

White Amor Pty Ltd

Business Plan

If attached: Partnership Product Commercialisation and
Distribution Agreement



08th August 2009

Business Plan

1. Executive Summary

White Amor Pty Ltd was established in 2008 for the purpose of providing and developing quality photographic studio equipment in Australia and New Zealand.

Syron's retail sales in photographic equipment has tripled over the last 6 months and due to this growth, through local distribution, White Amor Pty Ltd proposes to be a launching company, into the establishment of manufacturing of a select range of photographic studio equipment in Australia.

Our purpose is not to re-create the industry, just make it more efficient. With the support from the Syron and the manufacturers, White Amor Pty Ltd and Partners will be able to extend business revenue with this new restructure and will attain further reputation and respect from photographers and amateurs.

In short, a photography business will only last as long, as the photographer is still providing a professional service. Meaning when the photographer retires, generally, the staff lose their jobs.

With our proposed restructure to the industry, we can provide longevity to any photography business.

With access to additional revenue the Masters and Professional Photographers will be given the opportunity to discover new talent from the students and amateurs that utilise the studio facilities.

Then as the protégé becomes the master and with the business already established, the new master can return the favour that was provided to them and take on a new protégé. With the old master retiring and a business that could have taken decades to build, can continue to operate with this new restructure. Thus creating a retirement income and establishing the cycle for the term "old money".

This is not to increase competition but to organise co-operation and business structure between all members of the industry, from manufacturers, suppliers, educators, students, photographers and the small and large photography groups.

White Amor Pty Ltd proposes a new organisational structure to not only assist the industry but to co-ordinate production, with the photographers being involved in the process. As the photographic industry changes the manufacturers are generally the last to understand the requirements of the photographers internationally. Different conditions, different environments and temperatures can also effect electrical equipment.

With students, amateurs, educators and photographers knowing how the industry works, they are able to build different businesses around the photographic industry, "the industry isn't just about taking photos." There is a lot of preparation, time and the equipment needed and this is where White Amor Pty Ltd and Partners will be able to produce newer, more advanced and portable equipment.

Then with a little growth within the industry, even 0.5% of the studio equipment market here in Australia, White Amor Pty Ltd with the development of the partnerships and manufacturer assistance, can confidently produce the next generation of photographic studio equipment here in Australia.

More portable and more manageable, these new products will require imported and components made in Australia. Assembly will be done by the end user to reduce production cost.

Without these key partners assisting and facilitating the expansion of White Amor Pty Ltd, the company and brand awareness would not be ultimately possible through education and promotions done alone by Syron and White Amor Pty Ltd.

2. Business Profile

White Amor Pty Ltd. (ACN: 132 686 036) is a subsidiary company of Syron Establishment Pty Ltd (ACN: 121 215 386)

Syron Establishment Pty Ltd - www.syron.com.au

Syron is an Australian Brand of Electrical and Electronics Products.

Syron currently has agreements with seventeen manufacturing companies producing over 1000 different products.

Syron distributes its own brands to over fifteen countries including:

- Syron,
- White Amor Pty Ltd,
- Silverfox,
- Night Flower and
- SaiNT.

Syron's brands include a wide variety of other international brands.

Syron's clients include some of the worlds and Australia's largest companies.

Syron's product range includes:

- Communications devices and Bluetooth,
- Security products ranging from security cameras to a complete artificial Intelligence system,
- A complete range of professional photographic studio equipment,
- Home entertainment products, computer peripherals, ex lease laptops and computers,

Syron also offer wholesale and franchising opportunities.

White Amor Pty Ltd – www.whiteamor.syron.com.au

White Amor Pty Ltd was established in 2008 for the purpose of providing and developing quality photographic studio equipment in Australia and New Zealand.

Syron's retail sales in photographic equipment has tripled over the last 6 months and due to this growth, through local distribution, White Amor Pty Ltd proposes to be a launching company, into the establishment of manufacturing of a select range of photographic studio equipment in Australia.

The new generation Australian made photographic studio equipment will be release throughout Australia and this select range will also be extended back through Syron's current manufacturer marketing companies and Syron affiliated companies, for distribution internationally.

Our purpose is not to re-create the industry, just make it more efficient. With the support from the Syron and the manufacturers, White Amor Pty Ltd and Partners will be able to extend business revenue with this new restructure and will attain further reputation and respect from photographers and amateurs.

In short, a photography business will only last as long as the photographer is still providing a professional service. Meaning when the photographer retires, generally the staff lose their jobs.

With our proposed restructure to the industry, we can provide longevity to any photography business.

With access to additional revenue the Masters and Professional Photographers will be given the opportunity to discover new talent from the students and amateurs that utilise the studio facilities.

Bringing back the old term "protégé" or apprentice, instead of retirement for the business when the photographer retires, the protégé can continue to develop their skills and learn other important aspects of the business.

Then as the protégé becomes the master and with the business already established, the new master can return the favour that was provided to them and take on a new protégé. With the old master retiring and a business that could have taken decades to build, can continue to operate with this new restructure. Thus creating a retirement income and establishing the cycle for the term “old money”.

3. Personnel and Partners

Operational requirements need specific personnel and partner to complete this transition from the previous structure to the new efficient structure.

White Amor Pty Ltd’s manufacturer has been involved in this project for the previous two years. White Amor Pty Ltd plans to implement this new structure with the assistance of AIPP members and other professional photographers.

White Amor Pty Ltd and Partners are working with the students in the education system and will be able to direct market products to the people that are going to purchase.

This is not to increase competition but to organise co-operation and business structure between all members of the industry, from manufacturers, suppliers, educators, students, photographers and the small and large photography groups.

Currently the manufacturer and Syron are working with White Amor Pty Ltd and several photographers and Tafes in Australia to create this new structure.

Business roles outlined and direction of current structure

Manufacturer	Syron	White Amor Pty Ltd		
Supplier	White Amor Pty Ltd	Master Photo	Pro Photo	Educator(Tafe/Uni)
Master Photo	Photographer	Supplier	Educator(Tafe/Uni)	Consumer Products
Pro Photo	Photographer	Supplier	Educator(Tafe/Uni)	Consumer Products
Educator(Tafe/Uni)	Photographer	Supplier	Educator(Tafe/Uni)	Consumer Products
Photographer	Consumer Products	Studio Hire	Equipment Hire	
Amateur	Consumer Products	Studio Hire	Equipment Hire	
Student	Consumer Products	Studio Hire (free)	Equipment Hire	

4. Market Analysis and Overview

The Australian Studio Equipment Market is saturated with products imported from international manufacturing and design companies.

With a wide variety of manufacturers offering OEM or ODM, making branding easier and with the increase of international freight services, the cost associated with air freight for example has come down, yet this is slightly off set with the current cost of oil.

With regards to Australian import tariffs there is no additional costs associated with the importation of electronics products, only GST is payable on the cost of the units and freight.

With these factors taken into consideration almost any trading company or resellers can easily supply to almost any part of the globe within a few days. Yet the bad side, with regards to faulty equipment, poor manufacturing and even theft of the funds for the products purchased.

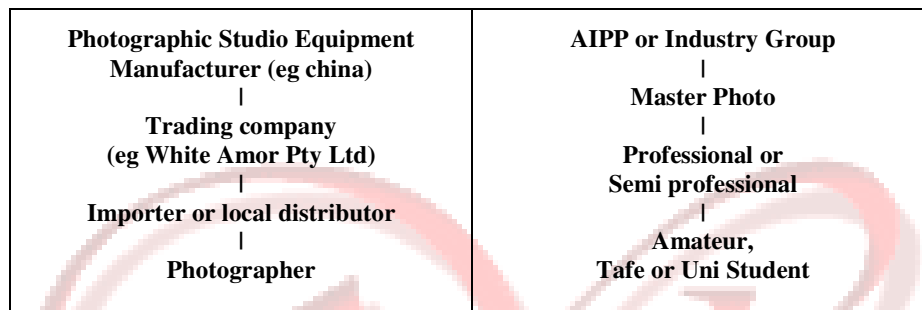
There are many areas of risk and not only with the market volatility but also with production and delivery management.

Syron has taken all of these factors into consideration and the companies have direct support from the manufacturer. Within the contracts, Syron is provided factory space in Shenzhen, China with three engineers. They are for quality assurance testing of the products and this location is where Syron produces the Syron MP3 Players.

White Amor Pty Ltd takes advantage of these facilities and has been importing and exporting the White Amor range of photographic products from this location.

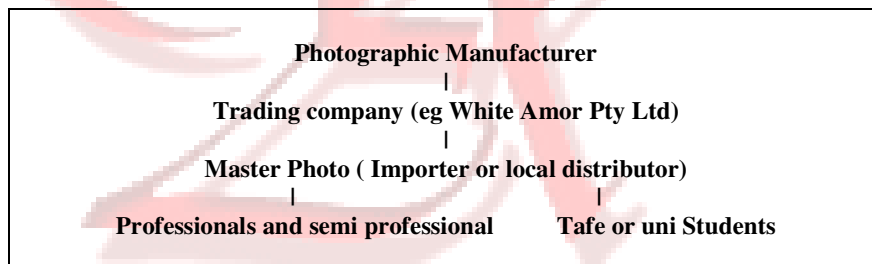
The current environment and systems in place to manage the industry, is left to dozens of separate independent companies that provide the necessary services and equipment to photographers.

Current System and Environment:



White Amor Pty Ltd proposes a new organisational structure to not only assist the industry but to co-ordinate production, with the photographers being involved in the process. As the photographic industry changes the manufacturers are generally the last to understand the requirements of the photographers internationally. Different conditions, different environments and temperatures can also effect electrical equipment.

This restructure has been created to complete the link that the industry is missing.



Above is a general over view of the industry and White Amor Pty Ltd has plans to go another step further in the progression to the next generation of the business.

Below is further information about the restructure from manufacturer to master to student.

The agreement White Amor Pty Ltd has with current professional photographers includes the following details briefly outlined below:

- The photographer will provide free studio time for current students of an involved institutes or education centre, there are limited hours per students pending on course duration and requirements.
- The space will include 6 photographic booths and 2 product tables. A list of necessary equipment and space is included in the agreements between White Amor Pty Ltd and Partners.
- The studios can be hired by amateurs and other professionals for a fixed price per hour.
- All the equipment in the studios is to introduce new and professional photographers the range of equipment and they can purchase the equipment directly from the master or photography professional.
- Student discounts will be made available to students.
- The photographer will have access to products at cost price from manufacturer plus a royalty of 7% on net revenue, to be paid to White Amor Pty Ltd. These funds will be used for the new manufacturing facility here in Australia.

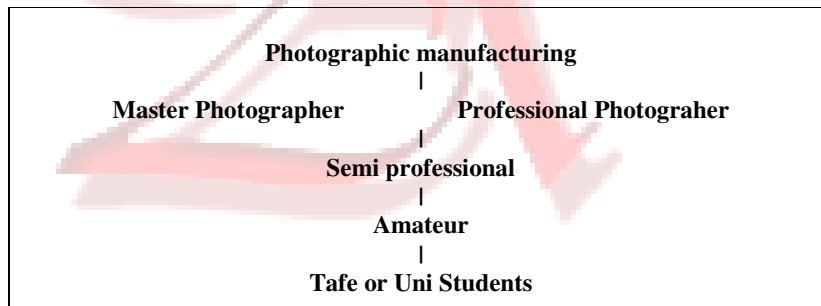
The circle of business needs to be completed, that is why White Amor Pty Ltd is working with Australian Tases and Universities to provide free studio time for their photographic students.

The students can not only get to know the names of the current masters and professionals but also know where to go if they need to purchase or hire the equipment.

With students, amateurs, educators and photographers knowing how the industry works, they are able to build different businesses around the photographic industry, "the industry isn't just about taking photos." There is a lot of preparation, time and the equipment needed and this is where White Amor Pty Ltd will be able to produce newer, more advanced and portable equipment.

Having the photographers direct to our factories means we can improve quality and useability almost immediately instead of waiting for the next model to come out.

The future of the industry in Australia with support:



White Amor Pty Ltd will also be donating a percentage of the revenue to Mercy Ministries for the continued development and assistance where it is needed.

Who mercy helps - [website](#)

Mercy Ministries helps young women between the ages of 16-28 who are affected by life-controlling issues such as eating disorders, self-harm, physical and sexual abuse, drug and alcohol addictions, depression and unplanned pregnancy.

5. Marketing Plan

White Amor Pty Ltd was established by Syron, to implement an appropriated and responsible approach to the increase of sales through the photographic studio industry.

White Amor Pty Ltd has grown considerably in the last 6 months strongly due to the factors of the economic down turn. Less spending means less income or alternatively, looking for cheaper equipment or by expanding potential revenue streams. These multiple revenue streams can be utilised effectively to overcome any crisis.

This is why Syron is not only taking on more international clients but is expanding the range of products to include different industry sectors. So no matter what kind of economic situation the company only needs to shift in the direction of the current market.

The onus is still on the business owner to not put the business in a position where the staff and future incomes streams could be lost.

The directness of this campaign cuts through all the external and unnecessary advertising and marketing techniques. This one overall campaign will advertise directly to the consumers and without having to rely on the additional impulse buyers or the common walk in browsers.

There are a four separate marketing and advertising campaigns that need to be undertaken, yet all can work consecutively and in conjunction with each other.

Campaign Photographers:

- Canvass with email and a follow up phone call, if reply of interest from an AIPP or Professional Photographers. Looking for interested studios that would be willing to upgrade or expand their current business into retail sales and a learning centre,
- Work with photographers on the design and layout of the studios to incorporate the expanded business proposed,
- With layout and studio completed the students and professional can start hiring the facility and with the equipment, the studio can retail all the studio equipment supplied by White Amor Pty Ltd and/or other products.
- Connect the Educational Instructors with the Studios Photographer and the education centre can start taking in students.

Campaign Education Facilities

- Canvass with email and a follow up phone call, if reply from interested from a Tafe or University, organise with the instructor or lecture to view the studio, to see if they think it would be suitable for their students.
- If the learning institute involves their students the students will receive free time in these studios, the time is limited per student based on the course duration and requirements.
- A further discount of up to 20% may also be applied for the students if they purchase their equipment from the studio directly.
- The learning institute may wish to exercise their ability to direct market to students or make some of the equipment available to students in a package. If the institute is interest, wholesale prices will be available from the studios.

Wholesale and Retail Campaign:

- White Amor Pty Ltd direct aim is to lead consumers and future clients to these studios to increase revenue for business expansion in these premises.
- Once the studios and the institutes are operating, White Amor Pty Ltd will expand the advertising through mail outs, industry awards, studio expo's and other marketing opportunities.
- With the endorsements from the AIPP and Professional Photographers the task of directing new clients such as other professional photographers and amateurs alike to these studios will be easier.
- White Amor Pty Ltd will only have one functioning store with all the other stores being located at the AIPP or Professional member studios.

For pricing and price comparisons please see Appendix C, Partnership Product Commercialisation and Distribution Agreement.

Manufacturing Campaign:

- White Amor Pty Ltd is to be a driving force in the photographic industry, bringing assets and skills into the industry. The Aim of all these campaigns is to increase manufacturing in Australia, as with every aim of the Syron and Group of Companies.
- Then with a little growth within the industry, even 0.5% of the studio equipment market here in Australia, White Amor Pty Ltd with the development of the partnerships and manufacturer assistance, can confidently produce the next generation of photographic studio equipment here in Australia.
- Titanium has also been considered for the next generation.

6. Operating Plan

White Amor Pty Ltd will have one active studio, located in Brisbane and will be made available for online courses and educational institutes.

With the assistance of White Amor Pty Ltd Partners, White Amor Pty Ltd will be able to effectively involve other Professional Photographers and AIPP members. With their involvement and the universal expansion of their business across Australia, means there will be a uniform and responsible approach to the White Amor Pty Ltd national and international expansion, through the key industry companies and suppliers.

Without these key partners assisting and facilitating the expansion of White Amor Pty Ltd, the company and brand awareness would not be ultimately possible through education and promotions done alone by Syron and White Amor Pty Ltd.

For a list of equipment and studio education centre layout information, see Appendix A, Partnership Product Commercialisation and Distribution Agreement.

Business and Operational Structure:**Relevant Parties:**

- Manufacturer (China)
- White Amor Pty Ltd (Studio Equipment Supplier and Wholesaler)
- Syron Technologies (Syron Retail Outlet)
- White Amor Pty Ltd Partner and AIPP member or Professional (Studio Equipment Wholesaler)
- White Amor Pty Ltd Partner and AIPP member or Professional (Studio Equipment Retailer)
- Wholesale Consumer (Professional Photographers, AIPP Members, Education Centres)
- Retail Consumers (Professional Photographers, AIPP Members, Education Centres, Amateurs, Students and other interested people.)

With the overall implementation of the first 3 campaigns, as described in section 5 of this document, White Amor Pty Ltd will be effectively and efficiently able to deliver the required inventory, stock, demo equipment and equipment across Australia.

Once the Studio has been opened officially, the studio will be ready to receive the students from the educational and online institutions. See Educational and Online Institutional Operating Agreement for specific courses hours and required time for students.

With the students discount and finance available to selected customers, the Studio will be able to take orders and payments, for the studio equipment and organise directly with White Amor Pty Ltd to deliver the required products to complete the order.

The studios may use their own payment facilities or alternatively payments can be process directly online. With this process the studios will have a complete price list available without needing any additional software or PC upgrades, just an internet connection. The online store can be utilised by the studios and funds are cleared within 24 – 48 hours into the studio bank accounts.

Online facilities include: www.syron.com.au/shop

- Direct Deposit,
- Bpay,
- Pay Pal
- Credit Card – Visa, Mastercard and Debit Card.
- Money Order

If the client pays cash, the studio needs to allow for the security of these funds prior to banking.

The delivery of the stock can be from China directly or from another Studio. Delivery can take up to 30 days depending on the size and product supply and demand.

Stock and Inventory records will be maintained by White Amor Pty Ltd for the Studios and stock can be transferred to from one studio to another studio to reduce loss of inventory sales and the unnecessary “sale items bins”.

In the event the Studio has the products available, the sale can be organised immediately.

If finance is required there maybe a 24 hour period before funds are cleared.

If the studio releases products prior to the funds becoming available the studio will be responsible for the loss.

In the event a fraudulent transaction occurred and loss of stock, White Amor Pty Ltd will replace the stolen stock.

The responsibility is to the Studio to assure the accuracy and supply of any of White Amor Pty Ltd products or services. See Partnership Product Commercialisation and Distribution Agreement for complete details of the agreement.

Additional marketing and promotions can be worked in conjunction with White Amor Pty Ltd advertising and marketing campaigns or the Studios can operate an independent strategy. White Amor Pty Ltd will operate an advertising campaign to continue the expansion and with this campaign will direct customers and consumers to the Studios where they can derive an additional revenue stream from being an operational partner with White Amor Pty Ltd.

Copies and promotional posters, paper work and products will be supplied to the studios by White Amor Pty Ltd. See Partnership Product Commercialisation and Distribution Agreement for more details.

7. Financial Plan

Funding for these projects will be provided by Syron Establishment Pty Ltd and Business Partners for White Amor Pty Ltd costs associated with the Studio and advertising and promotional events.

Funding can be made available to other Studios for expansion and partnership purposes. See Finance Agreement.