Business Strategy for Ann Phan Thorn Photography

The project's goal is to create a website for my current photography business.

Objectives:

- Create a website for my current photography business by purchasing and hosting service through 1and1.com that includes one free domain (www.annphanthorn.com). This will cost $0.99 for the 1st three months and $8.99 for each additional month for the unlimited package. The benefits greatly outweighs that cost, in that, it creates a web presence for my business and a source for my customers. Also, going through www.1and1.com , I get a more comprehensive package for the price.
- Provide a means of communication with my customer through a contact form. This will not cost any additional expenses and allow customers the convenience to contact me without having to open their email and allows me to respond direct to them by emailing them back.
- Display portfolio and periodically updated work with ease-of-access for customers. Also with no additional cost, I am able to display the essence of my business, which is my work.
- Provide a method of convenient payment processing for customers. This will be done through Paypal Payments Standard & Express Checkout. This will cost 2.9% + $0.30 per transaction from $0 to $3000 monthly. This will allow a more secure method of payment as well as take the hassle of payment handling out of my hands.
- Link a blog with perspective projects and more detailed work. This will come with no additional overhead and allow my customers to feel connected to my business.

Outsourcing

- Paypal will be handling all payment processing at 2.9% + $0.30 per transaction from $0 to $3000 monthly.

Staffing

As a starting business, I will not be hiring on additional staff until there is some growth in the business.

Web Hosting

- The site will be hosted by www.1and1.com at $0.99 for the 1st three months and $8.99 for each additional month. The unlimited web hosting package comes with one free domain, unlimited webspace, unlimited professional email accounts, and many other benefits.

Hardware

- The hardware component will consist of:
    - all current computers in my procession
    - Iphone
    - Ipad.
    - Nikon D7000, lens, other photographic equipment

Software

- Adobe Dreamweaver for Website and mobile app design.
- Creative Cloud /Photography which includes Adobe Photoshop and Lightroom of image editing

Security

- Dedicated IP in combination with activated SSL provided by www.1and1.com .
- Secure Shell (SSH) access provided by www.1and1.com .
- Anti-virus, Anti-span, and anti-phishing email features provided by www.1and1.com .

Payment Processing

- Payment processing will go through Paypal.

Advertising

- Use of social media (Facebook, Instagram, and Twitter).
- Google AdWords.
- Word of mouth.

International, Legal, and Ethics Issues

- I will not be dealing internationally and should not encounter any international issues.
- On the legal and even ethical side, there are many issues where photographers and other artist will find their work used without their permission. There is little protection for these individuals. Therefore, my solution to this is to have very solid specific terms and copyrights on my work. Infringement to that will result is legal dispute. I, myself, ethically will never claim another individuals work as my own and never utilize it for any purpose without clear, written permission.