PREPSYS

Pre-School Photography Made Easy

CO. ESTABLISHED

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Introducing Prepsys

Prepsys is a subsidiary of KCT Photography Limited who now specialise in only pre-school and school photography. We consider ourselves unique in the way we both photograph and deliver memories that last a lifetime to our parents.
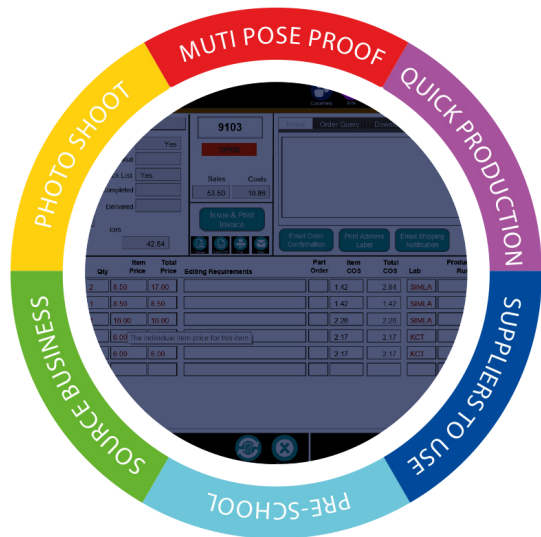
Why ?

In very simplistic terms:-

We specialise in pre-schools where sales are higher.

Most pre-school photographers offer parents four images to choose from and packs of photographs with an average sale of around £23/child.

Prepsys will enable you to offer parents an unlimited selection with no packs resulting in an average sale of £47/child.

With an average nursery having 60 children, and an uptake of 60% this generates an average income of £1656. After costs the nett profit is around £1040.

With Prepsys you'll handle near enough everything yourself which gives you control and ultimately the edge and the additional profit.

Starting from scratch including setting up your business and how to layout your office for optimal productivity.

How to source pre-schools and what equipment you'll need including setting up a mobile studio.

Prepsys will provide you with all the poses that we use so you don't have to practice and see which ones sell and which don't. We'll guide you on how to get the best out of children and the photography skills.

Using our processes you'll learn how to edit quickly and produce proof packs with unlimited poses.

You'll be able to photograph an 80 child nursery, edit 2500 photos and produce proof packs for parents within four days. ten days later you'll collect the orders and income of potentially over £2000.

Do that every week and you'll be earning over £100,000 a year.

So what is Prepsys ?

Prepsys is a two staged system aimed at both novice and established photographers.

Stage 1 is our Licensee manual, an A-Z guide covering everything that you'll need to know broken down into 7 sections.

For novices you'll be guided through absolutely everything whilst established photographers can simply pick and choose which sections to read, follow and learn.

You will be up and running within a matter of days.

SET UP

Everything you need to know about starting up a pre-school photography business; company formation, accounting, office layout for maximum efficiency, computer setup, off the shelf software required to get you up and running. We'll look at cloud systems, online ordering and setting up of all processes needed for a successful business.

MARKETING

How to source, target and canvas prospective clients. Suggested forms of contact including examples of letters and emails.
This section also includes branding and giving a professional image to retain clients for many years ahead.
We deal with brochures, order forms and promoting your photographs and gifts.

BOOKINGS & PRE-PHOTOGRAPHY

Dealing with bookings, how to prepare both the pre-school and parents and preparing yourself. This section also looks at planning the pre-school shoot.

PHOTOGRAPHY

What equipment is needed, setting up your mobile studio.
The actual photography is discussed including settings, poses and how to get the best out of the children.

EDITING & POST PHOTOGRAPHY

Now the work starts ! - How to process the files from the pre-school shoot, backing up, getting ready for the editing and how to quickly edit the photographs. Processing your final images onto proof sheets and producing the proof packs ready to send to the pre-school. Use of online systems and how to deal with corrupted media cards - just in case !

ORDERS & PRODUCTION

The best bit in some respects - processing orders quickly, accounting and the production run. Final edit of images and obtaining the printed images. Packing orders cost effectively and quickly.

STATIONARY & TEMPLATES

Examples of letters and documentation used throughout, posters, orders forms and spreadsheets used for cost management. All the stationary forms you'll need provided on a disc so you can copy all the directories straight onto your computer. These files may also be accessed online.

Stage 2 is our software system developed over many years which provides you with all the tools you'll need to manage your business.

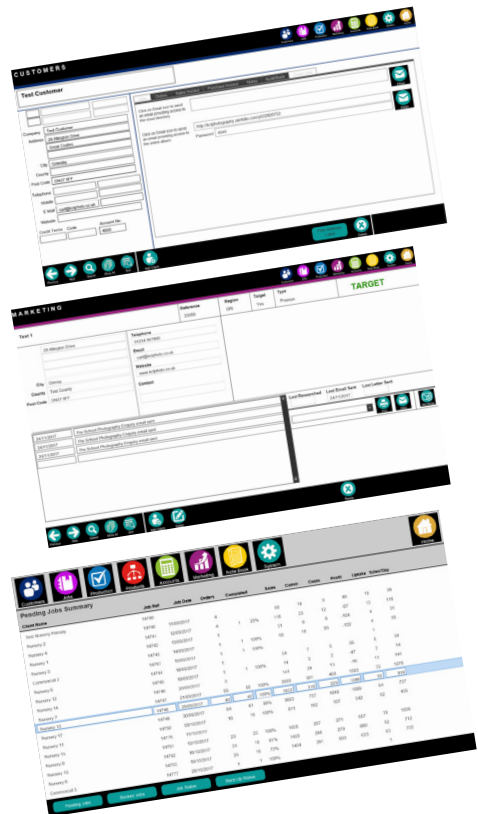Available for Windows or MAC

Customers

Database of customers, quickly view past jobs, orders, create new jobs and statistics about your customers. Print address labels, email standard messages and letters.

Marketing

Maintain all your potential customers, send emails, letters and mail merge to send bulk email and letters.

Tasks & Notebook

Let Prepsys remind and administer your tasks together with a notebook to keep everything in one place.
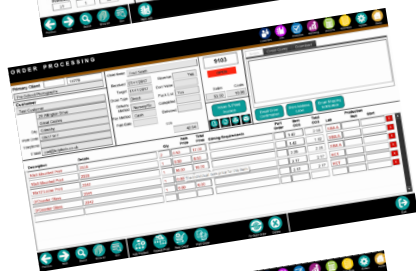
Setting up of the system can be completed within 30 minutes. We provide a walk through guide which takes through all processes within 1 hour and a detailed user manual covering all aspects of the system.
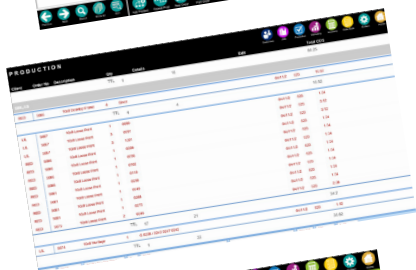We are happy to link to your computer and set everything for you.

Jobs

Administer jobs from sending confirmations, maintaining and monitoring orders and producing numerous reports.

Orders

Process orders, issue invoices, part orders, queries, automated emails keeping your customers informed.

Production

Process orders for printing and monitor order progress

Accounts

Comprehensive yet simple accounts system providing sales, purchase and nominal ledgers, bank account, various reports, VAT administration and management account reports.

Existing wedding, commercial or portrait photographer ?

Not a problem as Prepsys also handles every aspect of a photography business and is constantly being developed to incorporate as much as possible to make your life easier and your business more successful.

Simply add any requests to our wish list and we'll incorporate as many as possible into future updates.

Lets talk money

Lets be honest with ourselves - we all do this for money so how do the figures actually stack up.

Keeping it very simple the example below shows a typical 50 child nursery, that you could achieve from day 1. Most nurseries will provide staff to assist but we prefer to take our own assistant who knows both the poses and photography routine. This enables the children to be photographed quickly - we average 5-6 minutes per child.

Don't have an assistant ? - not a problem as our guide covers this also.

50 child nursery

Photography - 6 hrs
Editing - 8 hrs

50% order uptake generating   £1150
25 orders @ £46/order

Photography Assistant @ £10/hr   £   60.00
Cost of sales (13%)   £ 150.00
Commission (20%)   £ 230.00

Nett profit £ 710 / day

Peak season runs from April to June and September to November so just shooting at one pre-school each month would generate a gross profit of £17,040 - that's working just one day a week for six months a year.

Slowly build up to 2 pre-schools a week peak season and your profit doubles to £34,080 and this can be generated quite comfortably by working just six months.

What Do They Say - Never Work With Children Or Animals ?

Well, our experience is that working with children is easy - far easier than adults and its very, very rewarding and not just in financial terms.

We'll guide you through working with children and how to get the best out of them thereby creating the memories that will last a lifetime for many happy parents and grandparents.

What Else Will I Need ?

We will provide you with all the information and knowledge that you'll need together with a system to ensure you provide a first class service.

We'll suggest providers for online selling systems and suppliers for all products so you need to nothing except follow our guidance.

You'll need to have the camera equipment, mobile studio and props but again we will provide advice on this through our manual.

The most important thing you'll need is enthusiasm and the ability to comfortably work with children.

Editing and printing of proof sheets is done through Photoshop and Lightroom so you'll need this and we'd recommend Microsoft Office 365 as this provides a great Cloud solution that we utilise significantly.

How Much Will This Cost ?

Full Licence

The initial cost for a licence is £750 plus an annual fee of £588 every year whilst you use the Prepsys software. The annual fee is payable monthly and you get the first 1 month free.

While you continue to pay the annual fee we will not issue another licence to anybody within a 20 mile radius of your postcode.

In addition, we are more than happy to offer continuous support and guidance on your journey.

In theory your £750 investment could be paid back with your first pre-school.

Part Licence

If you are already an established nursery or school photographer and just wish to use the Prepsys software, you may purchase a partial licence.

The initial set up cost is £495.

The annual licence fee is £588 which is payable monthly.

The minimum contract for both full and part licences is 12 months and is then renewed on a 12 month rolling cycle.

If you cancel the Prepsys subscription before the end of the contract you are liable to pay any remaining months at the time of cancellation.

The system is very easy to setup but we will offer online assistance in setting up and you'll have unlimited telephone, email and online support.

If you prefer for us to visit you and set up everything and provide one to one training on the system and guide you through the whole process we can undertake this for a daily charge of £150 plus travel/hotel expenses where appropriate. This service is only available at limited times throughout the year.

To learn more and how you can get started contact Prepsys and we'll arrange to visit you and show you our system.

You'll be under no obligation, no hard sell and once visited we'll reserve your post code for 48 hours for you to decide.

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