

# Study on wedding photography and Strategic business plan for wedding photography Studio

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# Statutory Declaration

Herewith we assure that the present master thesis has been written independently and no others as the given sources have been used. All executions and thoughts from other writings literally or basically were taken, are marked, and the work in same or similar version yet was not presented to an exam authority before.

Borås, May 2010

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## **Abstract**

Wedding traditions and customs vary greatly between cultures, ethnic groups, religions, countries, and social classes which obviously will influence the wedding photography services. This thesis is aiming to reveal different characters of wedding photographic market in Sweden, China and Pakistan and give an overview, including history and trends on the three distinctive markets. Through the comprehensive comparison, the main points are concluded. Firstly the wedding portrait in Chinese market could be the possibility to enter into Swedish market, together with styling and rental services. Secondly the various photographic styles could be innovations to meet different visual needs in the Swedish market. In addition, the traditional cultures are not recommended to enter into the Swedish market. But there is still possible for Mehndi (henna) on the palms and feet from Pakistan to be in the market with adjustment in another way.

To aim at entering into the Swedish market by mixing with unique Asian visual characters, an entire business plan is presented, including the company overview, marketing analysis, marketing strategies, and future plan for wedding photography service.

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## Chapter 1 Background

### 1.1 Introduction

Since Adam and Eve tried the golden apple, the relationship between a man and a woman has been unique and fated by God. Cultural roots, ancestries, and religious beliefs have shaped marriages for thousands of years<sup>1</sup>. To witness love and relationship, wedding is celebrated with a rich history. Wedding traditions and customs vary greatly between cultures, ethnic groups, religions, countries, and social classes. But one thing in common is that brilliant wedding images could be always memorable for couples and their families and friends.

That pictures today surround us is obvious to everyone who can see. We take pictures with our own cameras and we see pictures taken by others-both amateurs and professionals. Photographs are used by both artists and professional photographers.<sup>2</sup> As the topic of photography has been discussed a lot, and in this study wedding photography is the primary focus. The wedding traditions and cultures in different area worldwide are part of the study. Based on that, a strategic business plan is made to enter in Swedish market with different culture backgrounds. But why Sweden-a market with low marriage rate in the world? The reason for the author to make plan entering into Sweden is that the market is unsaturated which means there is huge potential room for new entrance. Moreover, people will not try new service until they see something inside attractive. Through the research of wedding photography, the business plan is aim to combine different cultures and create photographs in a fashionable way.

### 1.2 Purpose

The purpose of the study is firstly to present the development of wedding photography in different geographic areas and make a comparison. Thus, feasible strategic plan to start a new business in Sweden is made by mixing different cultures and creating fashionable photographs.

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<sup>1</sup> Source: <http://www.brideandgroom.com/wedding-articles/wedding-traditions-2.asp>

<sup>2</sup> Patrik Aspens. Markets in Fashion. City university press.2001.page 3

### 1.3 Delimitation

This thesis is about how to build a wedding photography studio in Sweden. All of the interviews, research, competitors, and strategies are focused on the Swedish market. Owing to the lack of time, only 50 interviews on photography service were conducted in total, even though it was highly cognized that this is a small number of participants to draw any serious conclusions. Wedding traditions and photographs from Sweden, China and Pakistan are selected to discuss, this is because the authors have background in China and Pakistan, they are more familiar with the markets and have desire to bring innovation to Sweden.

The wedding traditions vary from country to country, and even in one country, it varies from different geographic areas. So the traditions presented in this study is the most popular and typical ones.

### 1.4 Methodology

Empirical information in this thesis was collected through a qualitative approach in order to gain a deeper understanding of the topic. Various interviews were conducted face to face, via e-mail and online survey.

The thesis involves a market research of the interviews with 50 people on the purpose to know more about what image styles the Swedish people like to have for their wedding albums, and what actually they think the route for wedding photography service should be. The interviewees are selected from streets in random or in the wedding dress stores who potentially have the plan to be married or attend wedding ceremonies. The results from the interviews were analyzed and interpreted for further writing in the thesis. The researches on wedding photographs were developed with the help of secondary data and personal experience. Secondary data comprised literature such as books, scientific magazines, reports and the internet. Besides the secondary data, the authors were invited to attend Swedish wedding ceremony as photographers so as to make Swedish market analysis realistic. The sources used for analyzing the weddings in different counties like China and Pakistan are more personal experience along with the known rituals in the countries which are sometimes known as traditions. As it can be seen in the photography parts, the pictures are originally from the traditional weddings which are exhibited in the thesis.

The chosen four photographers in photographic analyzing part are chosen all over the Sweden, having ranking on WPJA listing who are from big cities like Stockholm and Goteborg, also Mari Gustafson, the photographer who is well developed in the small cities, such as Boras, so as to cover the whole Sweden for analysis.

It is not easy to get valuable information from the Swedish market for the authors as foreign students. During the thesis conduction, the problems encountered firstly, the interviewees should know about the wedding market, otherwise the comments somehow will not be referred. Considering this to find people who are somehow involved in a wedding or who have ideas on this area.

The second main problem which can be encountered to the newcomers in this wedding photography field is to have the practice shoot before starting the business, and is how to conduct successful shooting activities with the right dresses. It took time to find wedding dresses also at the beginning; they have to make a portfolio to find the dress for wedding photo shoot. Then another problem that would occur is to find suitable models. Couples who do not have married plans seem shy to wear wedding dresses. This problem can be avoided by sending mass mails to students in the school which can help to find the couple.

# Part 1 Wedding Photography Development

## Chapter 2 Overview of wedding photography

### 2.1 History of wedding photography<sup>3</sup>

The history of wedding photography begins in the early 1840s. During this period, photography had very little commercial use, but the idea of creating memories of the wedding day was already born.

Due to the equipment limitations in the 1800s, there was only a daguerreotype portrait on a tiny copper sheet, not like today have paper photographs, multiple photographs, and albums. However, as the years passed, technology changed how photographs were produced and presented. In the beginning of the 20th century, the color photographs became possible, but the production process was not developed well until the 1950's. Colors shifted and faded after a short period of time, so photographers continued to work with black and white films. It can be seen from the below pictures which were took in 1874, 1915 and 1943.

Photo 2.1, 2.2 and 2.3



Date: 30 April 1874<sup>4</sup>



Date: 19 February 1915<sup>5</sup>



Date: 01 January 1943<sup>6</sup>

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<sup>3</sup> Source: <http://www.iqphoto.com/history.htm>

<sup>4</sup> Photo:

[http://www.vam.ac.uk/things-to-do/sites/goldenrod.vam.ac.uk.things-to-do/files/images/JT\\_and\\_Georgiana\\_Dawson\\_poss\\_wedding\\_01\\_Stamford.jpg](http://www.vam.ac.uk/things-to-do/sites/goldenrod.vam.ac.uk.things-to-do/files/images/JT_and_Georgiana_Dawson_poss_wedding_01_Stamford.jpg) 2010.06.30

The wedding photography techniques remained the same until the end of WWII. However, after that period, the portability of small, newly designed cameras was born. Photographers using their new portable roll film based cameras and compact flashbulb lighting to shoot a wedding event and then try to sell the photos to the bride and groom. Some of them were military trained photographers, but most were amateurs. Despite low quality results, the competition is very fierce in this industry. Therefore, it forced the studio photographers to start working on location. Trying to imitate the studio settings, photographers would have to bring heavy photography equipment and bulky lighting to wedding locations. The below photos were shoot outside of studio in 1969.

Photo 2.4



Date: 30 August 1969<sup>7</sup>

Before the early 1970s, it was practically the only style of wedding photography that is with beautiful poses created in a studio or on location using studio quality lighting. It was called traditional wedding photography style, and this style has been practiced for more than a hundred years. However, a dynamic change in the photo industry evolved changing the traditional wedding photography style into a new style called wedding photojournalism or documentary style: in other words, the style which captures the wedding as it unfolds. The photos 2.5 and 2.6 are captured the moment of the wedding day.

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<sup>5</sup> Photo:

<http://www.vam.ac.uk/things-to-do/sites/goldenrod.vam.ac.uk.things-to-do/files/images/beverwykjohnmarjory.JPG> 2010.07.01

<sup>6</sup> Photo: <http://www.vam.ac.uk/things-to-do/wedding-fashion/761> 2010.06.30

<sup>7</sup> Photo: <http://www.vam.ac.uk/things-to-do/wedding-fashion/6808>

Photo 2.5 and 2.6



Date: 01 March 1975<sup>8</sup>



Date: 18 October 1988<sup>9</sup>

While both styles have advantages and disadvantages, neither of them are the primary style for most professional photographers today. Clients began requiring a mixed or blended style of wedding photography now. And with the invention of digital photography, new creative opportunities emerged. The first digital cameras for the consumer-level market that worked with a home computer via a serial cable were the Apple QuickTake 100 cameras on the February 17, 1994<sup>10</sup>. The below wedding photos 2.7 and 2.8 were taken in nowadays.

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<sup>8</sup> Photo:

[http://www.vam.ac.uk/things-to-do/sites/goldenrod.vam.ac.uk.things-to-do/files/images/mom\\_\\_dad\\_williams.jpg](http://www.vam.ac.uk/things-to-do/sites/goldenrod.vam.ac.uk.things-to-do/files/images/mom__dad_williams.jpg)

<sup>9</sup> Photo:

[http://www.vam.ac.uk/things-to-do/sites/goldenrod.vam.ac.uk.things-to-do/files/images/wedding\\_3\\_1\\_0.jpg](http://www.vam.ac.uk/things-to-do/sites/goldenrod.vam.ac.uk.things-to-do/files/images/wedding_3_1_0.jpg)

<sup>10</sup> Source: <http://inventors.about.com/library/inventors/bldigitalcamera.htm>

Photo 2.7 and 2.8



Date: 13 September 2003<sup>11</sup>



Date: 2008<sup>12</sup>

Digital cameras allow deeper reportage of the event with unlimited amount of photographs taken, and great design opportunities. It is obvious that the future belongs to digital photography.

## 2.2 Current trends in wedding photography

Wedding photography is an embryonic ground that requires imaginative talent, visualization, and highly technological expertise. In the past wedding photography always related to the limited stiff poses without much regard for the underlying tale, sentiment, romance, and behind the scene events of the wedding day.

Though there is still a large segment of the wedding industry that practices conventional photography with its preplanned shoots, and recreation of the wedding climax events such as the kiss, and the ring exchange, etc. Nowadays the modern wedding couple asks for more fashionable approach for their wedding days.

Wedding photojournalism is in vogue for the last decade. The main idea behind it has been to capture the wedding event exclusive of any interference or direction from the wedding photographer. The photographer is there to capture the real essence of that day. In the result of this practical approach the captures are a true representation of the wedding day.

A number of photographers offer a hybrid approach to wedding photography, usually a blend of traditional and journalistic wedding photography. In this approach the photographer

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<sup>11</sup> Photo: <http://www.vam.ac.uk/things-to-do/sites/goldenrod.vam.ac.uk.things-to-do/files/weddings/82.jpg>

<sup>12</sup> Photo: <http://www.morethanwords.se/blog/wedding-photojournalism-4/>

mainly focuses on documenting the wedding event but this coverage also includes a session with the couples for formal posed or semi-posed pictures along with the family group photographs.<sup>13</sup>

At the back the scenes photos are also gaining steam. These are pictures that are captured of the bride, groom, and guests when they are preparing for the ceremony or the reception.

To go along with behind the scene photos, guest reaction captures are also becoming very popular. As toasts are given, and other important events unfold, the photographer can catch the guests in action. This is the best way to get photos that shows the real atmosphere of the wedding.

Storyboard albums are also popular. A storyboard album is meant to describe the story of the wedding in a chronological order – when looking back to the wedding photographs from the beginning till the end there's often an extra sense of accomplishment. These albums can be creating of anything from inexpensive plastic to leather wrapped covers.

The latest trend in wedding photography is towards more fashionable approach which is inspired on high-end fashion magazines such as Vogue, Elle, In Style, Cosmopolitan, Glamour, GQ, American Photo, etc. In wedding magazines the photographer hunts for to make the couple's fantasies real. In the fashion wedding photography approach the main goal for the couple is to make the wedding couple look at their best. That day couple becomes like wedding celebrities. Attention to the details needs to achieve the perfect look. This fashion approach requires a great deal of inventive talent behind the camera and also big computer image editing skills to produce a distinctive photo. Half the photo is made on the camera with the half of the photos are achieved though digital image artistic editing and manipulation.

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<sup>13</sup> Source: <http://ezinearticles.com/?Current-Trends-in-Wedding-Photography&id=7680>

## Chapter 3 Discussion and comparison

In this chapter, wedding photography development from different worldwide geographic areas is discussed and compared. Sweden, China and Pakistan as the selected country have their unique cultural and traditional roots which affect the trends of wedding photographs.

### 3.1 Evaluation criterion of wedding photography

Before processing the evaluation of images, it is important to know a little background of camera's development which the evaluation criterion are based on. Since digital camera has its advantages in cost, convenience and quality comparing with film camera, today wedding photographers prefer using digital cameras instead of film ones. Regarding to cost, photographers do not need to pay for the film and waste films or unusable prints. Regarding to convenience, photographers will know immediately if they have captured the moments and if the pictures are worth saving when they are using digital ones. Hundreds of images on a single memory card offer more pictures to choose. Regarding to quality, digital cameras have a wider latitude and better color fidelity between highlights and shadows, than film<sup>14</sup>. In addition, graphic editing programmes, such as Photoshop provide the opportunities to create various and fancy effects on the digital images. Below evaluation criteria is suitable for the digital cameras.

ATPI(Association of Texas Photography Instructor) has developed created a critique sheet<sup>15</sup> to help both judges and photographers to evaluate photographs which include five important aspects, the technical quality, composition, subject matter, originality and meaning.

- Technical quality

Technical quality includes the proper exposure, good use of flash when needed, good use of available light when no flash is used, sharp focus or action that is intentionally blurred.

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<sup>14</sup> Source: <http://www.dlynnwaldron.com/digitalcameras.html>

<sup>15</sup> Source: <http://www.jea.org/curriculum/photography/eval3.pdf>

- Composition

The forms, lines, tones, textures, shapes, hues, patterns, and balance within the photograph could be the factors contribute to good composition. It also includes simplicity, keeping unwanted objects out of the frame.

- Subject Matter

Subject Matter should be appropriate for the photographer's ability and equipment. Shooting the wedding ceremony sitting on the second floor of church with a 50mm lens is generally a poor choice of subject matter. It is always wise to capture the wonderful moment quietly and the subject in the image should be visually respected.

- Originality

Originality presents the uniqueness and attention-grabbing. A good photographer will always be ready to create innovations which could engage the curiosity of the viewers also appeal to the viewer's emotions. The photograph should be unusual in some manner to attract attention. A good photographer will invoke the subject to feel free to create and release emotions to express them.

- Meaning

A significant photograph must mean something. Its meaning gives "soul" to the images. It not only gives the satellites but also express the emotions of the subjects.

There is no guideline or accepted standards for wedding photographic evaluation, but the photographs evaluation in general could be used also as the basic rule. Nowadays, the wedding photographers prefer to be innovative to create pictures against the normal way, like using over exposure, unique shooting angles and etc. The main subject in the pictures, couples should feel free to do postures inspired by the wedding photographer. In addition, as wedding pictures are people oriented which means the styles, from dressing to hair making up are focus in the pictures. Meaning of wedding pictures is the soul of the image so that viewers can feel the happiness, lovingness from excellent wedding pictures.

## 3.2 Wedding photography from different areas of worldwide

### 3.2.1 Swedish Wedding Photography

In Sweden, to hire a photographer to capture the life's best moments on the wedding day is really popular. In general, couples mostly ask local studio photographers or their familiar photographers, friends to record the ceremony for them. The only thing offers by studio is to take the photographs. Therefore, brides have to hire professionals to handle their dresses, the makeup, hairstyling, and etc. or styling by themselves and with the help of friends.

Normally, the Swedish bride and groom hold their wedding in churches. So when they arrived, photographer starts to shoot every detail, which is relevant to the wedding, such as church, guest, children, flowers, reception, bride, groom and their family members. However, some couples pay more attention on the ceremony, they also invited photographer to their places and restaurants before and after the wedding to record the moments of exchanging the wedding rings, dress, shoes, cakes, and candies. As a professional wedding photojournalism/photographer, he should take natural shots without any people being aware of his presence, tells the whole process of the wedding visually, and manages to capture the unique atmosphere of the wedding. However, some couples also ask photographer to take traditional wedding photos outside of the church for them and their family members with beautiful poses during the wedding day. The below photos are taken from a real wedding in Gothenburg, and from these photos can be clearly seen how the Swedish wedding photographer coverage a wedding for couple.

Photos 3.1 to 3.11





The photos taken with the high colors filled with love and emotions in it to explain the wedding celebration day, and the elaborate story which can be reflected from the pictures taken like the photo 3.1 with the I Phone which with two rings on it having wedding date, as the cell phone already shows the connection and same with the two rings. The technique, which also covers this picture, is the photographer has taken the rings in the focus which shows the subject matter more prominent and creates the view as combination of love and relationship.

The captured photos mostly have the pictures before the celebration in preparation and makeup moments, which can be captured to tell the story. Some of the couples ask the photographer to take the photos for the place along with the moment called “Vow” and this is the most traditional pose mostly all the weddings photographers takes. The cake for the wedding has an important place by itself, which can be seen in almost all the wedding albums. The cards and the food along with the details are captured as the food menus are arranged for the guests also at the end the family photo are always covered with full family

to show the appearance and devotion for them.

In Swedish markets, the established photographers have their own identifications of pictures. Most of pictures are clear and simple and the photographers try to capture the moments quietly. Photographers need to carry different equipments to be more flexible with different shooting angles in the church. The techniques of photography are well developed. The locations are chosen mostly in nature, such as lake, grass, bridge and park.

### 3.2.2 Chinese Wedding Photography

With the rapid growth of Chinese economy, the people continuously improve the quality of life, and they chasing the pace of fashion more and more quickly. It causes the rapid development of Chinese wedding industry; new wedding photography is also higher for the expectations and requirement. So from 21<sup>st</sup> century, the wedding photography studio is very popular in the Chinese market. People start to pursue the personalized wedding photograph, and want to be different and add unique elements to the wedding ceremony.

Nowadays, there are two main styles of wedding photographs in the Chinese market, one is wedding portrait, and another one is wedding photojournalism. Normally, before one or two months of the wedding ceremony, the couples will take wedding portrait in a specific day with particular styles and themes designed by wedding photography studio. All the styling of bride and groom are designed by that studio, which including makeup, hairstyling, dressing, shoes, and even adornment. Besides that, wedding photography studio also needs to arrange different backgrounds for shooting. A wonderful wedding portrait should include indoor and outdoor shooting. And from below wedding pictures can be seen the current trends of wedding portrait in the Chinese market.

The techniques of wedding photography today are well developed, and photographers make attempts on various techniques to create plenty styles, such as tilt-shift which encompasses two different types of movements: rotation of the lens relative to the image plane, called tilt, and movement of the lens parallel to the image plane, called shift<sup>16</sup>, or motion blur photography which is frequently used to show a sense of speed (see photo 3.18). Black and

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<sup>16</sup> Source: <http://www.smashingmagazine.com/2009/04/22/the-ultimate-photography-round-up/>

white photography is widely used in wedding photography, see picture 3.19 and 3.20. With the help of photo editing programmes, abundant distinctive styles can be created to meet different requirements. Below group one is edited by Photoshop. The photographer created different postures first and then edit into one image to tell the viewers a love story.

The locations are chosen both inside studio and outside landscapes. Photographers tend to choose non-mainstream backgrounds such as old factory, railway station, (see below photo 3.14 and 3.15), rather than church, restaurant, grasses.

Different themes are produced for aesthetic visual needs. As can be seen from below group three, it's about the topic of love in the war. (At that time, a TV series about war is popular in China.) The themes are raised to catch the most 'in' element in the society.

The postures of subject matter in the pictures are diversity (see below the forth group and the sixth group).

The dresses in the pictures are developed, not only wedding dresses are available, but casual wear (see the forth group), fancy decorations (see photo 3.15) are available to create fashionable and trendy wedding images.

Innovative ideas are always created by photographers. The viewers can obtain visual amazement through the images. See below group seven. The originality presented in the images stands for uniqueness.

The majority of pictures are meaningful, such as photo 3.12 which tries to tell stories, but the meanings are arranged.

Photos 3.12 and 3.13 the first group of Chinese Wedding Portrait<sup>17</sup>



Photos 3.14 and 3.15: the second group of Chinese Wedding Portrait<sup>18</sup>



<sup>17</sup> Photo:

[http://www.k-plus.cn/ShangHaiHunShaSheYing/K\\_ChuangYiHunShaZhao\\_ShangHaiHunShaSheYing\\_k\\_SheYingGongZuoShi/](http://www.k-plus.cn/ShangHaiHunShaSheYing/K_ChuangYiHunShaZhao_ShangHaiHunShaSheYing_k_SheYingGongZuoShi/)

<sup>18</sup> Photo: <http://bbs.fengniao.com/forum/1390879.html>



Photos 3.16 and 3.17 the third group of Chinese Wedding Portrait<sup>19</sup>



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<sup>19</sup> Photo: <http://www.25xiaohua.com/gaoxiao/200911/8969.html>

Photos 3.18, 3.19, and 3.20 the forth group of Chinese Wedding Portrait<sup>20</sup>



Photo 3.21, and 3.22 the fifth group of Chinese Wedding Portrait<sup>21</sup>



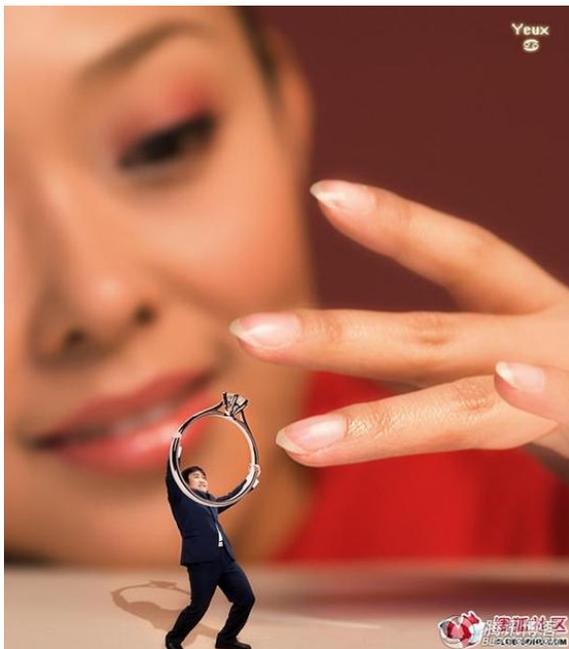
<sup>20</sup> Photo: <http://sheying.lilywed.cn/hunshazhao/gexing/2236.html>

<sup>21</sup> Photo: <http://wed.la/photo/798-2/album/14346>

Photo 3.23 and 3.24 the sixth group of Chinese Wedding Portrait<sup>22</sup>



Photo 3.25 and 3.26 the seventh group of Chinese Wedding Portrait<sup>23</sup>



Besides the wedding portrait, wedding photojournalism is also very important for couples during the wedding day, because it can deeper coverage the entire process of the event. Normally, a photographer and stylist are both invited from the studio during that day. Their main responsibilities are for shooting all the details of the wedding day and helping bridal

<sup>22</sup> Photo: <http://wed.la/photo/album/14524>

<sup>23</sup> Photo: [http://photo.ce.cn/main/jrkd/200807/03/t20080703\\_16045370\\_3.shtml](http://photo.ce.cn/main/jrkd/200807/03/t20080703_16045370_3.shtml)

makeup. The below photos are part of a wedding process in China, from those photos can be seen how the photographers record the wedding day for couples in China. In the morning, photographer and stylist will arrive early at bride's place and design the style for the bride. After that, the groom will go to bride's house to pick up bride. Thus, there will be a small traditional ceremony, like bow to mutual parents and taste traditional teas and snaps. The couples will go out for shooting before holding formal ceremony in the restaurant or Church, including vowing, exchanging rings, drinking wedlock, sharing cakes and etc. The brides will change at least two gowns, which are a white one in the western style, and a traditional Chinese one in red for the banquet.<sup>24</sup> Chinese believe red can bring wealthy and happiness to the marriage. Although white wedding dresses are popular in China, a red traditional gown for wedding is also necessary.

This is a typical wedding ceremony in China, though it differs from different geographic areas in China.

Photo 3.27 Shoes and make up shooting<sup>25</sup>



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<sup>24</sup> Source: <http://www.xyshuo.com/salon.asp?ac=show&sid=105>

<sup>25</sup> Photo from Yunyan's wedding on 23ed of May 2010, Foshan, Guangzhou, China

Photo 3.28 Couple on the way<sup>26</sup>



Photo 3.29 Guests<sup>27</sup>



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<sup>26</sup> Photo from Yunyan’s wedding on 23ed of May 2010, Foshan, Guangzhou, China

<sup>27</sup> Photo from Yunyan’s wedding on 23ed of May 2010, Foshan, Guangzhou, China

Photo 3.30 Instant snapshot<sup>28</sup>



Photo 3.31 Detail Shooting<sup>29</sup>



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<sup>28</sup> Photo from Yunyan's wedding on 23ed of May 2010, Foshan, Guangzhou, China

<sup>29</sup> Photo from Yunyan's wedding on 23ed of May 2010, Foshan, Guangzhou, China

Photo 3.32 Gifts<sup>30</sup>



From the photos above can be seen, the photographers take natural shots at the wedding without the couple or other guests being aware of his presence. As a result, the couple gets more informal and serendipitous shots instead of the more formally posed photographs. They manage to capture the exact, unique atmosphere of a wedding, creating impressive memories that couple can cherish for a lifetime.

### 3.2.3 Pakistani Wedding Photography

Pakistani wedding photography is the photography of activities relating to Pakistani weddings. Pakistani weddings are significantly different from western marriages. While the western marriage rituals have become common in many countries, they have not become common in Pakistan except among the Christians. Pakistani weddings use bold colors, not white. They're colorful, they're spiritual, and they're joyful. Loud music is considered to be proper during parts of a Pakistani marriage. The ceremonies are sophisticated and can take considerable time even when condensed.

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<sup>30</sup> Photo from Yunyan's wedding on 23ed of May 2010, Foshan, Guangzhou, China

Photo 3.33<sup>31</sup>, 3.34<sup>32</sup>, and 3.35<sup>33</sup>



Photo 3.36 and 3.37<sup>34</sup> Decorations and Traditional wedding day dress



Wedding photography is now a major commercial endeavor in Pakistan that supports the bulk of the efforts for many photographers. There are photographers outside of Pakistan that specialize in Pakistani wedding photography.

Good wedding photography is much more difficult. Great Pakistani wedding photography has degrees of difficulty. It needs great photographic skills with knowledge and experience in this remarkable wedding merriment.

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<sup>31</sup> Photo: <http://www.gixmi.com/wp-content/uploads/2009/10/mangnee1.jpg>

<sup>32</sup> Photo: <http://www.pakistanigurls.com/girls-lounge/wedding-ceremonies-in-pakistan/>

<sup>33</sup> Photo: [http://www.videobabylon.ca/Pakistani\\_wedding\\_traditions.html](http://www.videobabylon.ca/Pakistani_wedding_traditions.html)

<sup>34</sup> Photo from Junaid's wedding on 29th of April 2010, venue NMG Lawn, Karachi, Pakistan

Photo 3.38, and 3.39<sup>35</sup>



Bright colors such as red, orange and shocking pink are considered appropriate, and the photographs often use saturated colors. Generally Pakistani wedding proceedings do not pause for photographs, requiring the photographers to anticipate the next event and be ready with the right angle.

Photo 3.40, 3.41, and 3.42<sup>36</sup>



Common moments that are recorded in Indo-Pak wedding photography include:

- The singing and dancing the night before.
- Mehndi (henna) on the palms and feet of the bride indicating she is getting ready.

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<sup>35</sup> Photo: <http://realphotography.com/blog/colorado-wedding-photography-sonya-and-faisal-nikka/>

<sup>36</sup> Photo: <http://realphotography.com/blog/colorado-wedding-photography-sonya-and-faisal-nikka/>

Photo 3.43<sup>37</sup> and 3.44<sup>38</sup>



- The bride in a wedding dress with heavy wedding jewellery.
- Arrival of the groom called Barat.
- Bride and groom signing Nikah Nama.
- Bride and groom sitting together after Nikah.
- Portrait of the couple as a royal couple, with guests on their sides.
- Rukhsati, the crying of the bride as she leaves her father's home.
- Wedding portrait: showing the newly wedded husband and wife.

Pakistani wedding photographers need to be aware of the cultural aspects of Pakistani wedding photography. They need to understand the symbolism for the specific religious sacrament and perhaps meet with in-laws to ask whether traditional photocompositions are desired in their rituals.

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<sup>37</sup> Photo: [http://www.hotklix.com/theme/thumbs/may\\_2009/1243124223.jpeg](http://www.hotklix.com/theme/thumbs/may_2009/1243124223.jpeg)

<sup>38</sup> Photo: [http://www.weddingmantras.com/wp-content/uploads/2008/08/dsc02936321195414\\_std2.jpg](http://www.weddingmantras.com/wp-content/uploads/2008/08/dsc02936321195414_std2.jpg)



techniques in the field of wedding photography.

Guddu & Shani is working in this field and doing great job. Guddu & Shani's unique and Spot on Fashion & Commercial Photography leads to Fine Art Weddings & Portraiture. With launch of new products and services Named "MOMENTS" they are giving a new approach of Fun, Documentary and Unobtrusive style to wedding photography in Pakistan.

Photo 3.46, 3.47, and 3.48<sup>40</sup>



Gaddu says," PASSION is what we give our clients. A passion for life, a passion for photography, and a passion for capturing intimate emotions and details of the most important, and most remembered, day of their life." Tapu Javeri is one of the foremost photographers in Pakistan, both in terms of fashion and art photography. He has also worked in the field of fashion wedding photography that gives a new dynamic wave to this industry.

### 3.3 Comparison

The comparison is made in different sectors to get a comprehensive view around wedding photography market.

- markets

When the new generation reaches the age of marriage, and their parents are looking to hold the most luxurious wedding they can afford. And related official articles shows that the

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<sup>40</sup> Photo: <http://www.fashioncentral.pk/pakistani/stylists/8-guddu-shani/gallery/>

growth trend in Chinese wedding market is expected to run into the near future<sup>41</sup>. This is good news for the Chinese wedding industry, which includes various service providers as well as the local photography industry.

The wedding industry in Pakistan is also increasing, though it not growth as fast as in China. They spend a lot of money on clothes, shoes, jewelry, and photography.

- Photography timing

Walking down the aisle is always a dream for the couple bride and grooms to do that on the wedding day. However, lots of couples do not remember that experience in detail. There are countless emotions in that moment. While diverted, they easily forget to look up to do the eyes contact with each other. Groom also may have the complicated time expressing emotions as the nerves getting the best of him.

For Swedish wedding photography, the mostly the wedding photographers take the photos on the wedding day or the main event day, while it is also preferred in Sweden which also provides the advantage to take the emotional pictures along with the love and passion the bride and groom have on the big event in their life. It good to have the pictures on the same day so that they can have the right time memories like when they exchange the gifts, praying together and the mostly the break they take to calm down their nerves together. It is in the say way in Pakistan they have the per-ceremonies also the wedding parties goes for whole week and the photographer have to take the pictures on the events and covers the whole event being with the families and they way the photographer not let them feel he's from outside and capturing the moments without making them nervous. In Pakistan the wedding event like two ceremonies they shoot both the days. It's really difficult to shoot the right pose at the right time and covering the other next emotion at the very next moment it needs high professional skills to have the best pictures on wedding day shooting which is favorable in Sweden and Pakistan.

In Chinese market for the wedding photography, the couples do prefer to have the wedding pictures before the wedding and on the day of wedding, the benefit of this shoot before the wedding is that brides and grooms they are fresh and this also makes the photographer's job

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<sup>41</sup> Source: <http://www.diamondworld.net/contentview.aspx?item=4151>.

easier to do. Also the couples and their families are not at all destructed to rush for the receptions or to participate in the wedding.<sup>42</sup>

- Different styles of images

Wonderful range of great photo locations to make the wedding photos really stand out, depending on the location selection by the couple or with the help of experienced photographer.<sup>43</sup> When it's about Swedish wedding photography, they select the natural place like beaches, lakes, rivers, harbors', mountains along with the traditional churches, restaurant and plain groups or farms. But on the other hand, the Chinese's style for location selection in wedding photography is quiet wide in range as they utilize all kind of locations from indoor to outdoor, using the different backgrounds, with iconic houses to harbor bridges, factories and classic old world style of rocks sides others.<sup>44</sup>

It's the same when it's about the Pakistani wedding photography that they prefer to have the indoor and on event day photo shoots which are mostly in the marriage places halls, and with the families get-togethers. Using the rituals and by keeping the tradition alive the photographers in Pakistan and the couples provides the indoor shooting as making the studios setup having the same atmosphere and the old locations with different kind of specialized bridal wedding photography<sup>45</sup>, indoor wedding photography also helps to control the light and adjusting the other perimeters on spot<sup>46</sup>.

With different rituals and norms are followed for Swedish weddings, basically in Sweden the wedding is made by the Christian way of wedding. According to the Swedish wedding tradition the bridal white dress and the tuxedo for the groom for wedding but the bridal crown is a must in their traditional ways also they have very simple and attractive styling and

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<sup>42</sup>Source:

<http://www.weddingphotographydirectory.com/wedding-photo/for-bride-groom/photography-articles/wedding-day-schedule-planning.aspx>

<sup>43</sup> Source: <http://www.weddingphotographysydney.com.au/sydneyweddinglocations.php>

<sup>44</sup> Source: <http://digital-photography-school.com/the-one-location-technique-for-wedding-photography>

<sup>45</sup> Source: <http://hubpages.com/hub/Pakistan-Bride>

<sup>46</sup> Source:

<http://www.digitalpicturezone.com/performance-metrics/the-extreme-benefits-of-a-controlled-lighting-source-in-an-indoor-photography-shoot/>

makeup ways and it also reflects in the wedding photography in Sweden <sup>47</sup>. While when it's about Chinese wedding the traditional dresses are must i.e. Qi Pao which is of in red color which is consider as good luck for the couple and strong color keeps the evil spirits away from them. They celebrate this precious moments with honor and in gorgeous traditional way to provide the new seem to photography<sup>48</sup>. Pakistani formal wedding attire ranges from elegant and simple to flashy and outlandish and in between. Mostly the styling and dressing in Pakistan is done the stylish and bridal dress designers for the brides and prepare the brides for the most important ceremony of them also it goes same for the grooms they have traditional dressing. This gives the new and different looks in wedding photography.<sup>49</sup>

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<sup>47</sup>Source: <http://www.mapsofworld.com/sweden/culture/wedding.html>

<sup>48</sup> Source:<http://www.chinabridal.com/etiquette/dress.htm>

<sup>49</sup> [http://www.bargello.com/pakistani\\_wedding\\_dresses.asp](http://www.bargello.com/pakistani_wedding_dresses.asp)

## **Chapter 4 Conclusions and Recommendation**

After comparing with the Swedish, Chinese, and Pakistani wedding photography, the result shows that different countries have different wedding cultures, and customs. Hiring a wedding photojournalism to record wedding ceremonies is very popular in Sweden, as well as in China and Pakistan. In addition, the wedding portrait with a good theme is also a necessary part of wedding photographs for the Chinese people before the wedding. Because they think it also can capture their loving moment and worth to be collecting in their lifetime. However, those photos required wedding studio with a high quality services, which include makeup, hairstyling, dress, background, creative ideas, and technique skill. Before wedding portrait shooting, photographers have to design theme and styling for couples, make them to be perfect in front of the lens. And about Pakistani people, they have a strong belief of their traditional wedding ceremony. They prefer to wear their traditional wedding dresses with bold colors rather than normal one, and with beautiful Mehndi (henna) on the palms and feet of the bride indicating she is getting ready to step into the next chapter of the life.

In summary, the main points are concluded. Firstly the wedding portrait in Chinese market could be the possibility to enter into Swedish market, together with styling and rental services. Secondly the various photographic styles could be innovations to meet different visual needs in the Swedish market. In addition, the traditional cultures are not recommended to enter into the Swedish market. But there is still possible for Mehndi (henna) on the palms and feet from Pakistan to be in the market with adjustment in another way. In part 2, an entire business plan is presented by mixing with unique Asian visual characters.

## **Part 2 Strategic business plan for wedding Photography Company**

Based on the research of wedding photography development, the authors who lived in Sweden have an aspire to make an attempt in the Swedish market of wedding photography by making a feasible strategic plan for the business in the frame of fashion visual. To aim at entering into the Swedish market by mixing with unique Asian visual characters, the entire business plan is presented, including the company overview, marketing analysis, marketing strategies, and future plan for wedding photography service.

### **Chapter 5 Description of business**

One of the most memorable moments in one's life could be the moment to get married. So how to create impressive wedding images and provide couples satisfactory service is the lifeblood of the company.

#### **5.1 The company overview**

Considering the fact that both brides and grooms or even their guests want to have fantastic photos of wedding ceremony, the company is dedicated to getting unscripted moments captured which is unique to each wedding. The idea of the wedding photography studio is to provide wedding photography and styling services which integrate multicultural elements. Both inside studio and outdoor shooting services are available according to clients' specific requirement and shooting conditions. In addition, the company will design the style for the clients, including dressing, hair styling, nail beauty, and make up. Different types of attires from distinctive culture backgrounds can be rented in the studio. Well designed albums and frames will be offered, besides that an online gallery created by the company for couples to display and share is accessible. It is a fact that employing a photographer in Sweden is costly, so at the beginning, the company will provide the photographic service on an affordable budget level.

#### **5.2 Company Name and Graphic Profile**

In order to be the first position both in the market and customers mind in future, the company decided to name as 'No.1 Wedding photographer'. The chosen name "No.1 Wedding photographer" reflects the ambitious goal of the company. The uniqueness and the

strength because of the working style and the multicultural mixing in wedding ceremonies with the photography, styling and also the rental dressing concept with very economical prices make No.1 Wedding photographer different from others in the market. The company name and logo are shown below in figure 5.1.

Figure 5.1 company logo



Logo shows the actual design process that involves research, sketching, conceptualizing, and reflection.<sup>50</sup> And in the case of No. 1 Wedding photographer, it's the same. It gives people the first impression on the company, and provides services for wedding as in logo the couple dress up holding bouquet to show the wedding ceremony and love. This is what No. 1 Wedding photographer stands for. From the logo people perceive about the business and professionalism in the field and it makes No. 1 Wedding photographer different from competitors.

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<sup>50</sup> Source: [http://www.jabridesign.com/2010/03/15/cheap\\_logo\\_design/](http://www.jabridesign.com/2010/03/15/cheap_logo_design/)

## Chapter 6 Marketing Analysis

In this chapter, the marketing analysis regarding the wedding photography in Sweden is documented. Through the description and analysis of the current and potential market, the specific Swedish market is concluded and used as reference for the management and performance of marketing strategies of wedding shooting business.

### 6.1 Market Segments

Market segmentation is the identification of portions of the market that are different from one another<sup>51</sup>. And good market segmentation can help company to better satisfy the needs of its potential customers. The consumer markets can be segmented in different fields, such as geographic, demographic, psychographic, and behavioralistic, based on customer's characteristics. The details of these four aspects are discussed below. The sector of basic characters analysis reflects the Swedish marriage customs regarding to geographic and demographic. Through the interviews with selected people, the opinions on wedding photography are collected regarding to psychographic and behavioralistic segment.

#### 6.1.1 Basic characters in the Swedish market

The basic characters, such as weather, geographic feature and attitude towards marriage will affect the wedding photography business. Through below discussions, how these factors influence on the business will be concluded.

##### *Weather/Climate*

Sweden is located in a relatively mild climate, which varies greatly throughout the south to the north. The average maximum temperature for July is 20 degrees Celsius in the south and around 17 degrees in the north. People living in Sweden can experience summer with temperatures over 30 degrees. It is bitterly cold in winter, especially for the northern area. The temperatures can fall down to minus 50 degrees Celsius, and with very heavy snowfalls. The best seasons in Sweden are summer and autumn (from late May to September). Besides that, the midnight sun can be seen between mid-May and mid- June above the Arctic

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<sup>51</sup> Source: <http://www.netmba.com/marketing/market/segmentation/>

Circle<sup>52</sup>.

The unique climate decides summer is the peak time to hold a wedding ceremony in Sweden is summer. It is good and convenient for both photographers and clients to take photos outside due to enough sunshine in summer. However, winters can be harsh without heavy garments, which is a challenge for couples to take photos outside. Therefore, the company will arrange the shooting inside studio. Photographers should always take the weather and climate factors into consideration when they prepare related photography equipments.

#### *Wedding locations in Sweden*

Swedish wedding follows different rituals and norms. Basically, the Swedish wedding is done in the Christian way which means most wedding ceremonies are hold in Churches. Lake, bridge, grass, forest and etc. which consist of the geographic characteristic in Sweden, together with classic construction will be the main shot locations for wedding photography.

#### *Average marriage age in Sweden*

Swedes tend to get married at late age, which can be seen from the official report in Statistics Sweden. It reports that the average age for first-time weddings is diverse in different parts of the country. During the period 2005 to 2009, the average age for first-time weddings was the lowest in Jönköping County, where the average age was 30.6. The highest was Jämtland County where it was 34.3. At the national level, the average age for first-time weddings was 32.2<sup>53</sup>.

The customers' age influences their attitude towards wedding photos. Thus the company should consider the special visual needs of this generation. For the business of photography, the photographer and the stylist have to consider the taste of photos and make-up for couples according to their ages.

#### *Marriage rate*

Since the thesis will only focus on the wedding market in Sweden, it is crucial to view the marriage situation in Sweden firstly. From the late 1960's to the three following decades Sweden experienced declining marriage rates, except for the peaks in the mid-1970's and in

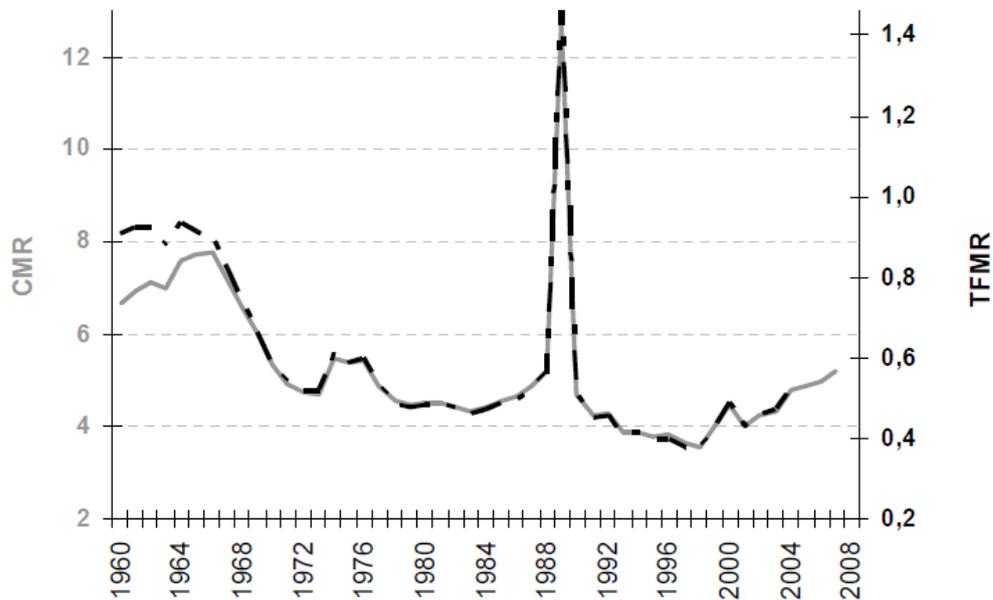
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<sup>52</sup> Source: <http://www.pleasetakemeto.com/sweden/climate>

<sup>53</sup> Source: [http://www.scb.se/Pages/PressRelease\\_\\_\\_\\_290190.aspx](http://www.scb.se/Pages/PressRelease____290190.aspx)

1989, which were supposedly due to legislation.<sup>54</sup> However, the situation has been changed since 1998, and both the Crude Marriage Rates and Total Female First Marriage Rates have been increasing in Sweden, as can be seen from Figure 6.1.

Figure 6.1 CMR and TFMR in Sweden



(Source: Trend Reversal in Marriage in Sweden. Sofi Ohlsson, Stockholm University )

In the early 1940s there was an annual average of 63,000 marriages; however, there were 32,000 in Sweden in 1997. In the early 1940s Sweden had a population of barely 6.5 million, but in 1997, it had almost 9 million. That's to say, the marriage rate in 1997 was 3.6 per 1,000 persons.

### 6.1.2 Questionnaire Results on Photography

In order to seek more useful information about the present Swedish wedding photography market, the interviews involving 50 people are organized. Some native or non-native Swedes planning to stay in Sweden are selected as interviewees. The interviewees include women and men, aged between 22 and 50, and they are doing different jobs and live in different cities in Sweden. Most of them are not married, but engaged. A questionnaire is designed with eight open questions and attached to the Appendix.

<sup>54</sup> Source: Trend Reversal in Marriage in Sweden. Sofi Ohlsson, Stockholm University

Two interviewing ways are conducted. One method is to talk with the interviewees face to face; the other way is to have online interviews by email correspondence. Both ways helped the company collect answers from consumers. Face-to-face interviewing is better and easier for the company to get answers, and this way also helps the company obtain more ideas about the potential consumers, though it takes around 45 minutes for each interviewee. Face to face interviews are around 40% of all the interviews done in which some of the interviewees belongs to Borås, Göteborg and Stockholm. Some of the interviews are conducted in the wedding dress stores, since people there can have more ideas about the market so that the answers will be more valuable. While on the other hand the second way which company has espoused is by email which is around 60% of all the interviews conducted, the answers received from the interviewees are summarized below;

*1. How do you think the photography service for wedding in Sweden today?*

Different people have different opinions, only a few people think the photographers' work to be satisfying in Sweden nowadays, but most interviewees hold the reserved opinions on the high price level of wedding photographic service. If the price is at an affordable level, then the photos would look simple, boring, standardized, without much fancy setting and decorations. They suggested that photographers should be more creative to express ideas. In addition, interviews also indicated that, with the trend that more people have photography as an interest in recent years in Sweden and most of them have professionals, it becomes popular to ask family members or friends to take pictures for the wedding. Some interviewees said they have a lot of friends who are running photograph business and take beautiful pictures, so they would let them take their wedding photos.

*2. Which place and season do you think are good to take wedding pictures in Stockholm?*

Some interviewees say wedding pictures can be taken all the year around for different seasons have their own uniqueness. However, most people prefer taking wedding photos in spring, summer, and early autumn, especially in May and June. They also choose attractions like the church, childhood area, or romantic places like park, forest, the seashore, small islands, Rosendahls café (with a beautiful garden), Skäergården, Skansen (include old building).

*3. Do you prefer shooting inside studio or outside in nature?*

Our interviewees say if the weather, light, and environment are good, they prefer to shoot outside, but better with the beautiful natural places as the background and without being arranged in advance. And in a natural environment, they would feel free to take postures and actions. However, if shooting outside doesn't work in a right condition, they could perhaps be shot inside a building rather than in a studio.

*4. Will you share your wedding pictures with your friends?*

The majority interviewees said they would like to share their wedding photos with others, very few of them prefer to share the pictures only with their close friends and families. Besides that, they said they will make their wedding pictures as part of thanks card and send to their friends as gifts and greetings.

*5. How will you display your wedding photos? Would you like to have a unique album or any other ideas?*

From the interview, most of interviewees declaimed that a unique album would be a good choice, and they also can show it to their grandchildren with the albums several years later. Besides that, collage, painting, photos in frames are also a good choice for them, since Swedish people like to hang frames on the walls in their house. In addition, people thought it would be superior to have their digital pictures online, so that they can put lots of wedding photos on the Internet to share with their friends and family who do not live nearby by sending a link, and maybe are better with passwords.

*6. Please describe the style of pictures you like.*

Different people have different preferences, so it is really difficult to give a precise style that people like. But from the interview it can be concluded that Swedish people prefer to take photos with natural landscape rather than with an arranged background. And it is very important for the wedding pictures to show the happiness and feeling of joy. They also appreciate pictures showing fun with families and friends. In addition, a lot of Swedish people prefer black and white pictures, and some of them said they like both romantic and classic styles.

In conclusion, interviewees suggested that photographers should be more creative to express ideas in the images, while the price is on an affordable level. From the interview it can be

concluded that Swedish people prefer to take photos with natural landscape rather than with an arranged background if the weather condition is good. Per favorite image style, a lot of Swedish people prefer black and white pictures, while some of them prefer romantic and classic styles which show the happiness and feeling of joy. In addition, sharing photos with friends and families is a must after the wedding picture released.

## 6.2 Competitive Wedding Photographers

Another important part for the company to understand is the competitors in the specific market sector. In this part, selected qualified photographers in Sweden are discussed and compared.

### 6.2.1 Brief descriptions

Four established photographers are chosen, three of whom are from Wedding Photojournalist Association (WPJA) in Sweden. the selected photographers offer a wide assortment of photography, wedding picture shooting is one of the services, though they are still well known for wedding photography.

#### *Ami Elsius<sup>55</sup>*

Ami Elsius is a photographer located in Göteborg in Sweden. She has a long career as a make-up artist and spa manager and then shoots for different areas, such as fashion, fine art, pregnant. As shown from her pictures, she is a talent to capture the beauty at a moment and soul of model behind. She takes wedding pictures as one of her business. Black and white ones cover about 70% of her favorite wedding pictures which are displayed on the Portofino. Her pictures for wedding are natural, just as it is. The loving moments between couples have been recorded. In addition, she is good at capturing amusing moments.

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<sup>55</sup> Source: <http://www.artbyami.com>

Photo 6.1 Typical styles from Ami Elsius<sup>56</sup>



*Mats Almolof*<sup>57</sup>

Mats Almolof is an experienced photographer who started his photo career in 1979 in Sweden. He is on the top of the WPJA list in Sweden. His pictures are full of creativity. Innovative ideas can be found everywhere in his Portofino. He is good at utilizing formal people to create different effective of images. 90% of his pictures are in black and white.

Photo 6.2 Typical styles from Mats Almolof<sup>58</sup>



*Juliana Wiklund*<sup>59</sup>

It has been more than 15 years on the road for Juliana Wiklund. She is an award-winning wedding photojournalist with the WPJA, based in Stockholm of Sweden. It can be seen that the lights are played excellently in her pictures both in black and white pictures and color pictures. It's sharp and bright in black and white pictures, while soft and elegant in color

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<sup>56</sup> Photo: <http://www.artbyami.com/main.html>

<sup>57</sup> Source: <http://www.matsalmlof.se>

<sup>58</sup> Photo: <http://www.matsalmlof.se/html?html=1&p=8>

<sup>59</sup> Source: <http://www.morethanwords.se/>

pictures. From her pictures, advanced techniques on photography can be tracked. Her pictures are by no means innovative but strong in her own style. Image ID is clear and easy to recognize.

Photo 6.3 Typical styles from Juliana Wiklund<sup>60</sup>



*Marie Gustafsson*<sup>61</sup>

Marie Gustafsson is both a photographer and a camera's shop owner in Boras. In this small city, the amount of customer is not big, with an average of 30 couples per year. Her photos are traditional and old-fashioned. The survey above also shows that the average marriage age in Sweden is 32.2 years old, thus it is possible for old fashion to exist in small cities in

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<sup>60</sup> photo: <http://www.morethanwords.se/blog/wedding-photojournalism-4/>

<sup>61</sup> Source: <http://www.torinsfoto.se>

Sweden.

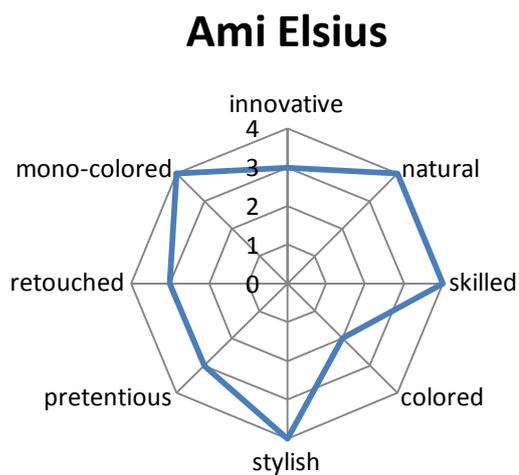
Photo 6.4 Typical styles from Marie Gustafsson<sup>62</sup>



### 6.2.2 Photographic Style Analysis

Different styles of photographers are analyzed with Radar maps, so that the uniqueness of each photographer can be caught. In addition, a hint of customers' taste on photos can be tracked to some degree.

Figure 6.2 Photo style analysis of Ami Elsius



<sup>62</sup> Photo: <http://www.torinsfoto.se/sections/about/photoschool/>

Figure 6.3 Photo style analysis of Mats Almlof

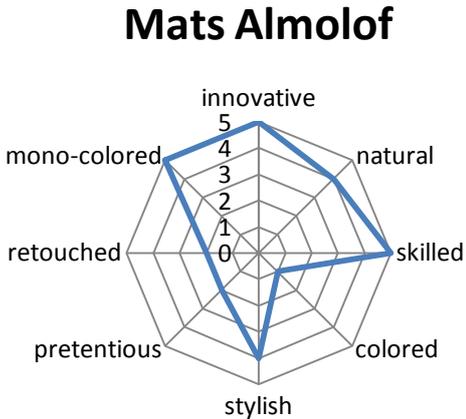


Figure 6.4 Photo style analysis of Juliana Wiklund

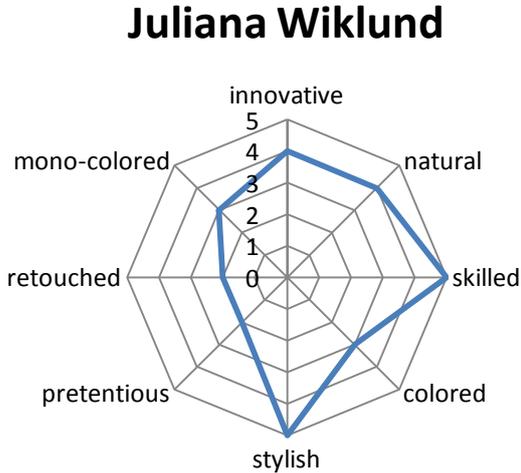
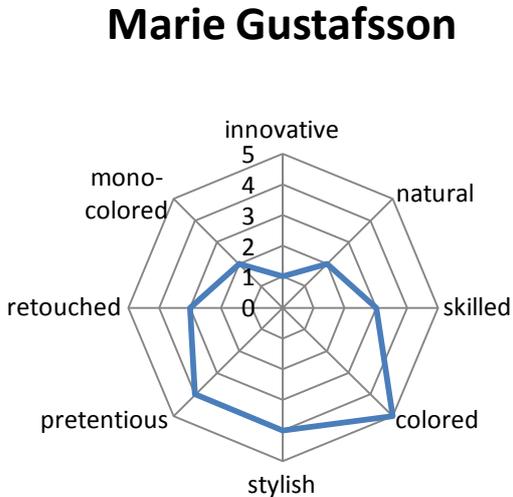


Figure 6.5 Photo style analysis of Marie Gustafsson



Comparing the four selected competitive wedding photographers, it indicates that black and white pictures are popular with the customers in larger cities in Sweden. Most of the pictures look natural and un-pretentious. However, clients in smaller cities, like Borås, tend to have more traditional and conservative tastes. Innovative and natural styles of image are required as the crucial elements. Photographers try to create their own ID of the pictures and show the true feeling of the moment. Pretentious and traditional postured pictures are old fashion today.

### 6.3 Potential Market

It is essential to predict the potential market, which can influence the strategic performance of the business. The prediction is assumed based on existing markets statistics and characters.

#### 6.3.1 Potential consumer

Potential customers are the people who can become the buyers of a company's product<sup>63</sup>. Any individual can be a potential customer for the company, only if there are chances that he will buy the product or service. For the No.1 Wedding Photography Company, it has two types of potential customers, which are the friends or relatives of the company's customers, and those who are involved in online community in company's website.

Firstly, from the interview, most people who are living in Sweden said they would like to share their wedding photos with their friends and relatives, thus couples' friends and relatives are easy to become potential customers. Secondly, the company's online picture gallery can help to capture more potential consumers who browse and interested in displayed wedding images.

#### 6.3.2 Future Trends

Future trends analysis is essential for the company to know how big the markets would be and what main factors influence on the market.

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<sup>63</sup> Source: <http://www.blurtit.com/q458414.html>

### *Marriage rate trends*

Marriage rate from year 1960 to 2008 was presented in part 5.1.1, in the part, marriage rate from 2004 to 2009 will be calculated and the rate in 2010 is assumed.

It was reported that 48,033 couples got married in Sweden during 2009<sup>64</sup>. But there was a slow drop of the marriage rate from 2008 to 2009 because of the global financial crisis and its impact on people's life and lifestyles. In figure 6.7, the red trend line predicted is based on the previous statistics of marriage rate, population increase and economy environment. The company assumes that there is not a big change for the marriage rate in 2010.

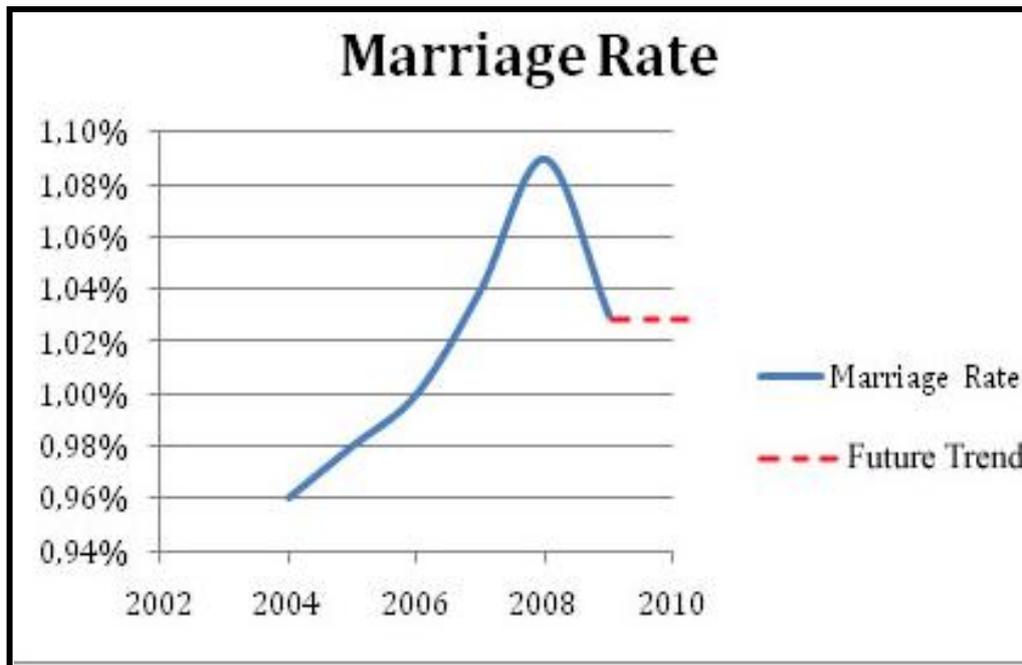
Table 6.6 Marriage Rate from 2004 to 2009 in Sweden

Year	2004	2005	2006	2007	2008	2009
Population	9,011,392	9,047,752	9,113,257	9,182,927	9,256,347	9,340,682
Marriage (Couples)	43,088	44,381	45,551	47,898	50,332	48,033
Marriage Rate	0.96%	0.98%	1.00%	1.04%	1.09%	1.03%

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<sup>64</sup> Source: [http://www.scb.se/Pages/PressRelease\\_\\_\\_\\_290190.aspx](http://www.scb.se/Pages/PressRelease____290190.aspx)

Figure 6.7 Marriage rate in Sweden from 2004 to 2009



According to well known economists, such as John Maynard Keynes, the formulation of Say's Law, "Supply creates its own demand" which encourage company to start the business in a medium size market. Though the established market is not in giant size, but that does not mean the company can't create demand in the defined market. In another word, the company can sell photography service with their own unique identity.

#### *Migrants influence the market*

With the increase of immigration to Sweden from all over the world in recent years, the number of immigrants in Sweden increased from 95,750 in 2006 to 101,171 in 2008, which indicates the new needs for the wedding market in Sweden. It would be not easy for this minority to find offers in a traditional way. So there will be a big potential market on an immigration base. The report from Statistics Sweden shows that in 2009 Iraqi migrants were on the top of the list, as can be seen from Figure 6.8.

As already presented in the company overview, photography style from distinctive cultural backgrounds will meet the new markets need created by migrant's population. Multicultural service will help company to start and enlarge the existing Swedish markets.

Figure 6.8 Migrants by country of citizenship

■ Migrants by country of citizenship			
	2006	2007	2008
Iraq	10 850	15 200	12 103
Poland	6 347	7 525	6 970
Denmark	5 137	5 097	4 129
Somalia	2 974	3 781	4 064
Germany	2 883	3 614	3 405
Thailand	2 339	2 548	3 060
China	1 985	2 386	2 677
Romania	337	2 587	2 544
Finland	2 639	2 561	2 405
Norway	2 492	2 395	2 263
Serbia	215	1 895	1 791
Iran	2 008	1 427	1 766
UK	1 537	1 541	1 719
India	1 024	1 146	1 548
Pakistan	938	1 229	1 500
Turkey	1 562	1 453	1 458
Eritrea	755	816	1 170
USA	901	954	1 129
Netherlands	1 044	1 071	1 110
Afghanistan	1 669	835	1 033
Hungary	462	776	1 018
Bulgaria	123	1,159	962
Others	45 529	37 489	41 347
All	95 750	99 485	101 171

(Source: Statistics Sweden 2009<sup>65</sup>)

<sup>65</sup> Source: [http://www.scb.se/Grupp/Klassrummet/\\_Dokument/Statistics\\_for\\_everyone\\_2009\\_ver2.pdf](http://www.scb.se/Grupp/Klassrummet/_Dokument/Statistics_for_everyone_2009_ver2.pdf)

## Chapter 7 Marketing Plan

In this chapter, the entire marketing plan including target Group, marketing mix, positioning and SWOT analysis are fully made and planned in a strategic way.

### 7.1 Target Group

Since company will only focus on the Swedish market, so the main customers are those who live in Sweden with a plan to get married or those who are engaged. The composition of target group can be Swedes, immigrants to Sweden, or even tourists. The target group would have a desire to record memorable moments of wedding and has an aesthetic requirement on the wedding images. They are fashionable, passionate and enthusiasm. They would love to receive new service and pursuit a modern lifestyle.

### 7.2 Marketing Mix

The marketing mix is probably the most famous marketing term. Its elements are the basic, tactical components of a marketing plan<sup>66</sup>. It includes product, price, promotion and place (distribution). In this part, marketing 4 P's are presented.

#### 7.2.1 Product and service

The company will provide professional photographing service to consumers. And they will offer an affordable and qualified photography service to meet different customers' visual needs. Based on the market analysis of competitive photographers, it is obvious to find that all the photographers have their own image identification, which makes the photos distinguish from others. Generally, our photography service will be designed in a more diversified way, since the composition of target customers in Sweden is various. For example, they are in different ages, which lead to dissimilar aesthetes and if they are from varied culture backgrounds, then requirements for photos will definitely be diverse. Furthermore, innovative ideas can always be captured from the pictures, which make the photos attractive to the customers. Clients will get the selected pictures according to the price package.

The company also provides retouching service, which will charge extra fees. If customers

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<sup>66</sup> [http://www.marketingteacher.com/lessons/lessen\\_marketing\\_mix.htm](http://www.marketingteacher.com/lessons/lessen_marketing_mix.htm)

want different and special styles of pictures, they can show the visual samples. The company will try to satisfy their customers.

In order to attract customers consciously, the company will publish different themes for the wedding pictures periodically. For example, valentine themes will be launched before Valentine's Day in February. Under this theme, the pictures will be specified hints related to Valentine's Day.

Both outdoor locations and indoor studio can be sights for shoot according to clients' needs. Considering the special weather condition in Sweden, most wedding ceremonies will be hold in the spring and summer. During these periods, the majority of photography will be conducted outside with natural views. In winter or rainy days, couples are advised to consider inside studio to accomplish the pictures.

Couples also can require framing and album service from the company. Different styles of albums are ready for selection. Nowadays Internet is a quite popular tool to share information. Therefore, there is one space on the company's homepage for customers to share their pictures with their friends and families. As long as the client registers for a personal free account of the company's website, they can create their own online portofinos with or without entrance password. They can send digital portofinos directly to their friends to show the pictures.

Besides photos, No.1 wedding Photography Company also offers other services to their clients to support the wedding photo shooting, such as styling, and rental service.

### *Styling*

Generally, couples in Sweden will not hire a stylist for the dressing and making up on the wedding day. Most of them request their friends or bridesmaids to help. The company will provide professional styling service for the couples. Stylists will suggest couples the whole styling, from hairstyles, nails beauty, dressing up and any details to make the brides and grooms perfect. The company will introduce the latest wedding styles worldwide, not only what's now in Sweden, but also what's new from Asian. Before the wedding, professional stylists will make a complete beauty plan for couples.

### *Rental services*

The company encourages customers to live in an 'eco' life which rent more and purchase less. In future, the sustainable way is favored by most of companies and there is no exception for No.1 wedding photography. The company will update the dressing category to catch wedding dressing trends which also make the wedding images unique and fashionable and try to advocate 'eco' wedding by enforcing rental service. Below figures show the wedding dresses for rental services.

The company in order to make their photos with distinguished feeling, therefore, besides the wedding dress, the other stylish attires can be rented to create different visual looking. See below figures. It includes gowns, classic traditional dressing, and modern costumes, casual wear and accessories.

Photo 7.1 wedding dresses for rental service<sup>67</sup>



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<sup>67</sup> Photo: [www.brides.com](http://www.brides.com)



### 7.2.2 Price

Pricing strategies can have a large impact on profit, so it should be given the same consideration as promotion and advertising strategies. A higher or lower price can dramatically change both gross margins and sales volume.<sup>68</sup>

#### *Price strategy model implement*

There are many ways to price a product, for example premium pricing, penetration pricing, economy pricing, and price skimming. The details can be seen from the below chart 7.1: Pricing Strategies Matrix<sup>69</sup>.

Chart 7.1 Pricing Strategies Matrix



<sup>68</sup> Source: <http://www.websitemarketingplan.com/techniques/pricing2.htm>

<sup>69</sup> Source: <http://www.google.com/imgres?imgurl=>

From the above matrix, it can be seen the penetration pricing strategy is an enviable position to be in, product or service has a low price level but with high quality. No.1 as a new company in the Swedish market, the main aim of them is to build up the public brand awareness, to let people know their services and products, and then increases the service and product quantity (market share). Therefore, pricing penetration policy is a better choice for them at the beginning.

*Photography price package*

The company will provide a particular package for photography. The list below is the basic packages for the company in Sweden. If consumers have any other package in mind, they can discuss with company directly.

Basic package for photograph.....7,999SEK

- One photographer + one assistant
- The company customizes two different styles to meet their client’s needs. It includes dressing, make up, hair styling, and nail beauty.
- 2 to 3 hours photo shoot of the couple before or during the wedding day
- Professional post-processing of all taken pictures
- Online private (with password) proofing gallery/homepage with all taken pictures for sharing with family and friends, which will be live for 6 month
- Low-resolution web JPG of all good pictures taken
- 40 high-resolution post-processed ready-to-print negatives of the chosen pictures in a DVD, which are delivered as 300dpi, 20\*30cm. TIFF and JPG files
- Thank-you card design+30 printed thank-you cards with envelope in 10\*20cm

Other services can be added to the package:

- Exclusive 18\*18 cm läder album with 24 of your favorite pictures.....2,000SEK
- 30\*20 cm Wedding books in real photographic paper.....3,500SEK
- Extra 10 high-resolution post-processed ready-to-print negatives of the chosen pictures in a DVD, which are delivered as 300dpi, 20\*30cm. TIFF and JPG files.....500SEK
- Extra thank-you cards.....35SEK/st
- Extra post-processed negatives.....200SEK/st

### 7.2.3 Promotion

No.1 Wedding Photography Company identifies two main communication groups, which are targeted consumers and the public. And they decided to use “pull strategy” to their targeted consumers, and “push strategy” to the general public. Pull strategy to the targeted customers means that the company has already identified those groups; they just need to use the relevant promotion channels to reach them. Push strategy to the public means that there are also some other potential customers that they do not know, through advertising to let more people to know their products and services.

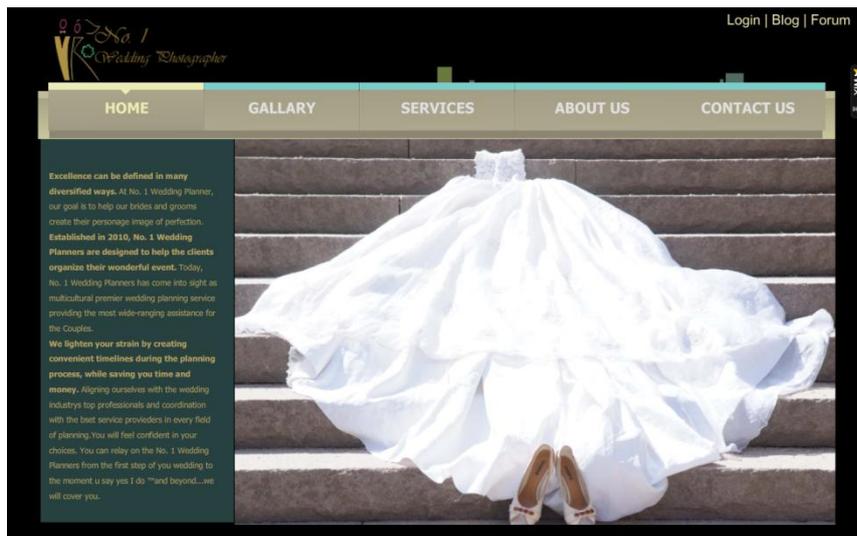
#### *Pull strategies*

At the beginning, the company would like to choose two pull strategies to attract their targeted consumers. One is giving them 10% discount in the first month of company establishment. And another one is offering different extra service packages in the different period. For example, a photography package includes extra ten more thank-you cards, and ten more high-resolution post-processed photos. Besides that, on the special days such as Valentine’s Day, Christmas, the company will offer consumers more preferential policies.

#### *Push strategies*

For the public, the company will use push strategies to do more advertisement to promote brand awareness. For example, do the advertisement in magazine, news paper, and internet. However, marketing of goods and services over Internet has caused a radical change to the world of business and commerce. The most important feature of online market place has brought sellers and buyer closer and helped business ventures to thrive and earn profit. No.1 Company will pay more attention on the Internet promotion, and they set up their own website in order to communicate with their consumers directly. More information about the website can be seen from below figures: 7.1 to 7.4

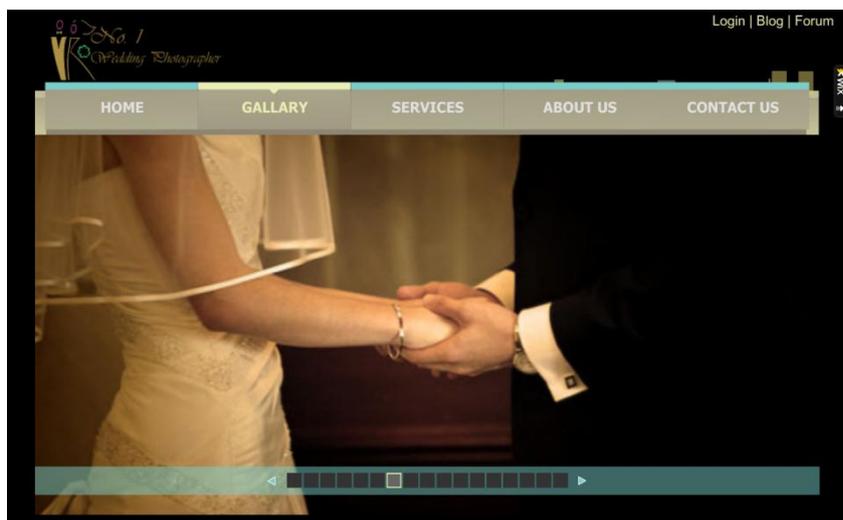
Figures 7.1 Homepage



It can be shown that the home page with the sober colors pictures in auto slide show form their own concept with wedding dresses and accessories is the first impression of customers. The company's logo is

displayed on the top of left corner of homepage, and at the left side, the mission of the company is shown with text in simple words. On the top right corner, No.1 wedding photography' website has the section as "Login" where the members or the clients can have their free space to register their email. In homepage, customers can easily find the sections or service they want with clear top bars of different online functions, such as home, gallery, services, and etc.

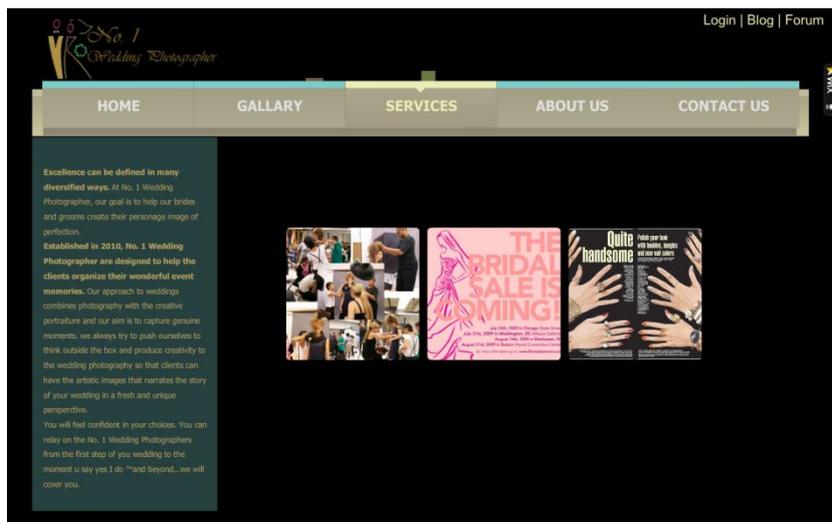
Figure 7.2 Gallery



The "Gallery", the most important part for the website having the conceptual pictures from the weddings and related events, while this is what the company has expertise as wedding photographers, this

section has already been discussed in previous chapters. The wedding pictures in gallery are selected and published by the company under the permission of clients.

Figure 7.3 Services



Besides Photography service, No.1 Company also offers other broadly services, which concerned about wedding shooting. Such as make-up, hair styling, nail beauty, and rental dressing service. The service can be added

according to customers' needs.

Figure 7.4 Blog



Online community as the forum and blog is an important window for customers to connect with the company. In the forum, customers can post their needs and share their experience on wedding and everything they want

to communicate. Then No.1 wedding photography has another online portal such as Blog, which is a great help for the new couples to know the upcoming problems and the answers for them. It also contributes to the new ideas by sharing with each others.

In conclusion, there are various communication tools between the company and customers. Besides using separately, a combination of tools is utilized to play effective and expand the specific market.

## 7.2.4 Distribution

There are a lot of distribution channels between the company and consumer, such as

through agent, wholesaler, retailer, or even themselves. However, No.1 Company decided to deliver their products no matter the photos or other services directly to their consumers by themselves.

### 7.3 Positioning

Positioning is the concept of placing the brand in the customer's consciousness. A brand positioning is inextricably linked with business strategy. It is not enough to find the right customer segments. One does also need to offer the customer an advantage over the competitors offer. Few products or services are unique in the market. Hence this is the reason why companies must try to position their products/services as successful as possible in order to gain profit.<sup>70</sup>

Compared with the competitors of photographer, which mentioned before in the Swedish wedding market, it can make the right product positioning for them, and contrast will be shown from the following aspects.

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<sup>70</sup> Source: Kotler and Keller. Concept of positioning

Table 7.1 Comparative factors of photography

Company Name	Price (SEK)	Product Quality	Experience on Wedding	Brand Value	Service Area
Art by ami	9,500	★★★★	3 years	High (is the member of WPJA)	Photography (Wedding, Fashion, Art and Journalism)
Mats Almlöf Photography	9,000	★★★★	9 years	High (is the member of WPJA)	Photography (Wedding, Natural)
Morethan Words.se	17,000	★★★★★	15 years	Very high (is the top 3 contest winner of WPJA)	Photography(Wedding, Children, Fashion)
Torins Foto &Atelje AB	7,900	★★★★	2 years	Medium	Photography (Wedding, Children, Portrait)
NO.1 Wedding Photography	7,999	★★★★	3 months	New entrance	Wedding Photography, Styling, Dressing Rental

\*WPJA: Wedding Photo Journalist Association, ★ star means points of quality, the more stars, and the high quality

From the information of table above, the comparative diagrams are displayed below.

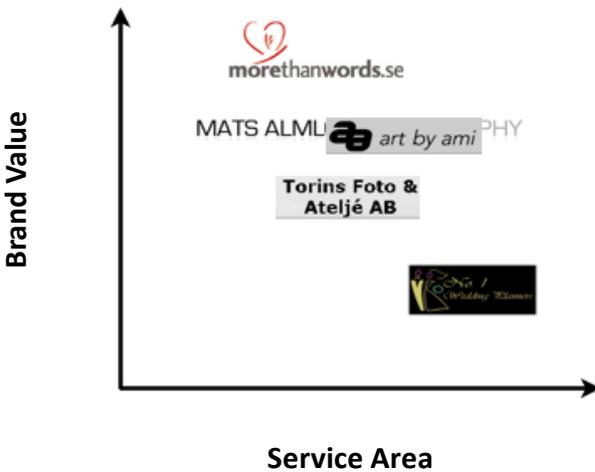
Figures 7.5 Positioning between quality and price



Figures 7.6 Positioning between working experience and price



Figures 7.7 Positioning between brand value and service area



According to these three diagrams, it can be seen No.1 as a new company in the Swedish market, it offers an affordable price but with high quality photography service to its consumers. The company will position itself as a comprehensive provider of wedding photography services. As a new entrance to the market, brand value performs in a low level at the beginning. And compared with the other competitors, No.1 sees its own strengths in various services providing and images with multicultural elements. Therefore, wonderful images as the potential advertising will help the company to be more competitive in the market in the future.

#### 7.4 SWOT

As the previous presentation of the company's basic marketing strategies, a SWOT analysis is applied as below to explore existing strengths, weaknesses and potential opportunities, threats in the market.

Table 7.2 SWOT Analysis

Strengths	Weakness
<p> Wedding photography</p> <ul style="list-style-type: none"> <li>-Innovation ideas and creative images</li> <li>-Unusual shooting angles and techniques</li> <li>- Multicultural element inside</li> </ul> <p> Professional styling is offered.</p> <p> Rental dressing service provides more options with different cultural backgrounds for clients.</p>	<p> Small target group</p> <p> Work at low margin level</p>
<p> Concentrating on wedding photography</p> <p> Immigrates and tourists could be big potential with the multicultural background of the company.</p>	<p> Low profits could lead financial challenges.</p> <p> How to operate the business in the off season of marriage could be threats to the company.</p>
Opportunities	Threats

The above SWOT analysis shows the competitive edge of the Company with strengths and opportunities in the market. The innovation ideas and creative images together with unusual shooting angles and techniques will bring customer new visual prospective in wedding pictures. Multicultural elements are another company excellence comparing the competitors. But the small target group and running at low margin level could be weakness for the company. While other established photographers provide wider business scope, the company will create opportunities in the markets by concentrating wedding photography.

Immigrates and tourists could be opportunities with big potential in the markets. The threats from different aspects, such as financial or off-season of marriage in Sweden could give raise to new opportunities.

## Chapter 8 Conclusion and Future Plan

### 8.1 Conclusion

Base on analysis of the wedding photography, No.1 Company decided to start their business in the Swedish market. And according to the market research, they know there are 48,033 couples were married in Sweden during 2009, considering the population increase and economy environment, the company assumes that there is not big change of the marriage rate in this year. Though this market is not in giant size, but the company can through their distinctive services to create demand. Wedding ceremony could be the most memorable moment in everyone's life, so before shooting the studio also offers different styles to clients, such as different dressing, hair styling, nail beauty, make up, and even different types of attires from the other countries. The company will try their best to make sure every wedding photo becomes to more romantic, fashionable, and have more fun.

Besides marketing analysis, the company also drawing marketing plan when they start their business in this market. Firstly, they define the target group of No.1 Company is those engaged people who live in Sweden with a plan to get married. Therefore, the composition of it can be Swedes, immigrants to Sweden, or even tourists. And then the marketing 4P's are clearly displayed in marketing mix. Comparing with the competitors, No.1 will offer an affordable price with high quality photography service to consumers. And they will choose different ways to communicate with consumers. However, due to the Internet has caused a radical change to the world of business and commerce. The company thinks an on-line homepage of No.1 is an essential part, which can link seller and buyer become closer. Besides that, the online community can help consumer to contact and share wedding shooting photos and experience with each other.

To summarized, No. 1 Wedding Photography tries every efforts to meet customers' needs for the wedding photos. They will rely on providing best wedding pictures and relative services at the first, and then develop other wedding services step by step in future. The more details can be seen in the next part future plan.

### 8.2 Future plan

The wedding market in Sweden is growing steadily with varied service and products

contributing in total market, for which the service for today wedding in Sweden is not as comprehensive as it should be. The services are marketed under the brand 'No.1 wedding photography' that has a well-established and clear image throughout the country. As for the first financial year, the company is predicted to gain profits from the market. In future, No.1 wedding photography will continue to have benefits and advantages of the existing established market channels. A strategic future plan is made to ensure the consciously expansion to the markets and growing profits in the next few years.

#### 8.2.1 Business scope

The company will start with wedding photography, and later on will expand its business scope to pregnant, honeymoon and child.

#### 8.2.2 New business of wedding videography

Since the business is focused on visual satisfaction of wedding, No.1 wedding photography should considerate to fulfill all needs from clients, meanwhile provide and create new needs for customers. The Company always aims to create best visual enjoyment and memory for clients. The company's photographer will keep developing the photography service in their own unique way. In addition, the company should take launching a new service of wedding videography into consideration. A Wedding videographer truly cares about creating a perfect re-telling of the wedding day<sup>71</sup>.

#### 8.2.3 Rental Service

Since the company encourages customers to live in an 'eco' life which rent more and purchase less. In future, the sustainable way is favored by most of companies and there is no exception for No.1 wedding photography. The company will update the dressing category to catch wedding dressing trends which also make the wedding images unique and fashionable and try to advocate 'eco' wedding by enforcing rental service.

#### 8.2.4 Markets expansion

As the initial market in Sweden is only a small target group for the company, it is crucial for

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<sup>71</sup> Source: <http://www.coastalvideography.com/>

company to make a long term marketing plan to expand into different markets abroad, such as Norway, Denmark and Finland, which are based on Scandinavia culture. The company will also receive orders worldwide and the photographers will travel abroad to provide qualified illustration service. The online distribute channel makes the brand fast transit throughout internet by utilizing different online communication tools, first to the countries based on Scandinavia markets, and then to European markets, Asian and etc with multiple marketing mix tools.

8.2.5 Timeline for future plan

The timeline for company’s operation in future from 1 year to 10 years is drafted as below. From table 8.1, different colors are marked to show when will the steps start and how long it should be implemented. Several steps are overlapped to execute.

Table 8.1 Timeline for future plan

Steps	1st year	2nd year	3rd year	5th year	10th year
Image ID enhancement	[Red bar spanning from 1st year to 10th year]				
Wedding videography	[Light blue background]		[Yellow bar spanning from 3rd year to 10th year]		
Business scope enlargement	[Light blue background]	[Dark blue bar spanning from 2nd year to 10th year]			
Markets expansion	[Light blue background]			[White bar spanning from 5th year to 10th year]	
Hire new employees	[Light blue background]			[Purple bar spanning from 5th year to 10th year]	

It can be seen that Image ID enhancement and rental service strengthen are two continuous tasks for the company and wedding videography will be the next profitable light shot comparing photography service, and meanwhile videography service will aim to open the new visual needs in the markets. Business scope will be enlarged to reach customers rather than couples, thus the company will still benefit from other category of photography considering limited wedding market in Sweden. With the healthy growth of the business, the company will consider expanding their market after 5 years and obviously hiring new employees is a must at the same time.

In a word, No.1 Wedding photography as a wedding photography company will try to enhance their brand value in the competitive market and to be a real No.1 in both the market and customers mind in future.

## Appendix

### Questionnaire for the Wedding Photograph Studio

#### Business Concept

*The studio is to aim at keeping every romantic and realistic memory by providing high quality styling and photographing service for the couples who desire to own their unique albums.*

#### Personal Data

Name\_\_\_\_\_ Gender\_\_\_\_\_ Age\_\_\_\_\_ Occupation\_\_\_\_\_

Nationality\_\_\_\_\_ Marriage Status\_\_\_\_\_ Interests\_\_\_\_\_

1. How do you think the photograph service for wedding in Sweden today?
2. Which place and season do you think is good to take wedding pictures in Stockholm?
3. Do you prefer shooting inside studio or outside in the nature?
4. Will you share your wedding pictures with your friends?
5. How will you display your wedding photos? Would you like to have a unique album or any other ideas?
6. Please describe the style of pictures you like.

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**Photo 3.30**, Instant snapshot, Photo from Yunyan's wedding on 23ed of May 2010, Foshan, Guangzhou, China

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