



Case Study for Kre8r

MIAN Photography – Milca and Andy’s Story

Name of businessMIAN Photography and Training

1) Context

Country of the business: Ireland

Industry/sector (architecture, art & culture, crafts, design & visual arts, media, advertising, multimedia, online gaming, entertainment, printing & publishing, translation & interpretation, music & performing arts, film & tv & radio)

Objectif

Services/Products: Milca and Andy are photographers and trainers.

Target customers: Milca and Andy target everyone as a potential client. In particular, new families are their most regular client base and they try to cater to this particular group especially. They have a unique selling point (USP), as Andy knits clothes for new born babies. These clothes are then used for photoshoots with new families.

Business model/Innovation: Milca and Andy work as a pair and are based in their home in Virginia. The business started four years ago and has steadily grown since its foundation. If Milca and Andy receive a booking from a client, they call to the client's house and hold the photoshoot in their homes. If there is need for a studio for a bigger shoot, they hire one in the locality. They develop and produce all the pictures themselves between their home and the studio if needed.

Financing, types of funding: Milca was on the back to work enterprise scheme for two years and they also received funding from Breffni integrated to set up their business.

Short description of case:

How the idea was born, motivation for setting up the business, time wrap for implementation of idea in life, external environment and influencing factors (e.g. external support programmes, crisis, changes in legislation, geographical location, demand, originality of idea etc.):

Milca and Andy told us in the interview that we had with them in March 2019, that they always had a love of photography. Andy had been taking photos for over twenty years. Milca had taken photography up as a hobby about eight years ago and when she went through the back to work enterprise scheme began looking at making her and Andy's photography into a business. Andy was working as a paramedic but decided that he would too be interested in starting a business. With the help of Breffni Integrated, Milca and Andy set up MIAN Photography four years ago. Andy has also a keen talent for knitting and he knits the outfits worn by the new born babies that they take photos. This what makes them unique compared to the other businesses in the area.

2) Impacts

Challenges (concerns that emerged, various perspectives): Milca and Andy are extremely confident about their business and how it has grown over the four years they have been in operation. Although, they still identify see challenges ahead. Andy spoke about how it is important to keep up to date with current trends. This is necessary to compete with other businesses and stay ahead in the game.

How clients are identified (creative techniques used by the business' PR/marketing strategy): Milca and Andy use Facebook as their preferred source of Marketing. They have over 7000 likes on their page. They upload pictures that they have taken of different clients. Milca and Andy also operate a website, MIAN Photography, but they find that their Facebook page garners most of their online attention. Milca spoke about word of mouth being paramount to the success of the business. Milca said, "People talk, if you do a good job, they are going to tell everyone about it and show them the pictures that you created for them".

Social impact (if it is the case): N/A

3)

Lessons learned: What we can learn from Milca and Andy is that support from local enterprise schemes can be vital in building confidence and giving the opportunity to local start-ups to get off the ground and create a successful business. The recommendation for kre8r from this case study is that support from local authorities can greatly aid you in your start up as a business and can aid the road to success.

Solutions/Advice: Milca's advice for creative entrepreneurs is to make sure to pay attention to the business administration. She stated that as creative people we often forget how important the paperwork is to the business. Andy's advice is that you stay focused at the task in hand and don't get distracted by other jobs. Just do one job at a time.

References: Here is the link to Milca and Andy's Facebook page and website.

<https://www.facebook.com/PhotographyMIAN/>

<http://mianphotography.com/>

(Length: max 3 pages, including photos)



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This project has been funded with support from the European Commission.

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