

# Company Report



Created by: Lucas  
Grizzle, Jensen Mckenzie,  
Aaron Drasnin, Michael  
Wang, and Bobby Xiao

# Pictura

Canyon Crest Academy High School  
San Diego, California  
San Diego Junior Achievement Branch  
Brian Baum, Faculty Advisor  
Garret Colbert and Lauren,  
Volunteer Advisers

EST. 2020

# Executive Summary - Pictura



**Service Description:** At Pictura we have the explicit goal of providing a simple and convenient service for an otherwise arduous process. We provide a better alternative for immortalizing photos on physical mediums, such as t-shirts, mugs, and prints. Getting a photographer to come to a group event and take a photo can be expensive and time consuming. Creating custom merchandise tends to be complicated and difficult for the average person. At Pictura, we make the process easy. After scheduling a date with our client, we take high quality photos of their group event using premium cameras and drones if necessary. We then put the photos on a high quality merchandise item as chosen by the customer, and we ship it to the customer's doorstep. At Pictura we simplify the process of obtaining custom merchandise, and we complete the entire ordeal of getting custom merchandise with the customer's satisfaction being our number one priority.

**Mission Statement:** Pictura has the goal of providing customers with a one stop shop for obtaining custom merchandise to immortalize their most important memories.

## Summary Statement and Financial Statement

No sales were made due to the mandatory coronavirus quarantine in California. However, we are working on shifting our business model to adapt to these unprecedented times, where the customer can submit their own photos to us, for printing. This eliminates the person-to-person contact that our business previously relied on.

## Table of Contents

Executive Summary.....	1
Financial Performance.....	2
Innovation and Overview.....	3
Marketing and Sales Strategies.....	4
Leadership and Organization.....	5
Future Potential.....	6

# Financial Performance

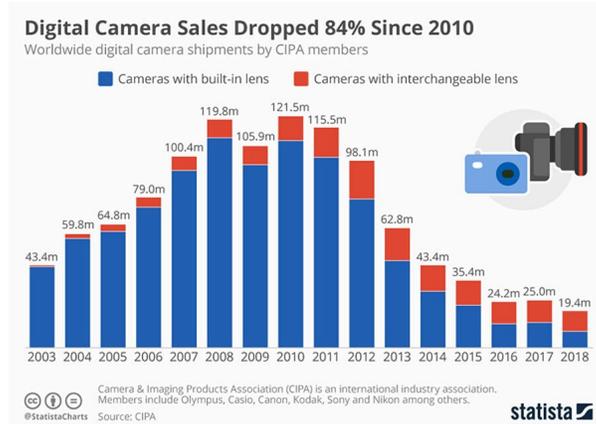
YEAR 1		YEAR 2	
<b>Income</b>	<b>\$</b>	<b>Income</b>	<b>\$</b>
Revenue/Gross Sales	\$700	Revenue/Gross Sales	\$1,000
<b>Cost of Goods Sold (COGS)</b>		<b>Cost of Goods Sold (COGS)</b>	
Cost of Goods Sold	\$500	Cost of Goods Sold	\$714
<b>Gross Profit</b>		<b>Gross Profit</b>	
Gross Profit	\$200	Gross Profit	\$286
<b>Expenses</b>		<b>Expenses</b>	
Advertising/Marketing	\$0	Advertising/Marketing	\$100
Photographers	\$0	Photographers	\$13
Supplies	\$30	Office Expenses	\$0
Website	\$0	Website	\$100
Depreciation	\$4	Depreciation	\$5
<b>Total Expenses</b>		<b>Total Expenses</b>	
Total Expenses	\$34	Total Expenses	\$218
<b>Net Profit</b>		<b>Net Profit</b>	
Net Profit	\$167	Net Profit	\$68
Percent of Income	23.79%	Percent of Income	6.82%
<b>Cash Flow</b>		<b>Cash Flow</b>	
Cash Flow (+/-)	\$170	Cash Flow (+/-)	\$73

In the first year, we expect to make \$700 dollars in gross sales, with an increase of about 50% in the next year. About 70% of the gross sales is cost of goods sold, which is deducted from sales to get profit. Profit margins are at least 40%, with custom photo packages yielding even more.

YEAR 1		YEAR 2	
<b>Current Assets</b>		<b>Current Assets</b>	
Bank: Checking	\$55	Bank: Checking	\$83
Bank Savings	\$0	Bank Savings	\$0
<b>Total Bank</b>	<b>\$55</b>	<b>Total Bank</b>	<b>\$83</b>
Accounts Receivable	\$0	Accounts Receivable	\$0
<b>Other Current Asset</b>		<b>Other Current Asset</b>	
Inventory	\$0	Inventory	\$0
<b>Total Other Current Asset</b>	<b>\$0</b>	<b>Total Other Current Asset</b>	<b>\$0</b>
<b>Total ASSETS</b>	<b>\$55</b>	<b>Total ASSETS</b>	<b>\$83</b>
<b>LIABILITIES &amp; EQUITY</b>		<b>LIABILITIES &amp; EQUITY</b>	
<b>Current Liabilities</b>		<b>Current Liabilities</b>	
Bank Loan-Line of Credit	\$0	Bank Loan-Line of Credit	\$0
Accounts Payable	\$0	Accounts Payable	\$0
Credit Card- Visa	\$0	Credit Card- Visa	\$0
<b>Total Current Liabilities</b>	<b>\$0</b>	<b>Total Current Liabilities</b>	<b>\$0</b>
<b>Long Term Liabilities</b>		<b>Long Term Liabilities</b>	
Loan-SBA	\$0	Loan-SBA	\$0
Initial Investment	\$55	Initial Investment	\$0
<b>Total Liabilities</b>	<b>\$55</b>	<b>Total Liabilities</b>	<b>\$0</b>
<b>Equity</b>		<b>Equity</b>	
Net Income	\$0	Retained Earnings	\$0
<b>Total Equity</b>	<b>\$0</b>	<b>Total Equity</b>	<b>\$0</b>
<b>Total LIABILITIES &amp; EQUITY</b>	<b>\$55.00</b>	<b>Total LIABILITIES &amp; EQUITY</b>	<b>\$0.00</b>

# Innovation and Company Overview

**The Industry:** Pictura is a part of multiple industries; the photography industry and custom merchandise industry. The photography industry includes both photos taken using an I-Phone Camera, Digital cameras, Film Cameras, and drones. We think that the smartphone industry will continue to blossom in the future. The photography industry first really gained traction in the 1950's, but it was nowhere near what it is now. At that time all of the cameras ran on film, which would have to be processed. These photographs were also in black and white. Following the introduction of the first digital cameras in the late '90's, many amateur photographers began taking photos. This made the photography industry really accessible and definitely expanded its target market. However, recently fewer people have been buying cameras due to smartphones. The smartphone market was valued at USD \$714.96 billion in 2019 and is expected to reach USD \$1351.8 billion by 2025, at a CAGR of 11.2% over the forecast period 2020 - 2025. In the immediate future, the photography industry is a great one to pursue. There are currently multiple trends in the photography industry, but one of them is that photographic skill is becoming more valuable (via supply and demand), so our service will be able to grow within the market.



**Goals and Objectives:** Our goal is to give customers a stress-free and enjoyable experience whilst also receiving a quality meaningful product. We go to the customer, we take the photos, we get it printed on whatever merchandise item the customer wants, we pay shipping, we get the purchased item(s) delivered to the customer. As for our financial goals, we hope to partner with 2-3 big organizations like the DMCV sharks and get parents at DMCV shark practices and games to buy our products. We hope to get \$1500 sales and \$400 profit by the end of our semester. We have 40% sales margins which includes shipping taxes and other smaller costs so the \$400 profit is definitely a conservative estimate.

# Marketing and Sales Strategies

We plan to market ourselves as a force within the community that people can trust to provide high-quality services and a good customer experience. We will go out and perform our services at local community events such as workshops or soccer tournaments to get ourselves involved with the community and get clients.

---

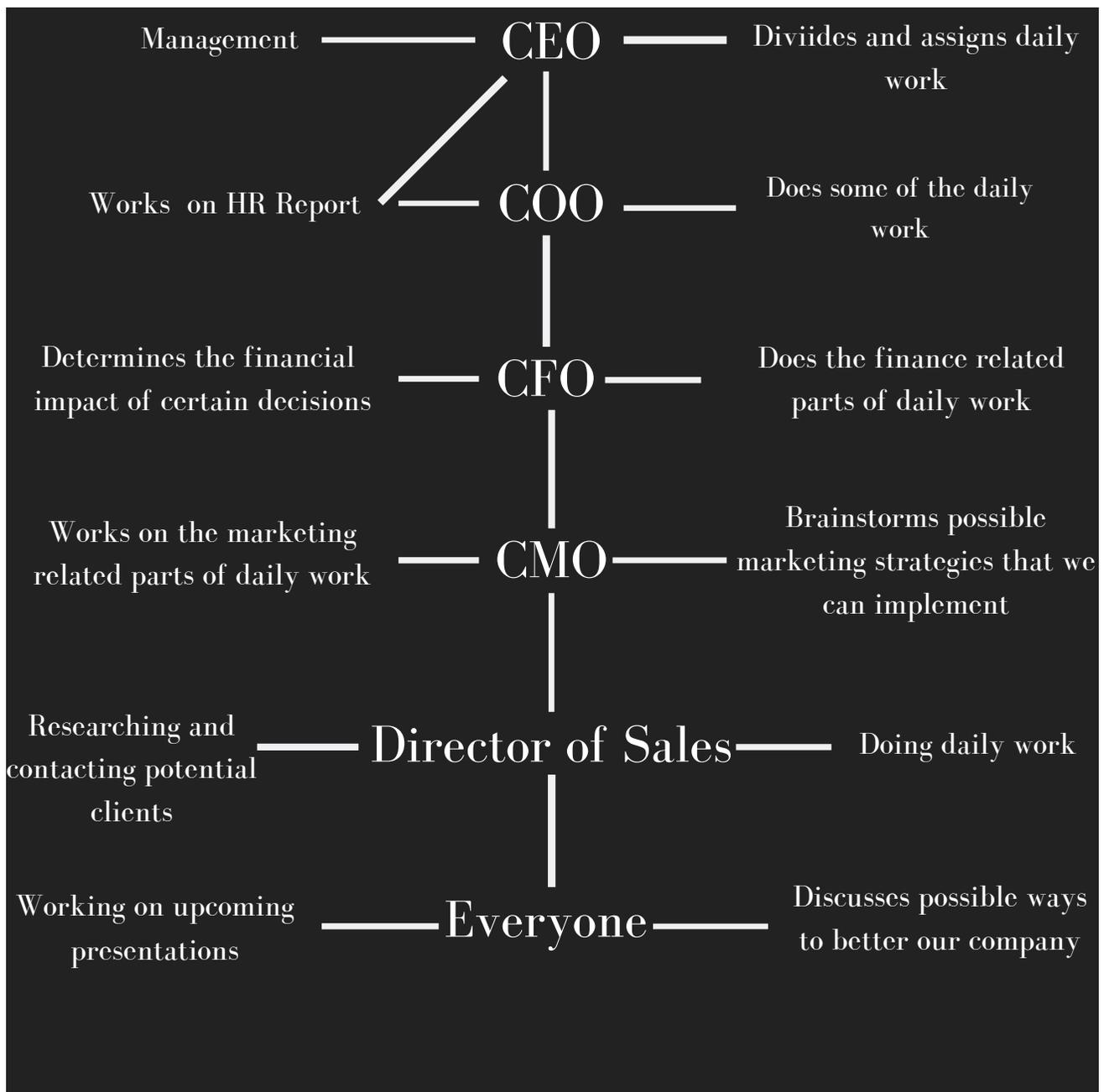
**Our first phase of advertising is going to be on social media, and through our company's website. On social media we will pay to have our advertisements put on social media platforms, pushing our company out to our target group, 30-50 year old parents with young kids. By using targeted ads like this, we are able to get the best use of our advertising budget. Additionally, we will advertise our website using google advertising. Again, we get to choose the audience and keywords that we advertise to, giving us the highest probability of a customer.**

---

By getting ourselves involved with our community, we hope to build a reputation that will spread by word of mouth along with local/targeted advertising. People will know who we are, and know what we do, which not only builds up trust but makes it easier for new customers to choose our services as well.

# Leadership and Organization

Our CEO Lucas is at the top, doing general management among the other members of Pictura's team. The CEO works with our COO, Bobby, to ensure that the HR reports are accurate. The CEO divides up the daily work that needs to be completed by the end of the period and the CEO also does some of the general work themselves. The COO completes general work and assumes the top of the command chain when the CEO is absent. The COO consistently creates and modifies the HR reports and collects information on the rest of the employees in order to do so. Our CFO, Jensen, deals with financial-specific work as well as managing the company finances, and assumes command after the COO. Our CMO, Michael, deals with marketing and promotional work, creating adverts and presentations. Below the CMO is our Director of Sales Aaron, working to contact clients, lead sales efforts, do in-person negotiations with the clients and do general work.



# **Future Potential and Learning**

## **Future Viability:**

We are confident that our company can be continued post-quarantine. Since we were not able to make any sales, we do not know what the profit will be in exchange to hours of work. A conversation has yet to be had about the desires of each group member to continue running and managing our company.

---

## **Key Takeaways:**

The biggest area of personal growth for the members of Pictura was the sales experience. Cold calling local business and organizations is not an easy process, but we all made significant gains in our selling ability. Although no money was made from our company, we still made significant progress in our ability as businessmen. Public speaking was another area where many of the members made substantial personal gain. This project required weekly presentations and discussions, which fostered our ability to speak in front of a group of people, an ability which will help all of us in the future. Group dynamics and communication was also an area of significant growth for many of the members. The ability to work well with others is an invaluable life skill and will certainly be of benefit if any of our Pictura team pursue business as a career. The Junior Achievement program demands strong communication among all group members. This was not easy for our company at first, but as we became closer, the communications and dynamics improved.