



LaSalle College
Jakarta

Professional Practice 1

Jericho Adiwarna

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Company Name

ArchiFoodCam

Company Profile

ArchiFoodCam is a photography company based in Jakarta and specializes in interior and food photography. Our aim is to create architectural and food pictures and deliver it with a natural, calm and friendly tone. The reason why we chose to produce our works with a natural and calm tone is so that clients will feel relaxed and calm when looking at the pictures.

Name Card



Jericho
Adiwarna

Creative Director
&
Founder

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Promotional Items



Vision

ArchiFoodCam's vision is to be a leading professional at food and architectural/interior photography.

Mission

ArchiFoodCam is committed to focus on image excellence and have a strong customer service with its clients.

Keys to Success

- *To have a strong relationship with clients
- *Deliver our best quality to our clients
- *Keep updating company's portfolio
- *To have a compact and hardworking staff

Characteristics

- *Natural
- *Calming
- *Friendly

Strengths

- + Setup Anywhere
- + Experience
- + Technical Skills
- + Staff Development

Weakness

- + Slow startup
- + Time for staff development

Opportunity

- + Working with big companies/professionals
- + Wide usage
- + Make connections
- + Updating portfolio

Threats

- + Competitive Industry

Competitors

Elway.Studio

S: They have an experience with interior photoshoots

W: Some pictures have a lack of retouching

Fine Photography Project

S: Specialized in both interior and food photography

W: Some of the picture subjects are not consistent

Coco Studio

S: Specialized in residential and interior photoshoots

W: Lack of promotion and social media platform is rarely active.

Segmenting & Targeting

Target Market:

- +Café/Restaurant
- +Interior Designer
- +Developer Company
- +Hotel & Resort Company

Demographic:

- +Age group: 17-60
- +Employees, Entrepreneurs
- +Income:

Geographic:

- +Indonesia
- +International

Psychographic:

- + Social Classification: Mid to High
- + Lifestyle: Simple & Fun

Behavioral:

- + Unique
- + Creative

Marketing & Promotion

*Social Media Branding

Use a social media platform like Instagram and Facebook to promote our brand.

*Website

Creating a web page for our brand will be able to help us to attract clients.

*Exhibition

Our company will hold frequent exhibitions so it will be able to gain more exposure to the public.

*Collaboration

Working together with big brands will enable our company to gain more attention to the public.

Office Design & Plans

Location: Sahid City, Central Jakarta

*Receptionist/Front Desk (1st level



*Café (1st level)



*Waiting Lounge (2nd level)



*Creative Director's Room (2nd level)



*Studio (2nd level)



Financial Statement

Capital: 2,000,000

Assets

Nikon Z7	41,000,000
Nikkor Lens Z 24-70mm	16,300,000
Nikkor Lens Z 50mm	9,800,000
Camera Bag	480,000
Tripod	810,000
iMac Computer	38,000,000
Furniture	100,000,000
Office Supplies	4,000,000

Total: IDR 210,390,000

Expenses

Monthly

Annually

Creative Director	3,000,000	36,000,000
Di Artist	2,000,000	24,000,000
Internet	380,000	4,560,000
Ps & Lr	212,000	2,544,000
Electricity	315,000	3,780,000
Rent	2,200,000	26,400,000
Marketing	2,400,000	28,800,000
Office Maintenance	200,000	2,400,000
Transportation	2,000,000	24,000,000
Chef	4,000,000	48,000,000
Kitchen	9,500,000	114,000,000

Total Monthly: IDR 26,207,000

Total Annually: IDR 314.484,000

Pricing Strategy

- A. Complete Package (IDR 18,000,000)
 - I. 3 photographers
 - II. 1 drone pilots
 - III. All pictures produced in Hi-Res jpg format
 - IV. 4 hour photoshoot
 - V. 1 special disk with edited pictures

- B. Package A (IDR 14,000,000)
 - I. 4 photographers
 - II. 2 drone pilots
 - III. All pictures produced in Hi-Res jpg format
 - IV. Full day photoshoot
 - V. 1 special disk with edited pictures

- C. Package B (IDR 12,000,000)
 - I. 3 photographers
 - II. 3 food stylist
 - III. Full day photoshoot
 - IV. All pics produced in Hi-Res jpg format
 - V. 1 special disk with edited pictures

- D. Basic Choice A (IDR 7,000,000)
 - I. 2 photographers
 - II. 8 hour session

- E. Basic Choice B (IDR 4,500,000)
 - I. 2 photographers
 - II. 1 drone pilot
 - III. 4 hour session

- F. Basic Choice C (IDR 4,000,000)
 - I. 1 photographer
 - II. 1 food stylist
 - III. 2 hour session

Sales Projection

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total 1 Year	Total 3 Years
CP														
Quantity	2	2	3	4	4	5	6	5	5	0	2	2		
Price	18,000,000	x											216,000,000	648,000,000
Total	36,000,000	36,000,000	54,000,000	72,000,000	72,000,000	90,000,000	108,000,000	90,000,000	90,000,000	x	36,000,000	36,000,000	630,000,090	1,890,000,270
PA														
Quantity	2	3	3	4	5	5	6	7	6	4	2	3		
Price	14,000,000	x											168,000,000	504,000,000
Total	28,000,000	42,000,000	42,000,000	56,000,000	70,000,000	70,000,000	84,000,000	98,000,000	84,000,000	56,000,000	28,000,000	42,000,000	700,000,000	2,100,000,000
PB														
Quantity	2	2	3	4	5	6	7	7	8	7	6	6		
Price	12,000,000	x											144,000,000	432,000,000
Total	24,000,000	24,000,000	36,000,000	48,000,000	60,000,000	72,000,000	84,000,000	84,000,000	96,000,000	84,000,000	72,000,000	72,000,000	756,000,000	2,268,000,000
BC (A)														
Quantity	2	3	3	4	5	6	6	7	7	8	6	5		
Price	7,000,000	x											84,000,000	252,000,000
Total	14,000,000	21,000,000	21,000,000	28,000,000	35,000,000	42,000,000	42,000,000	49,000,000	49,000,000	56,000,000	42,000,000	35,000,000	434,000,000	1,302,000,000
BC (B)														
Quantity	2	2	3	3	4	5	6	6	7	6	5	3		
Price	4,500,000	x											54,000,000	162,000,000
Total	9,000,000	9,000,000	13,500,000	13,500,000	18,000,000	22,500,000	27,000,000	27,000,000	31,500,000	27,000,000	22,500,000	13,500,000	234,000,000	702,000,000
BC (C)														
Quantity	2	2	3	4	5	6	6	7	7	8	8	7		
Price	4,000,000	x											48,000,000	144,000,000
Total	8,000,000	4,000,000	12,000,000	16,000,000	20,000,000	24,000,000	24,000,000	28,000,000	28,000,000	32,000,000	32,000,000	28,000,000	256,000,000	768,000,000

Total Short Term: IDR 3,010,000,000