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INVESTING IN YOUR FUTURE

# Model school for children

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# About my project

I am planning to open a model school in Ida-Virumaa region, and for that I have got training in the company Vacatio.



# VACATIO

model management

- Vacatio – the model agency, that located in Riga. It is very popular in Latvia.
- The firm was based by Zigmunds Lipins, in the past he was the model and decided to open agency.
- For start he took a loan of 100 000 €.

In the host company:

- I edited their website;
- collected questionnaires in the archive;
- went to the casting of models;
- sorting the documentation;
- assisted in the preparation of the competition “Elite Model Look”

# The goals of the business plan

- I want to make model school for children, who likes fashion and they can be find yourself in it in the future;



- Children can get necessary knowledge such as right walk, stand, posing for cameras, having individual style;
- To help children become confident in the world of adults;
- To keep interest in healthy lifestyles

# About school

- To set up contacts with other fashion schools and agencies, find the resources to promote of students;
- My clients are children and teenager from 7 to 21;
- The groups will be from 15 to 20 people. 3 age categories: from 7 to 10, from 11 to 14, from 15 to 21;
- Monthly fee is about 35 €;
- I was offered to cooperate with agencies “Elite Model Look” and “Vakatio” for the promotion of my models.

# Project background

In my school we will select the models and teach them. We are planning to cooperate with fashion magazines and advertising agencies.



# Project background

School knows that each model was dreaming about podium, because there are designers, famous photographers and owners of the fashion houses, from which you can get a contract.



Riga Fashion Week

# Beginning of the road in 2012

Step 1 - Registration. It will cost 2700 € and takes about a month.

Step 2 - Find suitable accommodation, which will be not less than

100 square meters,

which will be a lecture class and a hall for shows.



# Beginning of the road

Step 3 - The repair of office, buy necessary equipment as TV and DVD, furniture (tables and chairs for lectures.)



Studio in the  
model school  
Vacatio

# Staff recruitment

For a model school needs: a photographer, catwalk trainer, hairdresser, make up trainer, stylist ,choreographer. They can have perfectly combine the teaching in the model school with their main job.



# Advertisement

1. Presentation of the agency on school stands is about 30 €.



2. Advertise in a newspaper is about 510 €.

# Teacher's salaries

Profession	Amount of hours	Teachers' salaries
The teacher of «Modeling business»	40 hours a month	541€
Catwalk trainer	40 hours a month	361€
A fashion stylist	32 hours a month	433€
A make up	32 hours a month	289€
A hairdresser	32 hours a month	289€
A choreographer	48 hours a month	346€
A photographer	20 hours a month	488€

# Initial costs

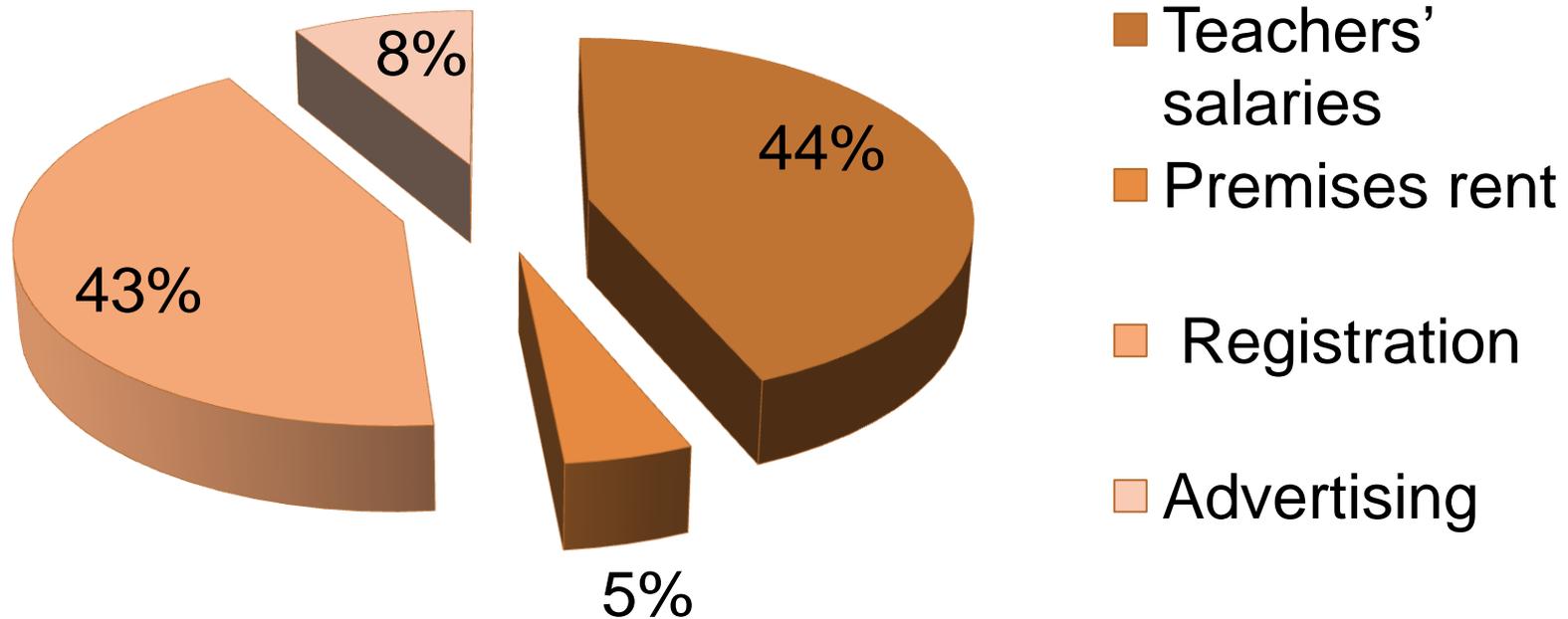
2700 €– registration  
540 €- advertising  
300 € - rent per month  
3100 €- salary

6640 €- total sum is necessary for the opening of the school. According to the business plan, every month we will constantly learn from 80 to 100 models. Course costs 35 €, it means so we have 3500 € per month .The money, which will cover the cost of rent and salaries.



# The main costs as a percentage

## Intitial costs



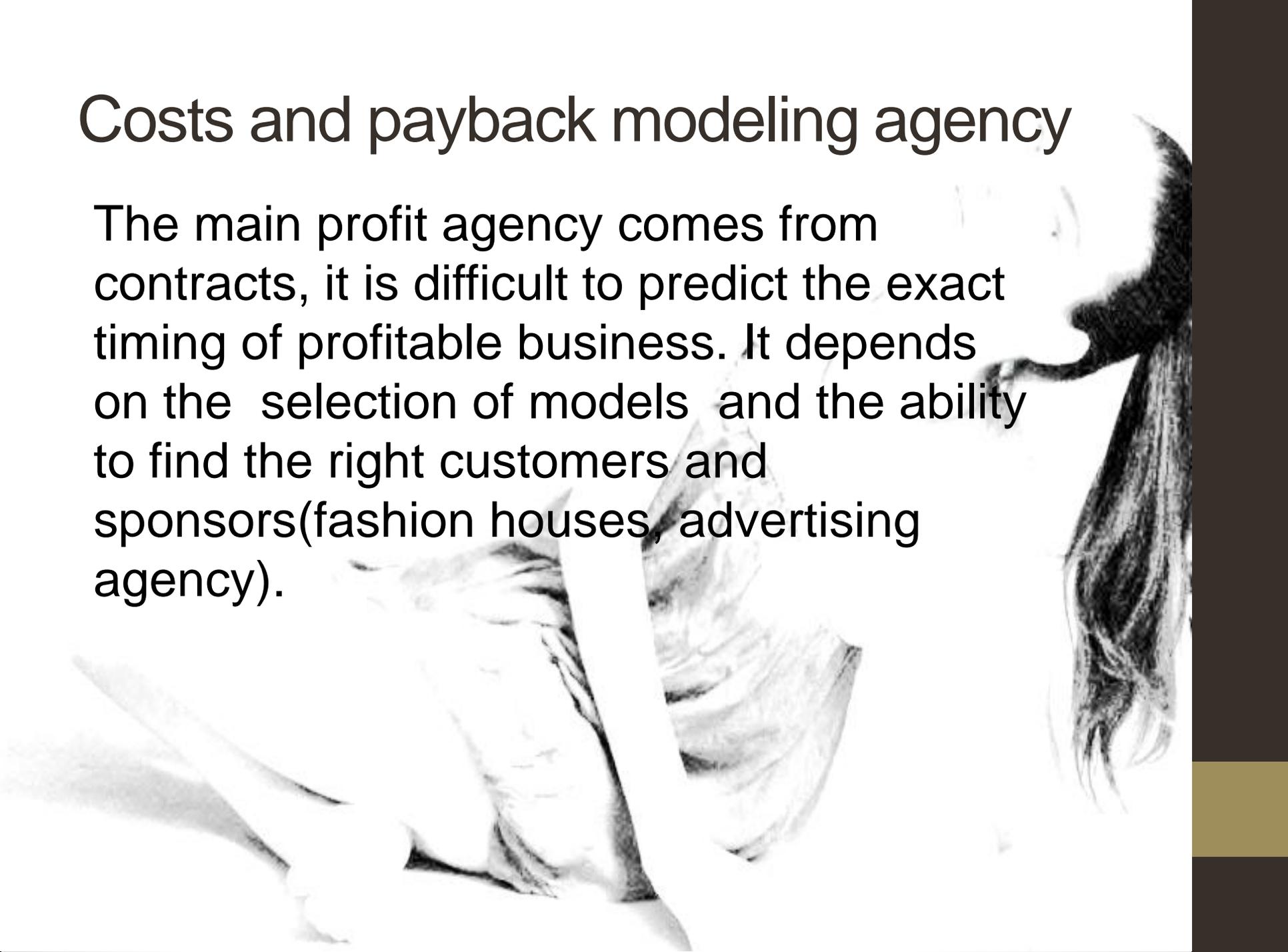
# The start capital

The start capital planned to be received from the EAS is 6640 €. ([www.eas.ee](http://www.eas.ee))



# Costs and payback modeling agency

The main profit agency comes from contracts, it is difficult to predict the exact timing of profitable business. It depends on the selection of models and the ability to find the right customers and sponsors (fashion houses, advertising agency).



Thank you for your  
attention!

Sources:

<http://www.vacatio.lv/en>

<http://www.google.ru/images>