

Business Plan

Beauty Through the Lens L.L.C.

Professional Photography & Visual Storytelling
State of New Jersey

Prepared: July 2026

Executive Summary

Beauty Through the Lens L.L.C. is a New Jersey-based professional photography company dedicated to creating lasting memories through creative, artistic, and professional photography. The company specializes in capturing life's most meaningful moments while showcasing the beauty found in people, places, architecture, vehicles, pets, and special events.

Beauty Through the Lens L.L.C. combines technical expertise with a personalized client experience, ensuring that every session reflects the unique story of each customer. Beyond photography, the business is committed to giving back to the community by supporting awareness initiatives for epilepsy, breast cancer, and suicide prevention, making social responsibility a core part of its brand identity.

Company Overview

Business Name

Beauty Through the Lens L.L.C.

Business Structure

Limited Liability Company (LLC)

Location

State of New Jersey

Industry

Professional Photography Services (NAICS 541921)

Mission Statement

Beauty Through the Lens L.L.C. exists to preserve life's most treasured memories through high-quality photography while building meaningful relationships with clients and supporting causes that strengthen our communities.

Vision Statement

At Beauty Through the Lens L.L.C , we believe that a photograph is more than just an image. It is a moment frozen in time that captures emotion, beauty, and memories that will last a lifetime. Our vision is to create timeless and beautiful photographs that our clients will cherish for generations to come. To become one of New Jersey's most recognized photography companies by providing exceptional customer experiences, artistic excellence, and community engagement that inspires people to see beauty through every lens.

Core Values

- Creativity
- Professionalism
- Integrity
- Compassion
- Community Service
- Excellence
- Customer Satisfaction
- Inclusion

Business Description

Beauty Through the Lens L.L.C. offers a wide variety of photography services for both personal and commercial clients throughout New Jersey and neighboring states.

The company focuses on creating images that tell authentic stories while delivering professional editing, outstanding customer service, and a seamless booking experience.

Unlike many photography businesses that specialize in only one niche, Beauty Through the Lens offers photography across multiple categories, allowing the business to serve a broad customer base throughout the year.

Services

Portrait Photography

- Individual Portraits
- Graduation Sessions
- Lifestyle Portraits

Family Photography

- Family Sessions
- Holiday Sessions
- Pet Portraits

Event Photography

- Birthday Parties
- Baby Showers
- Bridal Showers
- Community Events

Commercial Photography

- Business Branding
- Product Photography
- Social Media Content

Specialty Photography

- Architecture Photography
- Vehicle Photography
- Nature Photography
- Fine Art Photography

These services reflect the range highlighted on the company's website, including photography of all kinds, architecture, vehicles, and pet & family portraits.

Market Analysis

Industry Overview

Demand for professional photography continues to grow as businesses increasingly require branding content and families seek professional images to preserve milestones.

Key growth markets include:

- Branding Photography
- Family Photography
- Pet Photography
- Commercial Marketing
- Real Estate
- Architecture Photography
- Event Photography
- Automotive Photography

Target Market

Primary Customers

- Families
- Couples
- Parents
- Pet Owners
- Graduates
- Small Businesses
- Entrepreneurs
- Realtors
- Architects
- Automotive Enthusiasts

Secondary Customers

- Schools
- Churches
- Nonprofits
- Local Governments
- Community Organizations

Competitive Advantage

Beauty Through the Lens L.L.C. differentiates itself through:

- Diverse photography specialties
- Personalized client experiences
- Flexible on-location photography
- High-quality editing
- Affordable packages
- Fast turnaround times
- Community involvement
- Strong social mission supporting health awareness causes

The company's charitable focus adds a distinctive element to its brand by connecting photography with meaningful community impact.

Marketing Plan

Branding

Company Motto:

"Creating Lasting Memories Through Beautiful Photography."

Brand pillars include:

- Professionalism
- Creativity
- Compassion
- Storytelling

Digital Marketing Strategy

- Professional website
- Google Business Profile
- Facebook
- Instagram
- TikTok
- Pinterest
- LinkedIn

Content will feature:

- Client galleries
- Behind-the-scenes sessions
- Photography tips
- Community events
- Charity initiatives

Community Engagement

Beauty Through the Lens L.L.C. will continue supporting:

- Epilepsy Awareness
- Breast Cancer Awareness
- Suicide Prevention Awareness

The company will host fundraising mini-sessions, donate a portion of selected session fees, and partner with nonprofit organizations throughout New Jersey.

Operations Plan

Hours

Monday–Saturday

9:00 AM–7:00 PM

Appointments Available

Evenings and Weekends

Equipment

Professional Mirrorless Cameras

Professional DSLR Backup

Portrait Lenses

Wide Angle Lenses

Lighting Equipment

Portable Studio Lighting

Tripods

Editing Workstation

Adobe Lightroom

Adobe Photoshop

Cloud Storage

External Hard Drives

Customer Process

1. Inquiry
2. Consultation
3. Quote
4. Booking
5. Contract
6. Deposit
7. Photography Session
8. Professional Editing
9. Online Gallery Delivery
10. Print Ordering
11. Follow-up

Pricing Strategy

Service	Estimated Price
Mini Session	\$150
Portrait Session	\$250–450
Family Session	\$350–650
Pet Photography	\$250–450
Event Photography	\$200/hour
Wedding Packages	\$1,800–5,000
Commercial Photography	Custom Quote
Architecture Photography	Custom Quote

Vehicle Photography \$300–700

Startup Budget

Expense	Estimated Cost
Camera Equipment	\$8,000
Lenses	\$4,000
Lighting Equipment	\$2,000
Editing Computer	\$3,000
Website & Software	\$1,500
Insurance	\$1,200
Marketing	\$2,500
Business Registration	\$500
Miscellaneous	\$2,300

Estimated Startup Investment: \$25,000

Revenue Forecast

Year One

120 Sessions

Average Sale: \$500

Projected Revenue: \$60,000

Year Two

180 Sessions

Average Sale: \$600

Projected Revenue: \$108,000

Year Three

275 Sessions

Average Sale: \$700

Projected Revenue: \$192,500

SWOT Analysis

Strengths

- Wide range of photography services
- Strong community-focused brand
- Personalized customer experience
- Flexible scheduling
- Professional editing

Weaknesses

- New and growing brand recognition
- Seasonal demand
- Limited initial staffing

Opportunities

- Corporate branding photography
- Drone photography expansion
- School photography contracts
- Nonprofit partnerships
- Fine art print sales

Threats

- Economic downturns
- Equipment depreciation
- Competitive pricing pressures
- Seasonal fluctuations

Growth Strategy (2026–2031)

Year One

- Build a strong client base throughout New Jersey.
- Establish referral partnerships with wedding planners, event venues, and local businesses.
- Increase online visibility through SEO and social media.

Years Two–Three

- Hire an assistant photographer.
- Expand commercial photography services.
- Launch seasonal mini-session events.
- Develop recurring contracts with businesses and nonprofits.

Years Four–Five

- Open a dedicated photography studio in New Jersey.
- Add videography and drone services.
- Employ a full creative team.
- Become a recognized regional photography brand serving clients across the Northeast.

Funding Request

Beauty Through the Lens L.L.C. seeks **\$30,000** in startup financing to support equipment purchases, marketing, insurance, software, working capital, and business expansion.

Funds will be used for:

- Professional camera systems
- Studio lighting
- Editing hardware and software
- Website enhancements
- Marketing campaigns
- Insurance and licensing
- Operating expenses

Conclusion

Beauty Through the Lens L.L.C. is positioned to become a trusted photography business in New Jersey by combining artistic excellence with a client-centered approach and meaningful community involvement. Guided by the philosophy of creating lasting memories through beautiful photography, the company offers a diverse portfolio—from family and pet portraits to architecture and automotive photography—while supporting important charitable causes that align with its mission. This combination of creative quality, broad service offerings, and social impact provides a strong foundation for sustainable growth and long-term success.

Beauty Through the Lens L.L.C.

2026 Photography Session Pricing

Session Type	Session Length	Price	Includes
Mini Session	20 minutes	\$175	10 edited digital images, 1 location
Express Portrait Session	30 minutes	\$225	15 edited digital images
Standard Portrait Session	60 minutes	\$350	30 edited digital images, 1 outfit change
Deluxe Portrait Session	90 minutes	\$500	50 edited digital images, up to 2 outfit changes, 2 nearby locations

Corporate Branding Session	90–120 minutes	Starting at \$650	Brand consultation, multiple looks, commercial usage license
Graduation Session	60 minutes	\$350	30 edited images, cap & gown plus casual outfit
Senior Portrait Session	90 minutes	\$500	50 edited images, multiple outfits
Engagement Session	60 minutes	\$400	35 edited images
Proposal Photography	Up to 60 minutes	\$450	Proposal coverage plus mini engagement session
Family Session	60 minutes	\$400	Up to 6 people, 35 edited images
Extended Family Session	90–120 minutes	\$650	Up to 20 people, 60 edited images
Children's Session	45 minutes	\$275	20 edited images
Cake Smash Session	90 minutes	\$450	Setup, portraits, cake smash, bath cleanup images
Pet Session	45 minutes	\$275	20 edited images
Automotive Photography	60 minutes	\$350	25 edited images
Architecture & Real Estate	1–2 hours	Starting at \$300	Interior & exterior images
Commercial Product Photography	Hourly	\$175/hour	Custom quote available

Event Photography

Event	Coverage	Price
Birthday Party	2 hours	\$500
Baby Shower	2 hours	\$500
Bridal Shower	2 hours	\$500
Anniversary Party	2 hours	\$500
Sweet 16 / Quinceañera	4 hours	Starting at \$900
Corporate Event	Hourly	\$250/hour
Community Event	Hourly	\$225/hour

Add-On Services

Service	Price
Additional Hour	\$200
Extra Edited Images (10)	\$75
Rush Editing (72 Hours)	\$150
Travel (Over 30 Miles)	\$0.75 per mile
Second Photographer	\$75/hour
Premium Photo Album	Starting at \$300
Canvas Prints	Starting at \$125
Drone Photography (Coming Soon)	Starting at \$250

Booking Policy

- **25% non-refundable retainer** is required to reserve your session date.
- Remaining balance is due **7 days before the session** (or 30 days before events).
- One complimentary reschedule is permitted with at least 72 hours' notice.
- Online galleries are delivered within **2–3 weeks** for portrait sessions and **6–8 weeks** for weddings.

Seasonal Mini Sessions

- Spring Blossoms – **\$175**
- Mother's Day – **\$175**
- Father's Day – **\$175**
- Back-to-School – **\$175**
- Fall Family – **\$200**
- Holiday/Christmas – **\$225**
- Valentine's Day Couples – **\$200**

This pricing structure positions **Beauty Through the Lens L.L.C.** as a mid-to-premium photography brand, aligning with your business plan and supporting sustainable profitability while remaining competitive in the New Jersey market. It also leaves room for promotional offers and annual price adjustments as your portfolio and demand continue to grow.

BEAUTY THROUGH THE LENS L.L.C.

Photography Session Agreement

This Photography Session Agreement ("Agreement") is entered into between **Beauty Through the Lens L.L.C.** ("Photographer") and the undersigned Client.

Client Information

Client Name: _____

Phone Number: _____

Email Address: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Session Information

Session Type:

☐ Mini Session

☐ Portrait Session

☐ Family Session

☐ Engagement Session

☐ Maternity Session

☐ Newborn Session

☐ Graduation Session

☐ Senior Portrait Session

☐ Pet Photography

☐ Automotive Photography

☐ Branding Session

☐ Commercial Photography

☐ Other: _____

Session Date: _____

Start Time: _____

Location: _____

Session Length: _____

Investment

Session Fee: \$_____

Retainer Paid: \$_____

Balance Due: \$_____

Final Payment Due Date:

Reservation

A non-refundable retainer equal to **25% of the total session fee** is required to reserve the requested session date and time.

No date is considered reserved until the signed agreement and retainer have been received.

Payment

Accepted payment methods include:

- Cash
- Credit/Debit Card
- Zelle
- Venmo
- Cash App
- PayPal

The remaining balance must be paid no later than **7 days before the scheduled session**.

Sessions booked within seven days of the event require payment in full at booking.

Failure to pay the remaining balance may result in cancellation of the session.

Session Includes

Unless otherwise stated, each photography session includes:

- Professional photography coverage
- Professional image editing
- Online gallery
- High-resolution digital images
- Print release for personal use
- Gallery delivery within the stated turnaround time

The number of delivered images depends on the package selected.

Travel

Travel within **30 miles** of the Photographer's primary business location is included.

Travel beyond 30 miles will incur a fee of **\$0.75 per mile** unless otherwise agreed in writing.

Image Delivery

Portrait Sessions:

2–3 weeks

Commercial Sessions:

2–4 weeks

Event Sessions:

6–8 weeks

Images will be delivered through an online gallery.

RAW, unedited images are not included and will not be provided.

Editing Style

The Client acknowledges that they are familiar with the Photographer's editing style and portfolio.

Final artistic decisions, including color grading, cropping, exposure, and retouching, remain solely at the Photographer's discretion.

Copyright

Beauty Through the Lens L.L.C. retains all copyrights to every image created.

The Client receives a non-exclusive license for personal use, including:

- Printing
- Sharing on social media
- Personal displays
- Gifts for family and friends

Images may not be:

- Sold
- Entered into contests without written permission
- Edited with filters or altered
- Used commercially without written licensing

Model Release

The Client grants Beauty Through the Lens L.L.C. permission to use photographs from this session for:

- Website
- Social Media
- Marketing Materials
- Advertising
- Portfolio
- Photography Competitions
- Promotional Displays

☐ YES — I authorize image use.

☐ NO — I decline image use.

If declined, Beauty Through the Lens L.L.C. will respect the Client's privacy except where disclosure is required by law.

Cancellation & Rescheduling

Client Cancellation

The 25% retainer is non-refundable.

Rescheduling

One complimentary reschedule is permitted if requested at least **72 hours** before the scheduled session.

Additional reschedules may incur a **\$50 administrative fee**.

Photographer Cancellation

If the Photographer must cancel due to illness, emergency, or circumstances beyond reasonable control, the Client may choose either:

- A full refund of all amounts paid, or
- Rescheduling to the next mutually available date.

Weather Policy

Outdoor sessions may be rescheduled because of:

- Heavy rain
- Lightning
- Severe wind
- Hazardous weather conditions

The Photographer will determine whether conditions are safe.

Client Responsibilities

The Client agrees to:

- Arrive on time.
- Ensure all participants arrive on time.
- Obtain permission for photography at the selected location if required.
- Supervise children and pets throughout the session.
- Communicate any accessibility or accommodation needs before the session.

Late arrivals reduce the available session time and do not extend the scheduled end time.

Photographer Responsibilities

Beauty Through the Lens L.L.C. agrees to:

- Arrive prepared and on time.
- Use professional-grade equipment.
- Exercise reasonable care in capturing and editing images.
- Deliver images within the agreed turnaround time.
- Maintain backup copies of delivered images for approximately 90 days after delivery.

Limitation of Liability

If images are lost, damaged, or cannot be delivered due to equipment failure, theft, acts of God, or circumstances beyond the Photographer's reasonable control, liability is limited to the amount paid by the Client.

The Photographer is not responsible for missed photographs resulting from:

- Late arrival
- Failure to cooperate
- Venue restrictions
- Weather
- Interference by guests or third parties

Image Storage

The Client is responsible for downloading and backing up all delivered images.

Online galleries may be removed after **90 days**.

Indemnification

The Client agrees to hold harmless and indemnify Beauty Through the Lens L.L.C. from claims, damages, or liabilities arising from the Client's actions or those of participants during the session.

Governing Law

This Agreement shall be governed by the laws of the State of New Jersey.

Any legal dispute shall be resolved in a court of competent jurisdiction within the State of New Jersey.

Entire Agreement

This document constitutes the entire agreement between the Photographer and the Client.

Any modifications must be made in writing and signed by both parties.

Acceptance

By signing below, both parties acknowledge that they have read, understood, and agree to all terms and conditions contained in this Agreement.

Client

Name: _____

Signature: _____

Date: _____

Photographer

Beauty Through the Lens L.L.C.

Representative: _____

Signature: _____

Date: _____