

# FILM PRODUCTION BUSINESS STRATEGY PLAN

CONDEMNATION FILMS, Inc.

XXXXXXXXXX

XXXXXXX, FL XXXXX

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## MISSION STATEMENT

Condemnation Films, Inc. views as its mission of providing high quality entertainment while addressing the various issues that arise in modern day society by delivering unique and compelling visual stories to its viewers. Located in the Tampa, FL community, Condemnation Films, Inc. will become highly profitable through advertisements and product placement from sponsors while providing local production talent with opportunities to practice their craft in exchange for experience. Condemnation Films, Inc. will own and control the master copies, copyrights, and license of its product, which will enable Condemnation Films, Inc. to create immediate revenue streams while growing its film catalog into a multi-million dollar asset.

## EXECUTIVE SUMMARY

Patrick Masters, C.E.O., graduated from Full Sail University in 2010 with a Masters in Entertainment Business while also holding a Masters in Education. He currently has over 12 years of experience in the film and video industry that includes but is not limited to: writing, directing, filming, and editing. Condemnation Films' goals include helping the transition of content viewing from traditional television to a more mobile consume anywhere-everywhere model. Condemnation Films' goal of increasing revenue 20% annually will provide opportunities to reinvest in their business and give back to the community through charitable contributions.

## **COMPANY DESCRIPTION**

Condemnation Films, Inc. is located in New Port Richey, FL and close in proximity to the Tampa Bay community. Using unique and original works, Condemnation Films, Inc. will produce a weekly web episode series that is based around the issues faced in today's society. Condemnation Films, Inc. will also provide their services for local filming of music videos, commercials, and independent films. Condemnation Films was privately incorporated in the state of Florida on July 30, 2010.

## **PRODUCT**

Condemnation Films, Inc. will mainly produce video productions that will be streamed through the internet for viewing on multiple devices that include computers and mobile devices at a low or no cost to viewers through advertisement and product placement support. Condemnation Films, Inc. will periodically offer their works available for purchase on optical media discs and license their works to other interested broadcasters, traditional and digital. Condemnation Films, Inc. will also solicit and accept additional requests for any other video needs.

## **MANUFACTURING AND DISTRIBUTION**

Condemnation Films, Inc. enjoys many options available to manufacturing and reproduction of their visual works. While Condemnation Films, Inc. will digitally distribute their video streams themselves, they will also use Film Baby for production of the optical media discs (DVD/Blu Ray/etc) and distribution. Film Baby was selected for the quality of work and low cost to produce optical media that will ensure customer satisfaction. Film Baby will also lessen the need for Condemnation Films, Inc. to maintain a product warehouse and shipping departments for their media. Film Baby will also provide greater access to other online distributors like Netflix and CinemaNow. Film Baby and their outstanding low costs of \$4 for each unit manufactured and delivered will enable Condemnation Films, Inc. to generate \$11-15 profit for each unit sold.

## **MARKETING AND PROMOTION**

Awareness and brand recognition is imperative for success. While the main goal of Condemnation Films, Inc. is to provide unique and creative content covering important issues as well as using effective marketing for their video services to help provide exposure to their advertisers and raise awareness, their immediate goal is to average 500 viewers for the first six months and then increase to 1000 viewers by the end of the first year. In order to accomplish this, the corporation's goal is to gain 6,000 fans/followers from social networking sites to help further awareness of the service. First year gross revenue is projected to be \$126,000 with net sales totaling \$120,000. As each production is initially planned, promotional and marketing strategies will be designed to maximize

exposure and brand recognition for both the corporation and its sponsors. Condemnation Films, Inc. will employ multifaceted strategies for different types of productions including but not limited to: opt in-email lists; social networking sites such as Facebook, MySpace, and any future sites; strategically placed web ads at sites and web forums that address the various issues that is covered in the content; instant messaging and chat room advertisements; and real time update services like Twitter. To support sales of special release optical media, Condemnation Films, Inc. will use those services listed above in addition to pre-roll advertisements before customers view current episodes on the website.

## **CONCLUSION**

Condemnation Films, Inc. is committed to providing quality streaming video entertainment that deals with pressing social issues while enabling their advertisers to reach their target markets through exposure and brand awareness. Taking advantage of low cost distribution services will help Condemnation Films, Inc. become profitable more quickly as it continues to increase its viewership and brand recognition through its commitment to excellence and original works. Once Condemnation Films proves to be profitable with this business model, the company will strongly consider expanding their brand with additional content that fits this type of format or potentially entertain lucrative sales offers from larger companies.