



Business Plan

Prepared for: MA Photography

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Version: 1

Mission

To explore beaches and waterside locations noticing and recording both the beauty of the landscapes and the potential for harm that debris can cause to animals, humans and the environment.

Product

- Images are of three types:
 - Landscapes
 - Debris
 - Landscapes with debris present
- The photographic images are presented using and on a range of materials. The materials include various papers, wood, canvas, foam, aluminium, glass, light boxes and billboards.
- They are accessible in both physical and digital forms for to the public consumption as free information as well as being available to purchase.

Market

- Market research of similar businesses state their existing customers and interested parties include children and adults, males and females, local, national and world-wide populations and corporations.
 - This business will attract new audiences and potential customers through information drops (paper and digital), media coverage and illustrated talks in schools, to local organisations in villages, as well as at beach festivals and cleaning events.
 - Exposure routes include exhibitions, online gallery and blogs. Exhibits are displayed on beaches or in towns (open air mobile display) with appropriate council permissions.
 - Agreements are in place about copyright and payments with reference to the use of the images by organisations involved with promoting visitor numbers (e.g. Councils, National Trust) and others directly tackling coastal debris (e.g. Surfers against Sewage, Marine Conservation Society).
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