

Evaluating Entrepreneurial Opportunity in the New Photography Market

Xinliang He^{1*}, Yifei Qiu², Yunxin Bai³

¹Fuzhou No.3 High school, Fuzhou, Fujian, 350001, China

²Lemania International School Altdorf, URI, 6460, Switzerland

³Tieyi High School international curriculum center, Xian, shanxi, 716000, China

*Corresponding author Email: 3255876140@qq.com

ABSTRACT

This paper is an overall illustration of the company CHEESE, which contains detail information of the function of the CHEESE app, marketing strategy, competitive factors, and research analysis, based on the basic knowledge of economics, statistic, finance, and psychology. CHEESE aims at eliminating the negative impact done on those who do not have the desired photo-taking skills and giving those professional photographers a platform to show their great capacities. In nowadays' market dominated by traditional photo shop, this app would bring a whole new lifestyle to individuals, which makes entering the market and accumulating customers top priority.

-Prevalence of photography due to the growth of social media in China

-The reason of high demand for photographers and illustration the potential market opportunity of the CHEESE within China for a location-based digital platform

-The market research of the demand for the product, CHEESE

Keywords: CHEESE company, photographer, photo-taking skill, on-call, professional

1. INTRODUCTION

Today's photography industry is full of opportunities and challenges. With the rapid development of technology, new photography techniques have also appeared in the public's sight. Traditional camera photography can no longer meet the needs of the public. [3]Instead, people would be more likely to use the easily operated mobile phones to take photos. At the same time, many traditional photo studios have been replaced by new-type photo studios. In the face of this big change, we found that there are still many unsolved problems. For example, the emergence of new photography technology has not been accompanied by new photography concepts; although mobile phone photography is easy to operate, most people still cannot take photos that they are satisfied with and need to find someone to shoot for them. In order to try to solve these problems, we assumed a software called "CHEESE", which is a social software with on-call photography services. Customers can check the specific content of nearby photographers to choose any Everyone can be a photographer and a client. The research we have carried out shows that this software can solve the public's

major problems related to photography.

1.1 Methodology

In order to explore the market opportunity for a location-based digital platform which connects social media influencers in China with professional photographers, in this study we looked to test the following hypotheses:

1.2. Types of research

The research problem is to identify and analyze an entrepreneurial opportunity in the photography market. For this topic, CHEESE company needs a lot of qualitative data for analysis. CHEESE company not only needs to collect the original data but also needs to use other data already collected. For auxiliary analysis, CHEESE company uses many methods to collect data from consumers, such as interviewing strangers, asking passers-by to fill in questionnaire forms, searching the internet for relevant information and corresponding information, so forth. Before thinking of the method, the CHEESE company also conducted a theoretical analysis

of the company's situation, customer needs, customer level, so forth., and then combined the analysis to conduct preliminary methodological research.

1.3. Collecting data

1.3.1. Survey

CHEESE companies conduct surveys by letting customers fill out questionnaires. In order to avoid customers becoming annoyed by filling in too many questions, there are not many questions in the design of questionnaires, and the questionnaires mainly take the form of multiple choices. The open-ended question makes it impossible for customers to answer and uses options to indirectly guide customers to answer the questions and collect the answers they want. The CHEESE company selects participants through random sample selection. Through online questionnaire surveys, participants need to spend 10-15 minutes filling out the form. The sample size should range between 60 and 80,

and the sample size can be as many as possible because different samples will report different situations.

1.3.2. Results

Table 1 Sample's satisfaction with their photography skills

How satisfied are you with the photos you took	Number of the population	Proportion of the population
Very satisfied	4	5.33%
Quite satisfied	40	53.33%
Just so-so	28	37.33%
Not very satisfied	2	2.67%
Very dissatisfied	1	1.33%
	75	100%



Figure 1 samples' satisfaction with their photography skills

Table 2 times of posting photos

How often do you post your photos on social medias?	Number of the population	Proportion of the population
Every day	1	1.33%
About two or three times a week	4	5.33%
Once a week	3	4%
Depend on my mood	49	65.33%
Never	18	24%
	75	100%

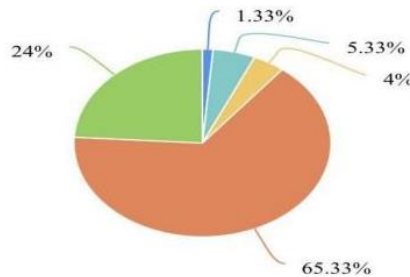


Figure 2 times of posting photos

Table 3 desired price for a piece of photo shot

How much money is appropriate for a piece of photo	Number of the population	Proportion of the population
Less than 1 RMB	1	1.96%
1 RMB	2	3.92%
2 RMB	3	5.88%
3 RMB	1	1.96%
Less than 5 RMB	12	23.53%
Any price up to 10 RMB	32	62.75%
	51	100%

1.3.3. Hypothesis 1: The primary market audience is between the ages of 18 to 40.

After designing the questionnaire, the questionnaire was randomly distributed to 75 people aged 15-40 to fill in, and the following conclusions were drawn. As can be seen from Table 2, 76% of people will send their photos on social software, whether sharing life or taking self-photos. Therefore, in the group targeting young people, there is 76% of potential customers. More than 35% of young people often send their photos. Moreover, according to Table 1, more than 40% of people think that the photos they have taken and published are not satisfactory. Therefore, people have a certain demand for the services carried out by cheese, regardless of the price.

In addition, more than 80% of people are willing to take photos in the form of cheese and let professional photographers help take photos. Considering, it helps transform the whole photography industry and provides career opportunities for some amateur photographers. Finally, according to Table 3, more than 60% of people are willing to pay no more than 10 yuan per photo. With further investigation, people are not very sensitive to the elasticity of small amounts of food.

2. DISCUSSION

In this study we explored the potential market opportunity for our new type of photography company CHEESE.

Our results suggest that indeed there is a desirable, feasible and viable market for such a solution. In our Discussion section we elaborate on a potential business model which could effectively address this market gap. We have named this business as “Cheese.”

2.1. FUNCTION OF CHEESE

Cheese is a company acting as an intermedia between consumers and private photographers. It provides consumers who are not able to take photos to satisfy their needs a way to choose the type of

photographers on the platform as they want. Generally, CHEESE has their own app which presents the information of photographers which collected by employees of CHEESE. Therefore, customers can order photographers to achieve their needs. In this way, consumers get variety choices and clear information of photographers on our platform which save their time.[5]

Also, CHEESE has different types of aids. One is formal, consumers can order photographers for formal and specific events such as wedding or shooting for advertising before the events, the other one is immediate order. Immediate orders mean consumers don’t need to make a reservation. It is more flexible, as there is a map showing the photographers around you and his or her pieces can be checked on the platform. If consumers like the style, they can make an appointment with the photographer then the photographers can come right away. These two kinds of services produce relatively professional and flexible aids to consumers respectively.

2.2. CONSUMER DEMAND

Hypothesis 2: There is a large amount of people who are not satisfied with their own photo-taking skills and need photographers to shoot the pictures in the style they desire.

Hypothesis 3: Good photographs can satisfy people’s psychological needs, and photography is now at the third level of Maslow’s hierarchy need theory: self-esteem need.

3. SUMMARY

According to the changes in people’s needs for photos, more and more consumer groups will now spend money on the photo photography industry because more and more people need beautiful photos or the help of professional photography teams.[5] The company can do this. The purpose of the cheese company is to combine the everyday needs of people who are not good at taking pictures and those who are good at taking pictures to build a bridge between the two sides. A simple analysis

of customer needs based on Maslow's hierarchy of needs theory shows that customer needs at the current stage of the cheese company mainly occupy the third layer of Maslow's hierarchy of needs, social needs, which shows that customers are right at this stage. There is a demand for social products, such as taking photos and putting them on social platforms to gain favorability. Now most consumers have much demand for taking photos, and cheese companies can also respond to consumers' "taking on-call" "Requirements—why many consumers are interested in the photo photography industry. The first is that when there are more professional photographers to help take pictures, there is no need to spend money to buy related, professional, high-quality equipment, and it does not need to be busy. Learning this technology in their lives will allow consumers to focus their leisure life on other things. The other part is because people's demand for photos and time requirements have become higher nowadays. Consumers want to take ideal photos, but technology and post-processing are both very professional jobs. Consumers do not have time or too much time. More energy to do these tasks, like our cheese company, specializing in photography industry customers, taking pictures and communicating with photographers, can meet the needs simultaneously. In addition, over time, consumer needs are constantly changing. From the original consumer needs only to take professional photos, to later photos that need to be very high-quality and suitable for customer requirements, and finally to the consistency of delivery has also been given great attention. All in all, photography companies may develop rapidly in the next few decades because photography is very flexible. Compared with traditional methods, our cheese company's products can give consumers a brand-new feeling and experience.

Lack of professional photography skillset among most social media users in China.[7]

3.1. Photographer (both professional and amateur) base

Hypothesis 4: There is many professional photographers who find it hard to make money through traditional photo stores.

Hypothesis 5: There is many amateur photographers who want to use their unique photo-shooting skills to make some money or to help others.

In 2016, the total revenue of the photography industry in China is 316.87 billion yuan, has a year-on-year growth of 17.1%. [5]There were 416,000 operating units in the industry, has a year-on-year growth of 3%. The total number of employees was 6.02 million, has a year-on-year growth of 0.9%, and 52,000 new jobs were created, indicates that the photography industry is in the rise and full of employees for CHEESE company to hire. On the other hand, about 5.5 percent of photo posters in

social media are very confident with their own photo-taking skills and thus they can our potential photographers, which have an ideal number of 5 million.

Need for a solution that connects professional photographers more immediately with social media influencers across China

4. MARKET RESEARCH

4.1. Transformation in today's photograph industry

Recent years have witnessed a transformation from traditional photography stores that have poor photo processing skills to new photography stores that provide delicate identification picture services for customers, which gave new life and enthusiasm to the photography industry. Also, because of the emergence of photo processing software, it is easier for people to process their picture by themselves. At the stage of change in photography industry, our CHEESE company, which offers whole new type of photography service, can catch the opportunity of development due to the innovated idea about taking photos.

4.2. Analysis of successful examples in today's photograph industry due to innovation

HIMO company is very popular nowadays among the young and is a very good example of successful company in today's transformation of photography industry. In contrast to traditional photography store, whose services includes taking identification photos and life photos are not satisfied by customers, HIMO company sees the problems behind low-quality pictures provided of traditional stores and in order to satisfy the aesthetic needs of young people, HIMO puts great resources in creating exquisite personal identification photo for each customer in one's best-liked style. HIMO success because it clearly identifies the problems in the industry and make solutions to them. Our CHEESE company's development situation is similar to that of HIMO, we also target to address the problems that many individuals are not satisfied with their own photo-shooting skills and require photographers to help them take the pictures at a given time or anytime.

5. MARKET ENVIRONMENT

Nowadays the main segment of professional photographer is included in local photo-shooting store, and only a small number of professional photographers are working as personal photographers, hired photo-takers in short-video operation team and so on. Those local photo-shooting store contain photo-taking services about personal identification pictures, portrayals of customers, and life photos. The company HIMO is a great

example of business that provides those services. [2]HIMO company sees the problems of the low and unsatisfied quality of the identification pictures took from nowadays' photo-taking shops and takes a large effort to process delicate personal identification photos to fit customers' needs and it turns out to be a breakthrough in photograph business.

Moreover, the market environment can change a lot after our service being prosperously operated, similar product of the same function will show their faces in public, making our service not that unique enough to attract customers through specificity, so our company should pay essential attention to how to maintain the momentum of our company's development.

In this study we look to explore the following research question: To what extent is there a desirable, feasible, and viable market opportunity within China for creating a location-based digital platform which connects social media influencers with professional photographers in real-time

6. COMPARATIVE ADVANTAGE

First of all, cheese is an Internet-based product, a software to help you make an appointment for a photographer. Compared with competitors, cheese has comparative advantages, from comprehensive business types to point-to-point services, as well as photographers to professionalism.

First, the service types are comprehensive and there are many shooting styles for customers to choose from. CHEESE platform has more camera styles and business types. Compared with other companies. Because different customers have different requirements. For example, some want more European and American style, and some want more Chinese style photos. So it sets more options for customers to meet different needs.

Second, cheese pays more attention to customer privacy and one-to-one service. The service is connected by one staff. When logging in cheese and booking a photographer, the basic information of the customer will be entered into the company and will not be disclosed to the photographer himself, and there is no need to use other software to establish the contact between the customer and the photographer. For example, build a WeChat group or on other social software. Our platform will have its own cloud chat system to support online communication.

Third, cheese has a professional cameraman and team. For photographers, there will be strict requirements before entry, such as the submission of photographic works and some relevant certificates. After entering the company, they will also make training in time. In addition, cheese has set up a special post service team. These services include drawing repair services after

taking photos. Plus, during this period, you can communicate with the staff at any time and integrate the opinions of customers to customize the service. More respect for the customer's service experience and gain high-quality photos and services. And provide home delivery service. In the later stage, cheese wants to expand more business, such as cooperation with wedding companies. To introduce the photography work to cheese platform. If company encounters some legal problems in the process, such as the customer's problem, the company also has legal aid services.

6.1. The analysis of the development trend of CHEESE company

Hypothesis 6: Today's photograph industry is at the stage of transforming due the development of new technology, the growing number of social media users, and the optimization of photo-taking functions in mobile phones.

Hypothesis 7: The company can affect a quarter of young people to change their habit of taken pictures by themselves into hire photographers to service them.

6.2. The core idea of CHEESE company

When the photography industry shows an upward trend, the whole industry achieved rapid growth of 17.1% (Yun He/ZHI HU) [4]. CHEESE companies seize the opportunity to use innovative concepts to bring customers a whole new field of photography. The primary purpose of the CHEESE company is to build a bridge between customers and professional photographers. Nowadays, the services of the old photography industry can no longer meet the needs of consumers. In the current era of innovation, it is to help customers find the right way to take perfect photos and provide a good working platform for photographers. To help customers dissatisfied with their photography, they can also take promotional photos for commercial activities or brand advertisements to help customers realize their self-esteem needs. Moreover, to fulfill their unique needs in Maslow's hierarchy of needs theory, customers post photos confidently on social media.

6.3. Competitiveness analysis

6.3.1. Environment of the consumer market

CHEESE company's target market customer groups mainly concentrated between the ages of 18 and 40. These customer groups have a large proportion of the purchasing power in the society, and these customer groups are more proficient than other age groups. Use social media more. According to survey research, among the 18-29 age groups, 88% use social media platforms. In contrast, only 37% of the elderly use them (PEW

RESEARCH CENTER/ MARCH 1, 2018) ^[1], which shows that the target customer group of CHEESE company has a larger social media platform.

6.3.2. Competitor

Today's most popular in the photography industry should be HIMO. HIMO pursues the principle of "light, fast and simple" and provides customers with services such as customized clothing, makeup and styling, and refined pictures. HIMO is also the industry's first online appointment to make an independent choice. Today, more and more consumers are willing to go to HIMO to take photos. HIMO was formally established in 2011 and started to innovate photography services in 2015. In 2016, the company officially developed into a global chain. HIMO breaks the original traditional photography concept within the scope of, combines the past with the present, and has an extensive range of business. It can take ID photos, art photos, so forth. It also has the most extensive customer base and market share in the industry^[2].

6.3.3. Own value

The CHEESE company adheres to the principle of on-call. It will display a map to customers and photographers on the CHEESE photography platform to always see how many photographers are nearby at the current location. Then they can go on and off the platform. Single, nearby photographers will immediately rush to the designated location to take pictures for customers.

6.4. Customer base

The uses of social media in China have reached several one billion and according to our research about 76 percent of users would post their photos in social media, which means our CHEESE company's available customer base is about 760 million. Our target customer group is mainly young adults between age 18 to age 40 who post pictures in social media to satisfy their needs.

6.5. Market analysis

6.5.1. The size of the market

According to data, since 2018, the market size of the photography industry has increased by 6.4%, and both private photography and commercial photography have maintained a steady growth trend. Although the photography industry is currently rising, it is still growing in the life cycle chart. Long-term and most photography companies are still small. (Resource refer to China baogao) ^[6].

6.5.2. Demand of the market

Move on to the demand of the market. The photography industry needs divide into five categories, namely: wedding photography category accounted for 34.8%, children's photography category accounted for 26.2%, comprehensive photography category accounted for 13.0%, product photography category accounted for 21.0%, and imaging Photography accounted for 5.0%^[6], of which wedding photography and children's photography accounted for the highest proportion, which means that in today's society, the photography market should focus more on marriage and children.

6.5.3. Development of the market

With the development of the market, the cost of mobile photography is now more portable than professional cameras, which makes many consumers choose to use high-end portable electronic products to take photos instead of professional photographers. The optimization of the software makes the status quo of the photography industry more and more accessible. However, the current supply and demand relationship in the photography industry is imbalanced. The supply of photographers is far greater than the demand required by the market. From these points, although the photography industry is currently in an upward phase, it is likely to follow the imbalance of supply and demand. The update of electronic products has led to a decline in the development of the photography industry.

6.6. Development Impact

As "Internet + photography" has become the development trend of The Times, the industry is facing new challenges and opportunities.

CHEESE company has brought convenience to people, it not only saves the time of consumers that consumers do not need to find information of photographer by themselves, instead, they can surf this information collect by CHEESE. Company consciously to open up the Internet customer photography service providers, and it will be provided through the most frequent social software to provide customers with more convenient services. Also, it changes the way people take pictures. CHEESE shows service to customers and realize functions such as quick appointment and online payment.

Customer experience has changed as well, they do not concern that nice picture cannot be produced as professional photographers may help them achieve, which bring them a joyful experience. They can post these pictures with higher quality on their moments, and reach their desire of sharing, so people getting know each other better, which can boost communication between people as well. In other words, CHEESE company bring

another photo taking style comparing to traditional way.

6.7. Market impact

Cheese company not only has a certain impact on the society, but also has a certain impact on the whole photography industry. First of all, the establishment of the company will promote the rapid transformation of the whole industry after it has a certain influence. With the continuous development of China's economy and the continuous improvement of people's living standards, people's consumption concept and consumption level have also changed and improved greatly. People's requirements for photography have changed from traditional studios to outdoor photography. Moreover, the rapid development of the Internet has also helped more and more photographers develop their own studios rather than choose studio work. Because working in the studio does not emphasize the characteristics of personal photography, but more emphasis on the customer's sense of experience. As photographers and artists, they often want to emphasize the characteristics of personal photography. Therefore, cheese has many business types to help customers meet their needs and photographers achieve personal satisfaction at the same time. It has mobilized the activity of the whole market and gathered individual photographers to develop market possibilities.

Second, make the local photography industry in China promote together in all regions. At present, the development of China's commercial photography market is generally divided into three parts: Beijing, Shanghai and Guangzhou, and the development of the rest is relatively slow. At the same time, people in other areas also need photography services. Seizing this market vacancy, cheese can develop to more regions and establish a platform for independent photographers in various regions. Concentrate the resources of the region and redistribute resources to maximize the utilization of resources. At the same time, it can promote the successful transformation of the whole market.

In conclusion, the photography industry in the future is still on an upward trend because more and more customer groups are beginning to rely on photography to meet their self-esteem or social needs. In contrast, the customer groups themselves rarely have very professional photography skills to meet their needs. Demand, so the demand for the photography industry will also increase. For a cheese company that has just started a business, the most important thing is to accumulate a customer base first and be very familiar with customers' needs at this stage. Moreover, in the photography market, the cheese company has special product features and features that are different from competitors. The characteristics and unique product features can also make the cheese company stand out from many competitors. Of course, attractive marketing strategies and suitable company operation methods also determine the future

planning and development of the cheese company.

First, the cheese company has an innovative product operation method, which places the photographer on the map. Consumers can place orders from the mobile platform to find nearby photographers so that consumers and photographers can have better communication. Consumers can place orders through the mobile phone platform at any time. Whether traveling or traveling, they can meet the needs of taking beautiful photos, and the cheese company has always been adhering to the principle of "on-call."

Secondly, the cheese company concentrates on 18 to 40 years old customers. Customers in this age group have the most photo shooting needs, whether it is for commercial or private shooting. Therefore, accurately grasping customers is also one of the keys to the company's success.

Finally, in order to accurately find target customers, a variety of research is also indispensable. Cheese companies use three or more research methods to subdivide target customer groups step by step accurately and market-oriented meticulously.

7. CONCLUSION

In conclusion, the photography industry in the future is still on an upward trend because more and more customer groups are beginning to rely on photography to meet their self-esteem or social needs. In contrast, the customer groups themselves rarely have professional photography skills to meet their needs. Thus, the demand for the photography industry will also increase. For a cheese company that has just started a business, the most important thing is to accumulate a customer base first and be familiar with their needs at this stage. Moreover, in the photography market, the CHEESE company has special product features that are different from competitors. These characteristics and unique features can also make the cheese company stand out from many competitors. Of course, marketing strategies and suitable company operation methods also determine the future planning and development of the cheese company.

REFERENCES

- [1] Smith, Aaron, and Monica Anderson. 1 Mar. 2018, "Social Media Use in 2018." *Pew Research Center: Internet, Science & Tech*, Pew Research Center: Internet, Science & Tech, www.pewresearch.org/internet/2018/03/01/social-media-use-in-2018/.
- [2] "Haimati website." *Www.haimati.cn*, www.haimati.cn/#/brandIntro. Accessed 3 Dec. 2021.

- [3] “What is the development and prospect of Photography industry in China? - zhihu.” *Www.zhihu.com*, www.zhihu.com/question/280515285/answer/414276214. Accessed 3 Dec. 2021.
- [4] “The development status of photography industry.” *Zhihu column*, zhuanlan.zhihu.com/p/52959872. Accessed 3 Dec. 2021.
- [5] “What are the big trends of Chinese photography in the future? - zhihu.” *Www.zhihu.com*, www.zhihu.com/question/335484455/answer/777754760. Accessed 3 Dec. 2021.
- [6] “2021 China commercial Photography Industry analysis Report - Market Operation situation and Development prospects - research report website.” *Baogao.chinabaogao.com*, baogao.chinabaogao.com/yinxiang/363453363453.html#:~:text=%E7%9A%84%E6%8E%A8%E5%8A%A8%E4%BD%9C%E7%94%A8%E3%80%82-. Accessed 3 Dec. 2021.
- [7] zengyan, 24th May 2021, “Analysis on development status and Prospect of commercial photography industry in 2021” , Zhong Yan web