

Table of Contents

1.0 Executive Summary.....	2
2.0 Organisation Summary.....	3
2.1 Company Vision.....	3
2.2 Mission Statement.....	3
2.3 Business Development Model.....	3
2.4 Business Ownership.....	5
2.5 Management Team.....	5
2.6 Company Values.....	6
3.0 Market Analysis.....	7
3.1 Industry Overview.....	7
3.2 SWOT Analysis.....	9
3.2.1 Strengths.....	10
3.2.2 Weaknesses.....	10
3.2.3 Opportunities.....	10
3.2.4 Threats.....	10
3.3 Competitors.....	11
4.0 Marketing Strategy.....	13
4.1 Marketing Objectives.....	13
4.2 Financial Objectives.....	13
4.3 Target Markets.....	14
4.4 Positioning.....	14
4.5 Marketing Mix.....	15
5.0 Operational Plan.....	16
5.1 Manpower Plan.....	16
5.2 Outsourcing Plan.....	18
5.3 Studio Operation Plan.....	19
5.4 Price List.....	20
6.0 Financial Plan.....	21
6.1 Financial Forecasts.....	29
7.0 Corporate Identity.....	30
8.0 Conclusion.....	32

1.0 Executive Summary

SNAP! is a design company based on both graphic and multimedia. SNAP! will be concentrating mainly on corporate identity of established companies. The targeted customer base are small (typically 5 to 15 employees) to medium (15-40 employees) size companies that have been established for 5 to 15 years.

SNAP! will be operating out of a small and cozy office in the downtown area (i.e. Haji Lane). For months one through six, Ed Ashley Ong, Amanda Teng and Tiffany Goh will be the core employees. By month six, SNAP! will be hiring an assistant to help with some of the design work as well as administrative details.

SNAP! will offer companies a unique perspective regarding corporate identity and visual communication. All three of them have a unique background where they have both business skills as well as creative skills. Most firms come solely from creative backgrounds. While this is useful for the crafting of logos and other devices of visual communication, they cannot provide an all-rounded solution because of the lack of understanding from the business perspective. This is where SNAP! will have the competitive edge over their competitors. It allows them to bring both an aesthetic design focus as well as a practical, quantitative mindset that adds value to the service offerings. This is useful since the clients are more business oriented.

SNAP! plans to grow its customer base by providing clients with well-priced projects due to creative, practical designs that add more value than competing graphical art firms, and superior customer attention. SNAP! will reach profitability by month nine and expects to generate \$115,690 in profits by year three.

2.0 Organisation Summary

SNAP! is a start-up graphics and multimedia firm that serves mainly SMEs. The firm will be based in Singapore and will operate from a small, downtown office. Over the years, the competition in the design industry has intensified. The range of design services available and the number of companies that are offering these services is extraordinary.

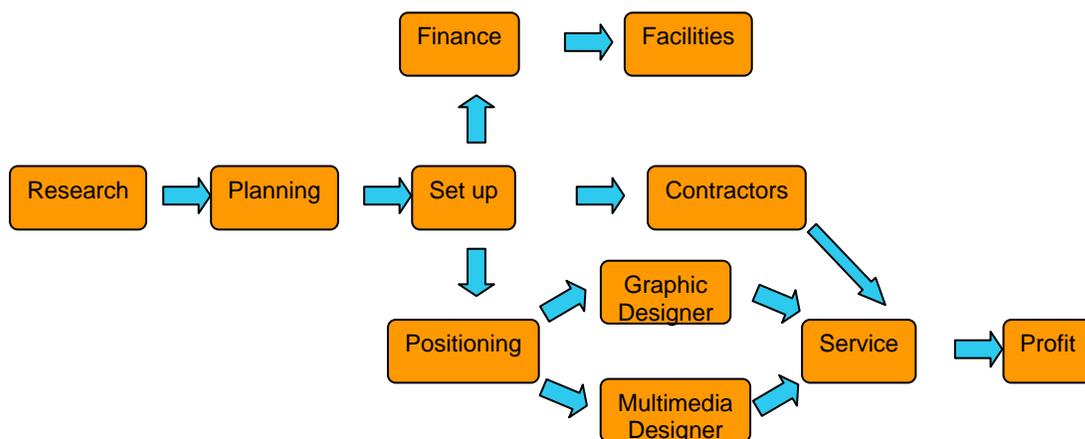
2.1 Company Vision

SNAP!'s vision : To uphold both customer service and design quality at its best.

2.2 Mission Statement

SNAP!'s mission: Obsessive customer service. Total customer satisfaction. Long term profitability. All these obtained with as little pain as possible.

2.3 Business Development Model



Services

SNAP! provides graphic design and visual communication services to established, primarily Singapore-based companies. Some of our services offered are corporate identity, logos, branding, and packaging.

The majority of services will be provided at SNAP!'s office space. The office environment will be designed to appear sophisticated, modern, practical, sleek and cozy. This is very important because the office of a graphic designer is a piece of their portfolio and reflects their work product. Therefore, a decent amount of money (\$15,000) will be used to develop a proper appearing business office.

Rates

The pricing of the projects is typically estimated as a project-based cost. The project cost will be estimated by the approximate number of hours needed to complete the project. Generally, we will be charging \$75 an hour for our services.

Promotion

We will look at the individual components needed in any of the promotions. All of the design and marketing elements will be 'integrated' to form a specific communications campaign.

Personal Selling : is an effective way to manage personal customer relationships. The sales person acts on behalf of the organization. They tend to be well trained in the approaches and techniques of personal selling.

Sales Promotion : tend to be thought of as being all promotions apart from advertising, personal selling, and public relations. SNAP! may come up with certain promotional packages for our return clients as a form of appreciation.

Direct mail : is very highly focused upon targeting consumers based upon a database. As with all marketing, the potential consumer is 'defined' based upon a series of attributes and similarities. The mail is sent out to the potential consumers and responses are carefully monitored.

Advertising : is a 'paid for' communication. It is used to develop attitudes, create awareness, and transmit information in order to gain a response from the target market. There are many advertising 'media' such as newspapers magazines and journals, outdoor advertising (such as posters, bus sides).

2.4 Business Ownership

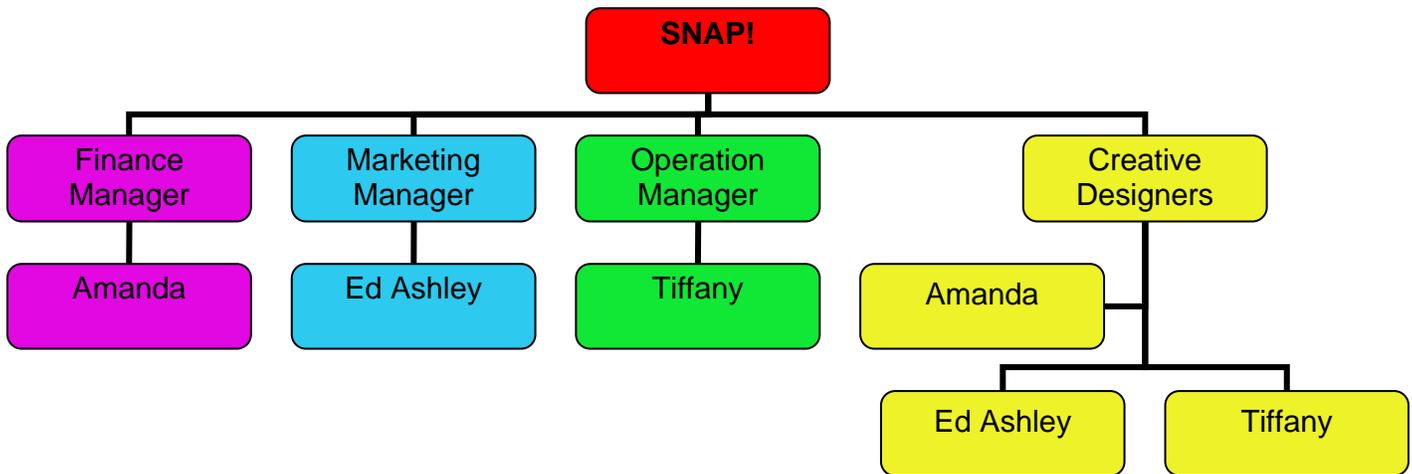
SNAP! is a partnership owned and operated by Ed Ashley Ong, Amanda Teng and Tiffany Goh. Amanda Teng will have 40% of the shares while Ed Ashley Ong and Tiffany Goh will have 30% each.

2.5 Management Team

Amanda Teng : Graphic Design Consultant & Finance Manager

Ed Ashley Ong : Graphic Design Consultant & Marketing Manager

Tiffany Goh : Multimedia Design Consultant & Operations Manager



2.6 Company Values

Company's core values

Our core values are the root of our future success. Core values stand the test of time and remain the fundamentals for building good working relationships and a conducive working environment. They are a guide and inspiration beyond the pursuit of profits.

Personal Responsibility

Having a sense of ownership in the company means greater responsiveness and motivation.

Customer Intimacy

Through nurturing and building relationship, we aim to establish a good rapport with our clients.

Respect for Individuals

Respecting the dignity of staffs, vendors and contractors, regardless of their opinion, personality and culture, is a source of harmony and synergy in the business.

Teamwork

Working as a team with mutual recognition and to achieve quality products and services.

Sense of Urgency

Decisive and swift actions enable us to respond to customer needs faster.

These guiding principles form the core of our dealings with customers and business partners, which in turn reflects our commitment to deliver world-class service.

3.0 Market Analysis

SNAP! is a new start up operation company. A well conceived and executed marketing plan will be critical to the successes and profitability of the business. The company offers graphic and multimedia design solutions to the Singapore market.

3.1 Industry Overview

SNAP! possesses good information regarding the market and knows a great deal about the common attributes of the most prized customers.

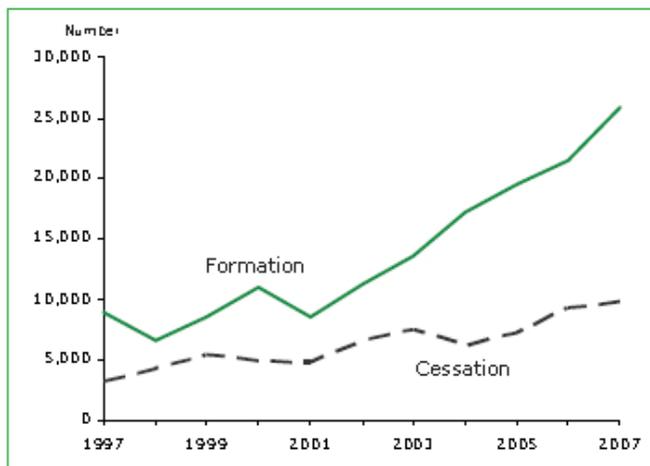
Market Demographics

Formation and Cessation of Companies and Businesses, 2007

Companies

The number of companies incorporated in 2007 was 25,900, an increase of 21% from 2006. All major industries recorded higher number of company formations. In particular, double-digit growths were observed in industries such as real estate, rental & leasing (76%), financial & insurance (44%), construction (32%), hotels & restaurants (32%) and education, health & social work (29%).

There were 9,880 company cessations in 2007, a rise of 6.3% from the 9,290 recorded in 2006. Most major industries recorded increase in company cessations, ranging from 3.1% (hotels & restaurants) to 30% (arts, entertainment, recreation & other service). Conversely, declines in company cessations were registered in construction (-9.2%), transport & storage (-3.1%) and administrative & support service (-3.0%).

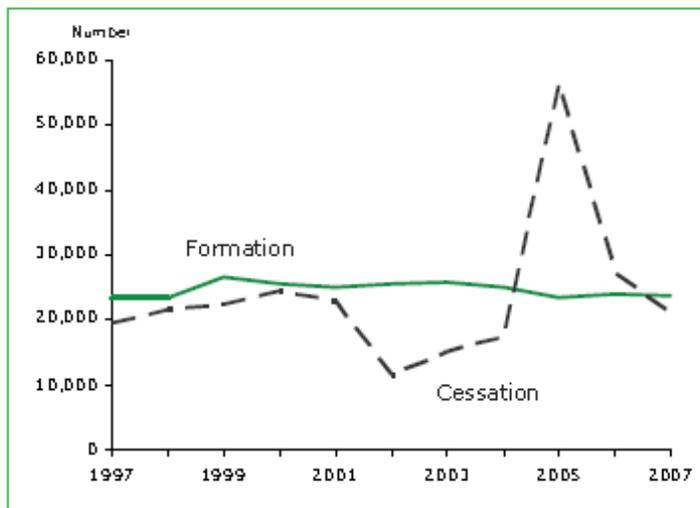


Source: Statistics Singapore Newsletter

Businesses

The number of business formed declined slightly from 24,090 in 2006 to 23,850 in 2007. Industries which recorded declines in business formations included wholesale & retail trade (-6.7%), information & communications (-6.1%), and arts, entertainment, recreation & other service (-5.9%). In contrast, growths in business formations were observed in real estate, rental & leasing (34%), transport & storage (16%) and construction (10%).

The number of business cessations declined by 22% from 27,040 in 2006 to 21,160 in 2007. All major industries recorded decrease in business cessations, with larger declines recorded in administrative & support service (-30%), construction (-29%) and professional, scientific & technical (-27%).



Source: Statistics Singapore Newsletter

Market Needs

SNAP! is providing its customers with a wide selection of graphic and multimedia design solutions for established companies wanting to be taken to the next level of business competition. SNAP! seeks to fulfill the following benefits that are important to their customers.

- **Selection:** A wide range of graphic and multimedia design solutions.
- **Accessibility:** All services will be provided from SNAP! centrally-located office space.
- **Customer Service:** The clients will be impressed with the level of attention that they receive.
- **Competitive Pricing:** SNAP!'s price structure will be competitively positioned.

Market Trends

Within the last seven to 10 years, there has been a trend in the industry for the general advertising agencies to start acting as a full-service agency that not only prepares advertisements, but also does much of the creative work in-house instead of outsourcing it. This trend toward full-service agencies has continued. To a large degree it is occurring due to higher profit margins for the service providers. SNAP! will be banking on this trend but when needed, we will not hesitate to outsource our projects as well.

Market Growth

In 2000 the graphic design industry reached \$812 million dollars. It is forecasted to grow at 5.6% for the next five years. This growth is attributed to companies' desire to appear professionally to the public. Another related aspect of this trend is the formation of many small business owners that took their business, or created a business that uses the Internet and their desire to appear more corporate or established than they really are. This is accomplished through the use of graphic design and visual communication services.

Industry	1997	2002	2003	2004	2005	2006	2007
Manufacturing	1,513	1,094	942	931	1,139	1,252	1,207
Construction	3,267	1,770	1,498	1,379	1,396	1,532	1,682
Wholesale & Retail Trade	8,136	9,304	9,437	8,874	8,183	8,020	7,477
Transport & Storage	1,199	1,138	1,190	1,107	995	1,019	1,183
Hotels & Restaurants	1,228	1,534	1,648	1,753	1,637	1,575	1,699
Information & Communications	973	1,441	1,419	1,180	1,128	1,367	1,283
Financial & Insurance	161	135	255	269	220	274	261
Real Estate, Rental & Leasing	690	252	202	219	207	306	410
Professional, Scientific & Technical	2,434	3,169	3,458	3,336	2,809	3,053	3,045
Administrative & Support Service	1,110	1,812	1,841	1,887	1,734	1,421	1,396
Education, Health & Social Work	845	1,439	1,284	1,114	1,008	1,066	1,163
Arts, Entertainment, Recreation & Other	1,767	2,244	2,562	2,791	2,851	3,056	2,874
Others	115	145	177	224	187	150	181
Total	23,438	25,477	25,913	25,064	23,494	24,090	23,861

Source: Singapore Department of Statistics
Accounting and Corporate Regulatory Authority

3.2 SWOT Analysis

The following SWOT analysis captures the key strengths and weaknesses within the company, and describes the opportunities and threats facing SNAP!.

3.2.1 Strengths

- A unique combination of both creative and business knowledge and skill
- An elegant office that gives off the perception of creative, cutting-edge design, implying a skilled service provider
- A targeted focus for attracting customers
- Service oriented
- Competitive price range
- Being small means we can provide a more personal approach towards our clients

3.2.2 Weaknesses

- The struggle to develop market awareness related to a start-up company
- Increasingly limited amount of time for marketing activities as more and more time is needed to finish projects
- Lack of manpower
- We are too small to be represented on Union Council
- With fewer people in the company, that means they have to work doubly hard
- We don't have extra people with time to cover if someone is down with illness or on leave
- Clients don't always pay promptly so we might have cash flow issues

3.2.3 Opportunities

- A growing market that does not seem to be focused on attracting a target customer segment
- The ability to generate future business by leveraging on the technological advances of the Internet
- An industry that is not significantly affected by slumps in the economy
- We have room to grow, we will benefit from recruiting more members
- More members and a bigger organising company can do more projects and thereby build the group
- More members mean larger budgets, more options for projects

3.2.4 Threats

- Competition from local competitors who decide to focus on SNAP!'s targeted segments
- Significant increase in ease of use of graphic design software that allows individuals to design their own graphical pieces
- A shift in local industries that changes the demographics of many of the companies located in Singapore
- If we change the way we operate too much, some current employees may leave, or even the future ones
- Financial constraints on the company

3.3 Competitors

The following are examples of the different types of competitors.

Large Advertising Agencies: Over the years these firms have increased their number of service offerings from selling media forms of advertising, to a more full-service company that develops creative work in-house, working with companies to develop corporate identity, etc.

Singapore Press Holding SPH (<http://www.sph.com.sg/>)

Singapore Press Holding (SPH) is the leading media organisation in Singapore, with one of the region's most advanced printing assets. It is licensed to publish 17 newspapers in four languages in Singapore and together, these have a circulation of more than one million copies a day. SPH also publishes and produces more than 100 magazines titles in Singapore and the region. In addition, it owns a 40 percent stake in MediaCorp Press Ltd, which publishes free newspaper Today.

MangoCorner (<http://www.mangocorner.com.sg/>)

MangoCorner offers graphic design, print media, webpage design, content management systems, web hosting, mailing of newsletter ,design of company logo and professional video mixing and editing.

The following is a detailed list of services they provide :

1. Graphic Design
2. HTML Web Design
3. FLASH Web Design
4. Email Newsletter Services
5. Content Management System
6. Domain Registration
7. Web Hosting
8. Photography with editing service
9. Audio Mixing

Notion Age (<http://www.notionage.com>)

Notion Age is founded in January 2001, it is a web design company and interactive agency based in Singapore. Co-founder has more than 14 years experience in the creative and digital media industry.

They specialise in web design, interactive flash micro site, SEO (search engine optimization) services, email marketing, CMS (content management system), web application development, social media marketing and Internet marketing campaigns.

The following is a detailed list of services they provide :

1. Web Design Services and Interactive Flash
2. Professional SEO Services (Search Engine Optimization)
3. Email Marketing Solutions and Services
4. Web Application Development
5. Content Management System (CMS)
6. Marketing Print Collaterals

ClearEDGE (http://www.clearedge.com.sg/about_us.html)

ClearEDGE is an integrated communications agency that specialises in the following categories:

1. Concept Development
2. Scriptwriting
3. Multimedia Programming
4. Web Programming
5. Mechatronics
6. Design
7. Illustration
8. Animation
9. Editing
10. Videography

CubeWerks (<http://www.cubewerks.com.sg/whoweare.html>)

CubeWerks is a creative marketing solutions outfit based in Singapore specializing in providing a wide mix of cutting edge web development solutions, creative internet marketing strategies and unique print based advertising designs.

They offer their expertise and creativity as listed in the following categories:

1. Strategic Online Marketing Management
2. Customised Web Application Programming
3. Customised Web Design & Development
4. Web Application (off-the-shelf integration)
5. Corporate CDROM Interactive Production
6. Web & Email Hosting Service

Freelance Designers: These competitors are similar to us because they are typically a one person operation, usually operating out of their own home. Often the freelance designers are just getting into the business and are trying to get experience, or they have left a firm in search of a more flexible lifestyle. Some freelance designers are well experienced and can offer the same professional level of quality the large agencies offer.

4.0 Marketing Strategy

The market segments will be targeted in a number of different ways. It must be noted that a design firm generates visibility and sales not through advertising, but through networking and client referrals. The marketing strategy will therefore consist of the following methods:

- **Networking:** The networking will be based on leveraging our personal and professional relationships that he has developed after spending years in the industry. Ways of networking include sending out notecards to all acquaintances announcing the opening of SNAP!, and periodically meeting with people to catch up. This also means finding out who this person knows within some of the target companies that SNAP! will likely try to turn into customers.
- **Client Referral:** A lot of business is derived through referrals. Some of the referrals will come from customers. Recognizing that referrals will be a good source of new customers. We will work very hard to satisfy all of our customers. By making sure that we exceed their expectations, that will increase the likelihood that we will receive referrals from satisfied customers.
- **Targeted Customer Acquisition:** This is the research and strategic formulation to attract a chosen company to become a customer. We will put together a list of 20-30 companies that would be excellent customers. Once these companies have been identified, we will devise a strategy to target these companies as customers by initially determining what value SNAP! can offer the company. Once this has been established, we will figure out which of our acquaintances might know someone from the targeted company and try to arrange some sort of meeting. Eventually, the goal is to be able to meet with the decision maker of the company and present them with a portfolio of our past works as well as the proposed value we can offer this company.

4.1 Marketing Objectives

- Increase visibility, evidenced by an increase in unsolicited requests for service
- After year one, generate at least 30% of new business each quarter from referrals
- Continually strengthen SNAP!'s brand ethics

4.2 Financial Objectives

- Maintain positive, steady, growth each month
- Reach profitability by the end of year one
- Continue to decrease the variable costs associated with serving a project

4.3 Target Markets

SNAP! has two distinct customer groups which they will concentrate on:

- Small-size companies: typically five to 15 employees.
- Medium-size companies: 15-40 employees.

Small – Medium Enterprises : In most economies, smaller enterprises are much greater in number. In the EU, SMEs comprise approximately 99% of all firms and employ between them about 65 million people. In many sectors, SMEs are also responsible for driving innovation and competition. Globally SMEs account for 99% of business numbers and 40% to 50% of GDP.

These companies started with a great idea that they have parlayed into an established company. They are now ready to step up to the plate and seriously compete in their market place. These companies, whether small- or medium-size companies, started with a valuable concept and have leveraged their original grassroots visual communication elements a bit too long to be competitive now. Now that they have matured into a larger company, it is not really appropriate or competitive to be relying on the original grassroots corporate identity. These companies are in need of the same level of quality as their competitors and are in need of a professional firm to take them to that next level.

Secondary Target Market will be MNCs or MultiNational Corporations.

4.4 Positioning

SNAP! will position itself as a focused, innovative graphic and multimedia firm targeting established companies that are ready to advance to the next level of business. SNAP! will achieve this positioning by leveraging on their competitive edges:

- SNAP!'s competitive edge is based on our diverse background of business and creativity. Typically, most creative agencies are staffed by right brain creative types. These people are extremely aesthetically orientated. While this is certainly an asset in the field of design, it can be limiting because the primary audience of their work are not right brainers. It might not "hit home" with non-creative types which make up a large portion in the business world.
- Our background is based in both aesthetic and practical business approach. While we've always had a creative streak that we would use, our education was business orientated. This is quite useful because it provides us with a unique insight to business, marketing metrics, and the importance of Return on Investment in regards to marketing. This competitive edge allows SNAP! to offer similar creative services other firms can offer, but also provides a unique business perspective that should be required by all creative firms because of the true value it adds.

4.5 Marketing Mix

SNAP!'s marketing mix is comprised of the following approaches to price, place, promotion, and product.

- **Price:** SNAP!'s pricing scheme will be based on a per project fee that will be calculated by forecasting the number of hours required to complete the project as well as any additional resources needed.
- **Place:** SNAP!'s services will be distributed either from the centrally located office or through transfer of the work product via the Internet.
- **Promotion:** The most successful activities will be a comprehensive networking campaign, as well as a targeted customer acquisition system.
- **Product:** Obsessive customer service is the most important thing. No expenses will be spared to achieve total customer satisfaction. This strategy will be pursued, regardless of the impact of short-term profits. The reason for this is that total customer satisfaction is the recognition that this will ensure long-term profitability.

5.0 Operational Plan

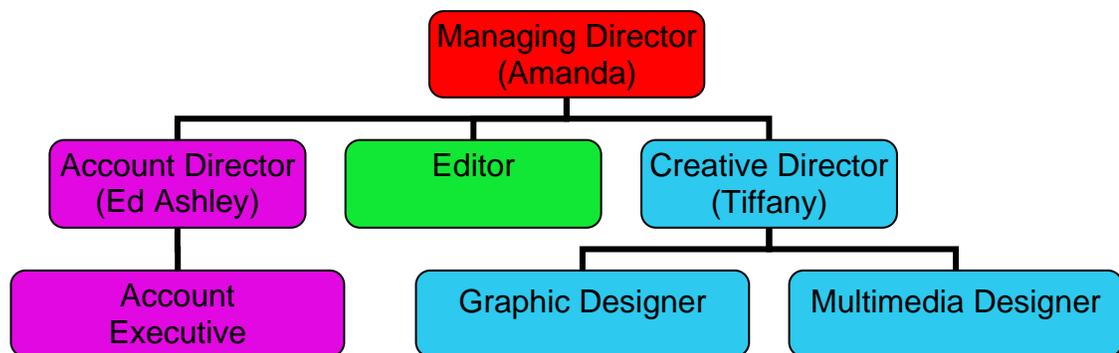
The following will identify the proposed operational plan for SNAP!. There are the general operating procedures, human resources, and working capital requirements of the business. Also included is a table outlining the office space requirements, asset acquisition and an outline of SNAP!'s operational workflow.

5.1 Manpower Plan

Human Resources

Ed Ashley Ong, Amanda Teng and Tiffany Goh will be the sole employees of SNAP! for the first six months of operation. When additional human resources are needed, SNAP! will identify if the person is qualified and is able to assist on a contract.

By the third year:



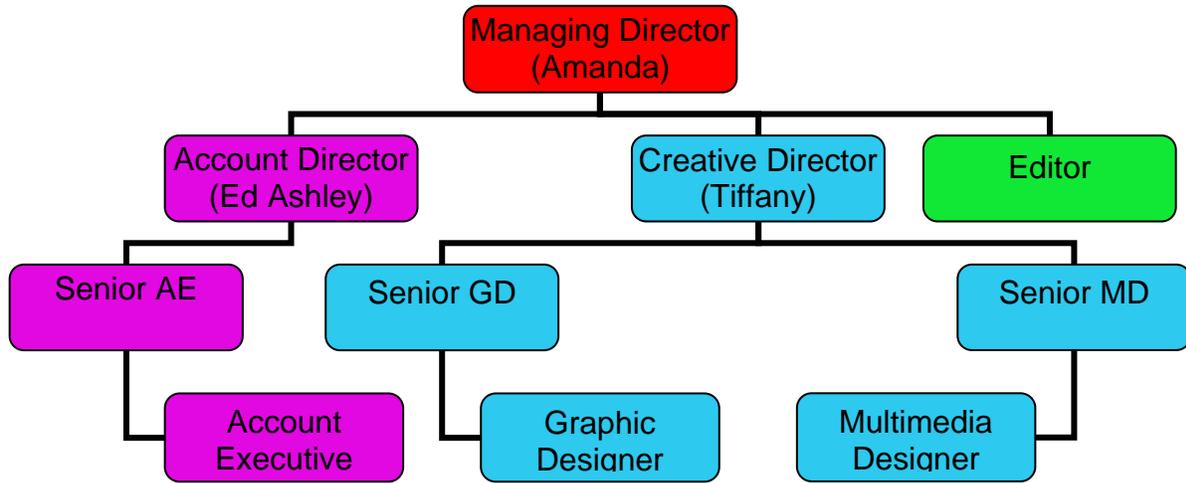
A professional user of Autodesk 3D Studio Max will be needed to perform various jobs for the company. He or she will be our Multimedia Designer and focus projects more on Animation and Website.

A Graphic Designer who is a professional user of Adobe software (mainly Photoshop/Illustrator/Indesign) and to focus projects more toward advertising and prints.

Our Editor's job is mainly like a wordsmith. He/She will be responsible for going through all the words required in any work that we've done for our clients and also to come out with taglines or any text necessary.

Account Executive will be the one responsible for liaising with clients. He/She will also be the one who will mainly be outsourcing for potential clients. It will definitely be a plus if this person already has a huge network to begin with.

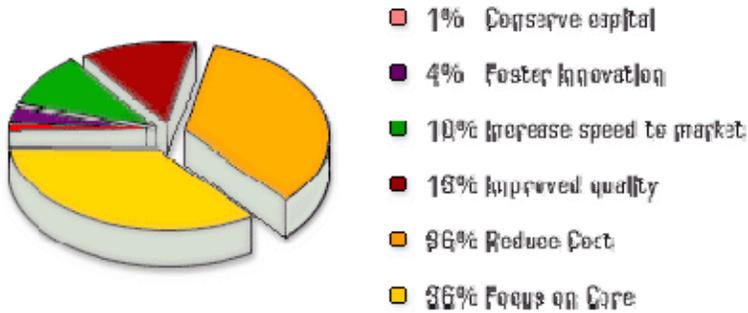
By the fifth year:



We would like to expand our design firm from a 7 person outfit to 10. Given that, 10 would most likely be the maximum amount of people we will have in our firm because we would like to keep our team small. Reason? Easier to sustain and maintain both the team and the relationship between the people in the company.

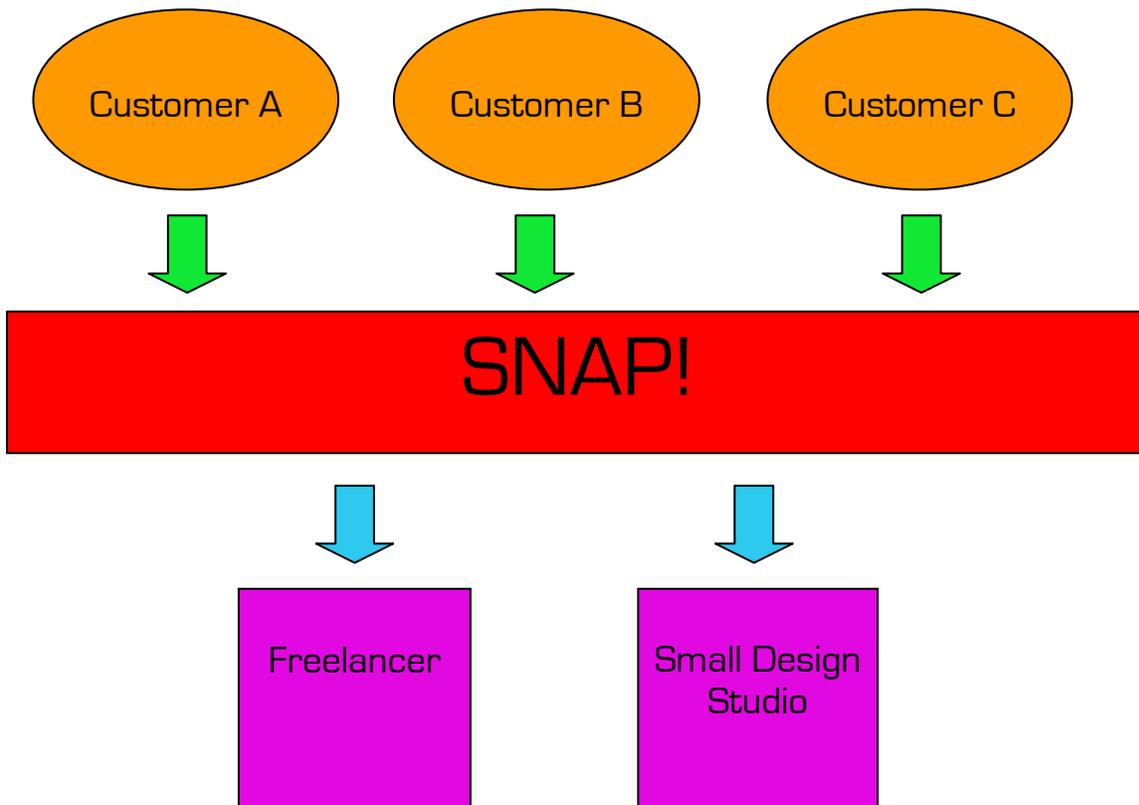
5.2 Outsourcing Plan

Reasons To Outsource



www.ontrackglobal.com/business.html

This is just an example of how SNAP! will be outsourcing if the amount of accounts we have exceeds the amount of manpower we possess. Rather than pushing away potential clients, we will outsource to either some of the freelancers we have working with us, or perhaps even collaborate with similar small design companies to work on the projects.



5.3 Studio Operation Plan

General Operating Hours

SNAP! intends to operate Monday to Friday from 8 am to 6 pm. SNAP! will be operational year round excluding public holidays and eve of public holiday.

Operational Workflow

The operational workflow for the business is quite uniform and simple to follow. The following is a step by step outline of how contracts are completed on a regular basis:

Step 1 SNAP! will respond to a request for proposal (RFP) with a professionally prepared proposal for service;

Step 2 At this point, the potential contract is awarded to either SNAP! or other companies which submitted proposals for services. Therefore, communication is made by the contract to the successful consulting firm. If SNAP! is successfully selected to perform the work, the contract is then triggered to begin;

Step 3 SNAP! will collect a deposit from the client and will begin the project. Deposit values vary depending upon the size and location of the project;

Step 4 SNAP! will go ahead and start the project while keeping communication with the client. Once the project reaches 60% - 70% completion, funds will be given to the business by the client to complete the rest of the work;

Step 5 Once the work is completed to the satisfaction of both, SNAP! and the client, the final payment for the contract will be made.

Late payment charges are 2% of the projects outstanding balance.

5.4 Price List

Logo Design			
	1-colour (Print/Web)	\$250	\$269
	1-colour (Print&Web)	\$280	\$299
	2-colour (Print/Web)	\$350	\$369
	2-colour (Print&Web)	\$380	\$399
	Additional colour & Special effects	\$50 each	\$75 each
Stationary Design			
	Business Card	\$120	\$150
	Letterhead & Fax	\$80	\$100
	Envelope	\$60	\$50
	Stationary Design Package	\$200	\$250
Brochure Design			
	8.5" x 11"	\$400	\$425
	11" x 14"	\$500	\$525
CD & Cover Design			
	CD	\$150	\$200
	CD Cover	\$200	\$250
	CD & Cover Design Package	\$300	\$450
Website Design			
	HTML (4-pages)	\$75/hour	\$85/hour
	Additional page	\$60 each	\$75 each
	HTML (4-pages + Scripting)	\$80/hour	\$100/hour
	Flash (4-pages)	\$90	\$100
	Additional page	\$70 each	\$75 each
	Flash (4-pages + Scripting)	\$100/hour	\$115/hour
Packaging Design			
	Products & Merchandises	\$800	\$1,000

6.0 Financial Plan

It is estimated that the business will need approximately \$60,000 in start up capital and \$20,000 in working capital to sustain and ensure the business meets all opening and on-going financial obligations. We estimated more so as not to fall short in terms of cash flow.

Start up expenses

Start Up Expenses	Cost
Business Registration Fees	\$65
Rent Deposits	\$9,000
Utility Set Up Fees	\$350
Office Renovations	\$5,000
Office Equipment & Furniture	\$10,000
Specialized Field Equipment	\$9,000
Specialized Software	\$16,000
Total	\$49,415

Business Registration Fees

A partnership is a business firm owned by more than one individual or company. In Singapore, partnerships cannot have more than 20 owners. All partnerships must be registered with the Accounting & Corporate Regulatory Authority (ACRA).

For a sole proprietorship or a partnership, the cost is \$65 which is made up of \$15 for the name and \$50 for registration of the business for 1 year. The annual renewal fee has been lowered to \$20 with effect from 15th August 2003 onwards.

Rent Deposits

SNAP! will lease an office space located at 44 Haji Lane Singapore 189220. The size of the office is at 700sqf and the monthly rental fee is at \$1,500. For a start, we have to pay a deposit which comprises of 3 months plus another month rental which costs \$9,000.

Utility Set Up Fees

The utilities set up fee include water, electricity, host and ISP.

Water & Electricity : The things we need to set up are the air – conditioner, the telephone lines and some cable lying. The set up of those would cost around \$200. While the computers and some office equipments we will set up ourselves to save cost.

Host : there is no charges for the host.

Internet Service Provider (ISP) : The lying of Lan cable and internet will roughly cost \$100 to \$150.

Office Renovations

SNAP! will need an estimation of \$5,000 to renovate in a style that is aesthetically pleasing to the clients as well as the owners and our workers.

Office Equipment & Furniture

SNAP! will accommodate the necessary office equipment such as fax machine, photo copier, and other equipment. We will invest in a HP Colour Multifunction and All-in-one printer, which include printer, fax machines, scanner and photo copier at \$4,599.

The furniture we need are tables, comfortable chairs, and some necessary furniture. All these will cost around \$4,000.

Specialized Field Equipment

The specialized field equipment we use are computers (2 Macintosh Computers & 2 Windows Computers), Each iMac (24-inch) costs \$2,448 and each Windows computer (we will be setting those up ourselves) will costs around \$2,000. The total cost will be \$8,896.

Specialized Software

We will need Adobe Creative Suite 3 Master Collection at \$4,339 which includes Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Adobe Dreamweaver, Adobe Flash, Adobe After Effect and Adobe Premier. We also need Autodesk 3D Studio Max at \$3,599. For the time being, we will install both software in one Mac and one Windows. So the total cost is \$15,876.

Operating expenses

Operating expenses for every month(est.):

Operating Expenses	Cost
Salary (per staff)	\$1,832
Rent	\$1,500
Utilities & Maintenance	\$400
Office Supplies	\$300
Promotion	\$1,000
Total	\$5,032

Operating expenses for a year(est.):

Operating Expenses	Cost
Salary (per staff)	\$21,984
Rent	\$18,000
Utilities & Maintenance	\$4,800
Office Supplies	\$3,600
Promotion	\$12,000
Total	\$60,384

Salaries

Due to the recession, we will be paying our staff, \$1,600 monthly before CPF. CPF is 14.5% which equals to \$232. Therefore, each staff draws \$1,832.

Hopefully, the economy will recover as soon as possible and if so, we will adjust the salaries for our staff accordingly.

Rent

SNAP! will be situated at a 700 square feet office and the monthly rental fee is \$1,500.

Utilities & Maintenance*

The utilities include water, electricity, host and ISP.

Water & Electricity : The electricity includes electricity from the air – conditioner, computers, lights and some office equipments such as telephone lines etc. We hope to maintain the bill at \$200 per month.

Host : We choose Batavia Host Gold Hosting Plan (5 GB Web Space, 50 GB Transfer, Unlimited POP3 Accts, FTP / Telnet / SSH, CGI / PHP4, FP 2002 Extensions and CPanel / Fantastico). It cost \$49.95 per year so it cost as low as \$4 per month.

Internet Service Provider (ISP) : We will use SingNet Unlimited Plan which costs \$98 per month. So it costs \$1,176 per year.

We will also set aside \$100 per month for maintenance which we will use every 6 months or when necessary.

Office Supplies*

Office supplies are stationery, paper, mounting board, spray glue, printer ink and etc. We will set \$300 aside monthly and use it when necessary.

Promotion*

We will set aside roughly \$1,000 monthly to do promotion.

***In the event that any amount of money is left over from a particular month, that amount will be brought forward to the next month and thereafter.**

The following is a breakdown of the expenses needed during our third year of operation.

As we increase our manpower, our utilities will increase and also we will need to purchase extra computers for our new staff.

Need Expenses	Cost
Utility Set Up Fees	\$150
Office Furniture	\$4,000
Specialized Field Equipment	\$4,448
Specialized Software	\$7,938
Total	\$16,536

Utility Set Up Fees

Internet Service Provider (ISP) : The laying of Lan cable and internet will roughly cost \$100 to \$150.

Office Furniture

The furniture we need are tables, comfortable chairs, and some necessary furniture. It will cost around \$4,000.

Specialized Field Equipment

We will need to buy 1 more Macintosh Computers & 1 more Windows Computers. Each iMac (24-inch) cost \$2,448 and each Windows computer (we will be setting those up ourselves) will cost around \$2,000. The total cost will be \$4,448.

Specialized Software

We will need Adobe Creative Suite 3 Master Collection at \$4,339 which include Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Adobe Dreamweaver, Adobe Flash, Adobe After Effect and Adobe Premier. We also need Autodesk 3D Studio Max at \$3,599. By the time, we will install both of the software in our remaining computers. So the total cost is \$7,938 (1 Adobe Creative Suite 3 Master Collection & 1 Autodesk 3D Studio Max).

Operating expenses (3rd year)

Operating expenses for every month(est.):

Operating Expenses	Cost
Salaries (2designers+1AE)	\$6,412
Rent	\$1,500
Utilities & Maintenance	\$600
Office Supplies	\$300
Promotion	\$1,000
Total	\$9,812

Operating expenses for a year(est.):

Operating Expenses	Cost
Salaries (2designers+1AE)	\$76,944
Rent	\$18,000
Utilities & Maintenance	\$7,200
Office Supplies	\$3,600
Promotion	\$12,000
Total	\$117,774

Salaries

If the plan goes accordingly, by the third year, SNAP! would have been stabilized and therefore we will have the ability to increase our manpower to cope with the extra workloads. We will increase our designer's pay from \$1,600 to \$2,000 monthly before CPF. CPF is 14.5% which is equal to \$290. Therefore, each designer draws \$2,290. We are giving our AE \$1,600 monthly before CPF. CPF is 14.5% which is equal to \$232. Therefore, our AE draws \$1832 excluding commission. Our AE will also be getting a 5% commission from every account he/she clinches. (eg. \$10,000 account x 5% = \$500)

Rent

SNAP! will be situated at a 700 square feet office and the monthly rental fee is \$1,500.

Utilities & Maintenance*

We will also set aside \$100 per month for maintenance which we will use every 6 months or when necessary.

Office Supplies*

Office supplies are stationery, paper, mounting board, spray glue, printer ink and etc. We will set \$300 aside monthly and use it when necessary.

Promotion*

We will set aside roughly \$1,000 monthly to do promotion.

***In the event that any amount of money is left over from a particular month, that amount will be brought forward to the next month and thereafter.**

The following is a breakdown of the expenses needed during our fifth year of operation. As we increase our manpower, our utilities will increase and also we will need to purchase extra computers for our new staff.

Need Expenses	Cost
Utility Set Up Fees	\$400
Office Furniture	\$10,000
Specialized Field Equipment	\$8,896
Specialized Software	\$15,876
Total	\$35,172

Utility Set Up Fees

Internet Service Provider (ISP) : The laying of Lan cable and internet will roughly cost \$400.

Office Furniture

The furniture we need are tables, comfortable chairs, and some necessary furniture. It will cost around \$10,000.

Specialized Field Equipment

We will need to buy 2 more Macintosh Computers & 2 more Windows Computers. Each iMac (24-inch) cost \$2,448 and each Windows computer (we will be setting those up ourselves) will cost around \$2,000. The total cost will be \$8,896.

Specialized Software

We will need Adobe Creative Suite 3 Master Collection at \$4,339 which include Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Adobe Dreamweaver, Adobe Flash, Adobe After Effect and Adobe Premier. We also need Autodesk 3D Studio Max at \$3,599. By the time, we will install both of the software in our 2 new computers. So the total cost is \$15,876 (2 Adobe Creative Suite 3 Master Collection & 2 Autodesk 3D Studio Max).

Operating expenses (5th year)

Operating expenses for every month(est.):

Operating Expenses	Cost
Salaries (4designers+2AE+1 editor)	\$18,768
Rent	\$3,000
Utilities & Maintenance	\$1,000
Office Supplies	\$300
Promotion	\$1,000
Total	\$24,068

Operating expenses for a year(est.):

Operating Expenses	Cost
Salaries (4designers+2AE+1 editor)	\$225,216
Rent	\$36,000
Utilities & Maintenance	\$12,000
Office Supplies	\$3,600
Promotion	\$12,000
Total	\$288,816

Salaries

We will increase our senior designer's pay from \$2,000 to \$3,000 monthly before CPF. CPF is 14.5% which is equal to \$435. Therefore, each designer draws \$3435. We will increase our senior AE from \$1,600 to \$2,400 monthly before CPF. CPF is 14.5% which is equal to \$348. Therefore, our senior AE draws \$2,738 excluding commission. Our senior AE also be getting a 10% commission from every account he/she clinches. (eg. \$10,000 account x 5% = \$500)

We will give our new designer's pay \$2,000 monthly before CPF. CPF is 14.5% which is equal to \$290. Therefore, each designer draws \$2,290. We are giving our new AE \$1,600 monthly before CPF. CPF is 14.5% which is equal to \$232. Therefore, our AE draws \$1,832 excluding commission. Our new AE will also be getting a 5% commission from every account he/she clinches. (eg. \$10,000 account x 5% = \$500)

We will give our editor \$2,400 monthly before CPF. CPF is 14.5% which is equal to \$348. Therefore, each designer draws \$2,748.

Rent

SNAP! will extend our office from 700 to 1400 square feet and the monthly rental fee is \$3,000 per month.

Utilities & Maintenance*

We will also set aside \$100 per month for maintenance which we will use every 6 months or when necessary.

Office Supplies*

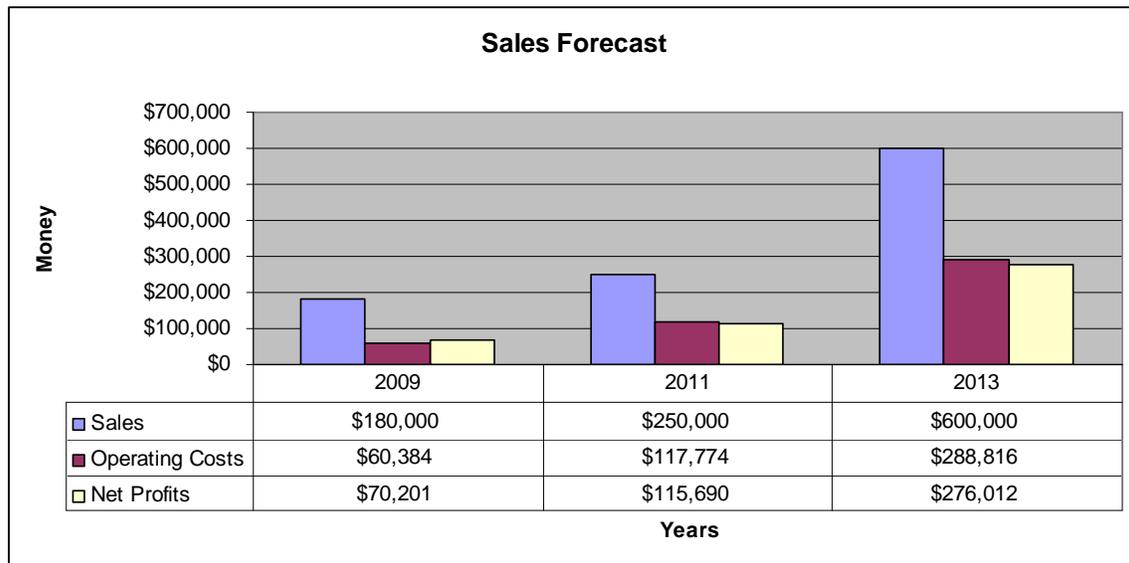
Office supplies are stationery, paper, mounting board, spray glue, printer ink and etc. We will set \$300 aside monthly and use it when necessary.

Promotion*

We will set aside roughly \$1,000 monthly to do promotion.

***In the event that any amount of money is left over from a particular month, that amount will be brought forward to the next month and thereafter.**

6.1 Financial Forecasts



ROI (Return On Investment)

$(\text{Gain from Investment} - \text{Cost of Investment}) / \text{Cost of Investment}$

Therefore the R.O.I will be 20% in 5 years.

7.0 Corporate Identity



Our brand message is to provide our clients with creative and practical graphic design work and visual communication services. We aim to help our clients achieve their goals with as little pain as possible.

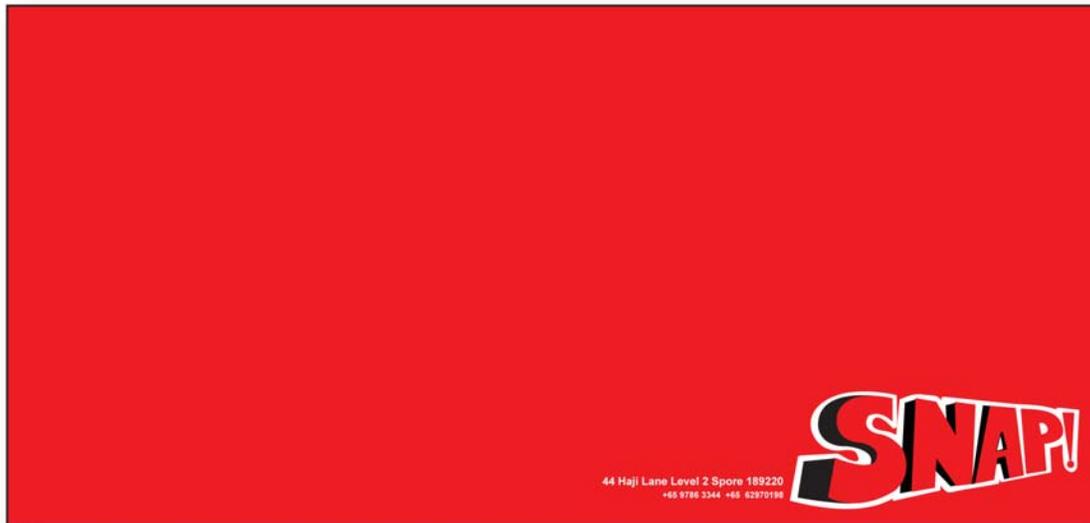
Rationale

The font we chose to use for our corporate identity is Eurostile. The reason we chose this is because it looks modernized and yet it retains the formality needed to look professional. The color red represents passion, power and the hunger we as designers possess toward achieving top quality design.

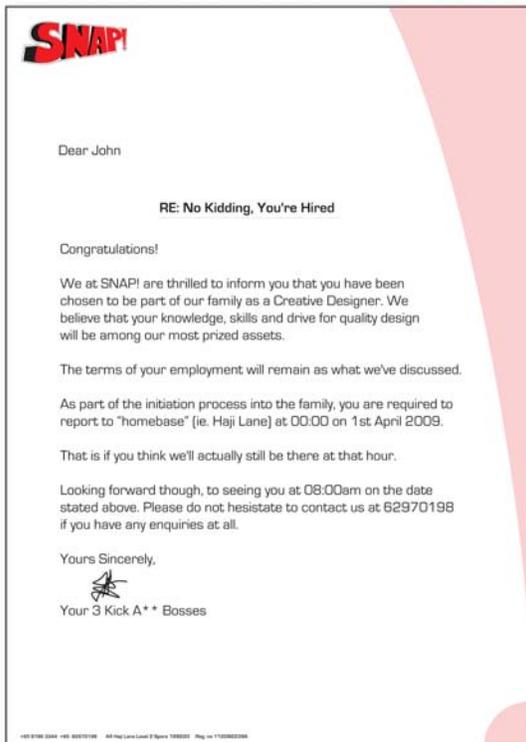
Namecards



Envelop



Letterhead



8.0 Conclusion

SNAP! is a viable design company that could provide great benefits to any clients out there looking for creative solutions to their business and generate profits for the owners. It is completely possible to start this business despite the recession as we still see the need in the market for substantial design companies like ours will be. We at SNAP! urges you to review the following information and if there is any that you feel is incomplete or inexplicable, please bring it to our attention. We can provide desirable design solutions to our clients not only for now, but in years to come. Thank you for taking time to review this plan.