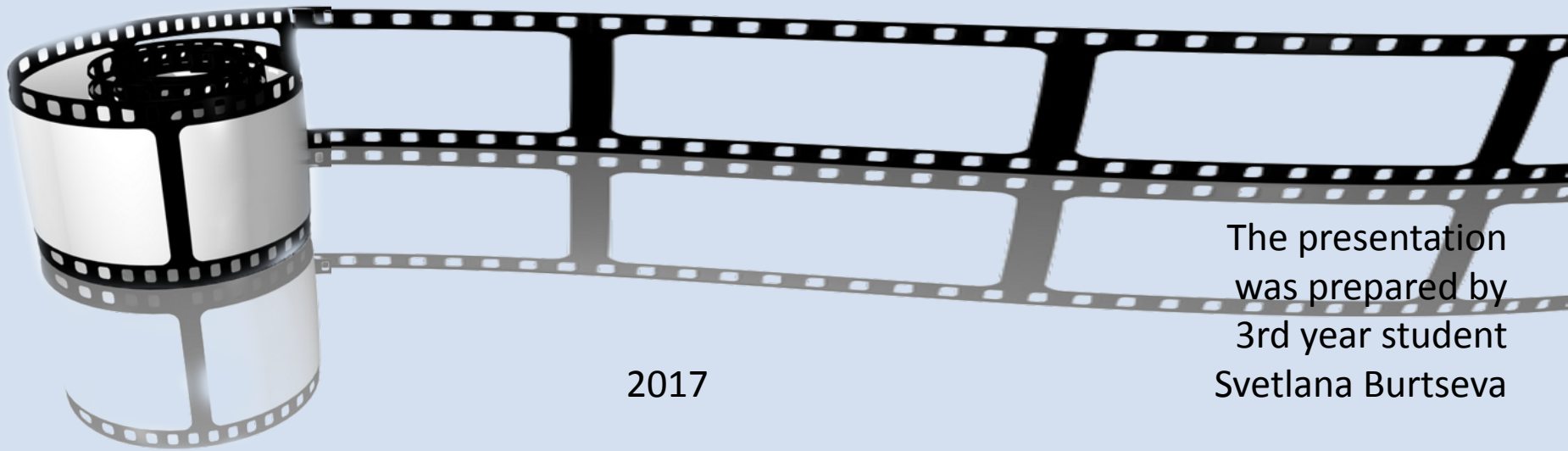


# Business plan:

## New magazine «Cinemaniana»



2017

The presentation  
was prepared by  
3rd year student  
Svetlana Burtseva

# 1. A description of the business.

- What does it do?

The magazine "Cinemanía" publishes the latest movie news.

- What is the name of the company?

The name of the magazine speaks for itself, we publish news from the world of cinema and TV series that are popular among all ages.

SKAM



RIVERDALE

COMING 2017 CW



LEGION

FEB 08 FX

- Brief details about the team.

The team of our journal consists of specialists of different ages and with different experience, we take and young aspiring professionals in the field of journalism, printing, editors, designers and etc, and certainly welcome highly qualified specialists in the same areas.



## 2.The Product or Service

- What are the advantages of the product or service?
- What are its unique features?

The advantages of the magazine "Cinemaniamia" and its unique features in the popularity of the information provided and its range; in "Cinemaniamia" are published films/series of the new generation, and long forgotten but

outstanding masterpieces movie; the journal presents a wide range of genres movie, so here are and romance, and popular fiction.



### 3. Marketing.

- Who from existing or target customers?

Our clients - the audience at the age from fourteen years and older

- Who of the competitors or potential competitors?

Our competitor and potential competitors – this other edition with similar themes, but they have no such diversity of information provided, as in "Cinemaniamia"



- About the pricing policy ?

The magazine "Cinemaniamia" consists of thirty pages, printed on glossy paper, all pictures are of high quality; produced "Cinemaniamia" once a month, so the price is quite high, but it's worth it.



- As the product or service will be launched and promoted ?

Our product - the magazine "Cinemaniamia" - will be launched and promoted through advertising in social networks, today it is one of the easiest and fastest ways of advertising any product.





- What are the sales and distribution methods ?

When the journal gets its right to exist, the first copies will be at the Newsstand in town, and then go on the shelves of major stores, the magazine also plans to create a your website, and "Cinemaniamia" will be available for fans not to leave the house.

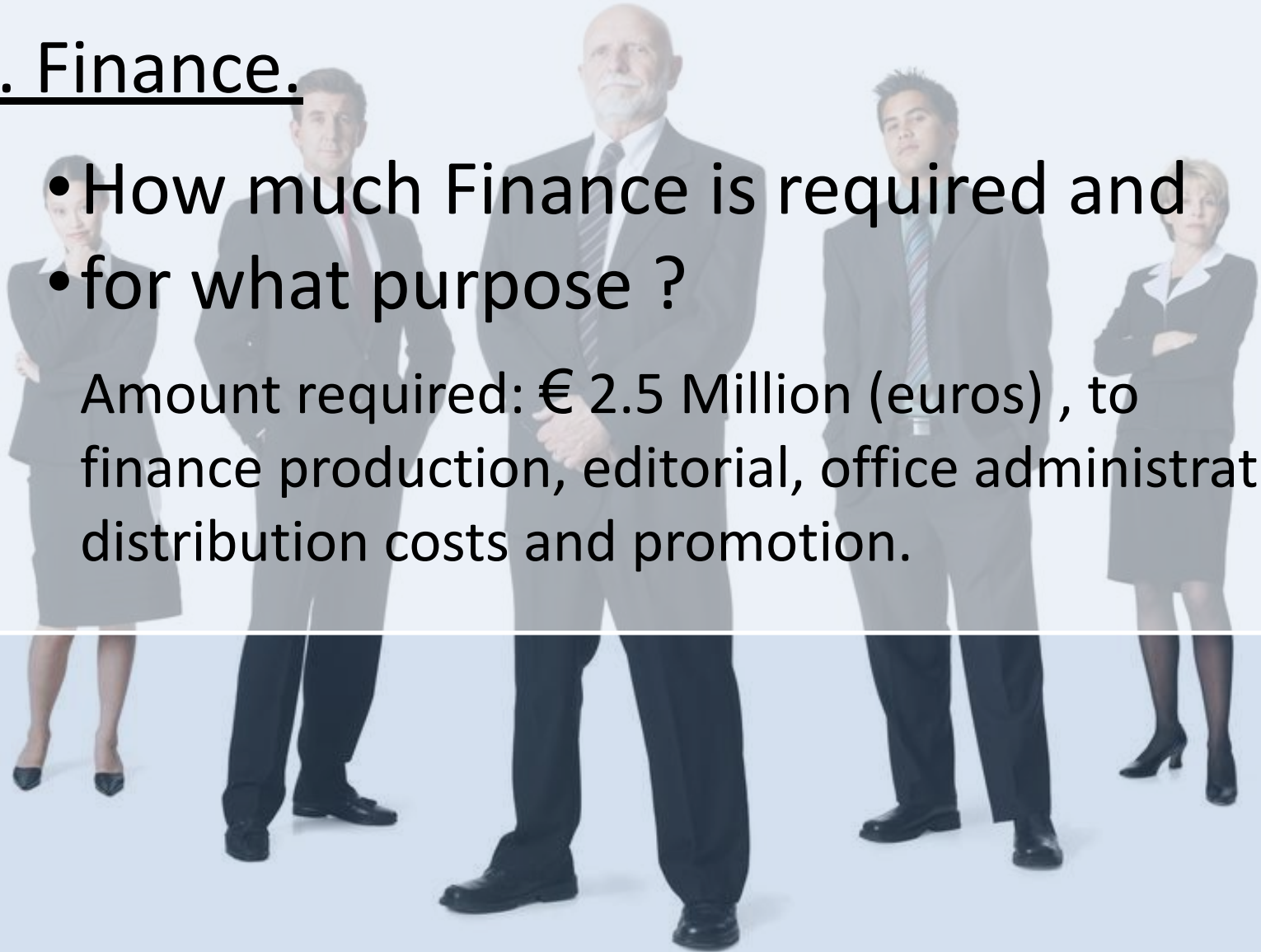




## 4. Finance.

- How much Finance is required and for what purpose ?

Amount required: € 2.5 Million (euros) , to finance production, editorial, office administration, distribution costs and promotion.



Thank you for your attention

