Production Company Business Plan

Provided by TheSMBGuide

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# Executive Summary

[Name of business] is a new production company that will be established in [city/town] by founders [list names of founders]. The company will focus on producing high-quality [type of production: films, TV shows, music recordings, corporate videos, etc].

Initially, [name of business] will be supported by a personal investment from each of the founders and a business loan that will be used to secure real estate and equipment.

## Mission Statement

“[Business name] exists to produce business-to-business video marketing content for local small businesses.”

## Distinctives

* Use only expert freelancers from a large talent pool.
* Only handle one project at a time.

## Investment Opportunities

Although [business name] has enough capital to begin a small-scale project, capital from private investors is needed to purchase additional equipment and software, and to lease property. This will be achieved through a combination of loans, memberships, and equity partnerships.

# Business Description

Legal Structure  
[Business name] has been established as a Limited Liability Company in the state of [State name]. [Name] is the attorney of record.

## Location

A location for [Business name] has been found. It is secure, in a safe area, and has enough room for pre- and post-production activities. There is also the option to lease an adjacent room to turn into a small studio.

## Launch

Pending finances and the lease of a suitable office space, [business name] will launch its services on [note specific date or month with year].

Sources of Revenue  
[Business name’s] primary source of revenue will be derived from planning, scripting, filming, and editing B2B video marketing content for small businesses. Secondary sources of revenue include video and sound editing services.

# Operations & Management

## Leadership

**Owner** – [Name and brief bio]

Head of Development  
The Head of Development is responsible for leading the production team of full-time, contract, and freelance team members, ensuring company goals are reached, and controlling quality.

Head of Production  
The Head of Production plays a key management role, overseeing and managing all production activities.

Head of Post Production  
The Head of Post Production manages the post production department, and ensures work adheres to the highest quality and is done within budget and on time.

Head of Sales and Distribution  
The Head of Sales and Distribution builds and maintains distribution channels, implements strategies for reaching target audiences, and sources new clients.

# Marketing

## Genre Profile

## Target Market

## Promotional Outlets

* + 1. Social Media
    2. Professional Guilds and Societies
    3. Press/Media Coverage
    4. Pamphlets
    5. Retainer Incentives
    6. Discounts

## SWOT Analysis

* + 1. Strengths
    2. Weaknesses
    3. Opportunities
    4. Threats
    5. Summary

|  |  |  |  |
| --- | --- | --- | --- |
| **Strengths** | **Weaknesses** | **Threats** | **Opportunities** |
|  |  |  |  |

# Competition

According to reports, global media and entertainment industry revenue will reach $2.2 trillion by 2021, with the U.S. industry reaching a potential $825 billion by 2023. There are 93,000 businesses operating in the U.S. film and television industry.

In the state of [state name], there are [number] production companies. More specifically, within the local market of [city/town/municipality/county] we have identified [number] existing production companies:

* [Production company name] – Brief description.
* [Production company name] – Brief description.
* [Production company name] – Brief description.

# Financials

## Startup Expenses

## Sources of Funding

[Use our Sources and Uses spreadsheet to complete this section.](https://www.thesmbguide.com/downloads/statement-of-sources-and-uses-download-201908151-1.xlsx)

## Financial Operations

1. Property Rental
2. Hours of Operation
3. Staffing
4. Professional Services

## Revenue Projections

## Break Even Point

[Production company name] will break even when it achieves sales of [$] per month.

Pro Forma Profit and Loss Statement

[Use our Pro Forma Profit and Loss spreadsheet to complete this section.](https://www.thesmbguide.com/pro-forma-profit-and-loss-statement-download-20190815-1.xlsx)

# Future Plans

You can use this section to describe any plans that you have for expansion once your company has covered all opening costs and is able to maintain a strong cash flow from one month to the next.

Future plans may include:

* Hiring permanent staff
* Owning more equipment
* Offering equipment rental