
XXXXX Visual Artist

Business Plan 2008

CONTENTS

- 1. Executive Summary**
- 2. Statements and Goals**
- 3. Business Description**
- 4. Marketing Plan**
- 5. Sales Plan**
- 6. Operations Plan**
- 7. Financial Plan**
- 8. Strategic Activity Plan**
- 9. Future Goals**

EXECUTIVE SUMMARY

My name is XXXXX and I am an artist focusing in painting. I transform paint by drawing the media, covering the canvas with small meditative marks. The paintings are soft, colourful and akin to textiles. I have a Masters of Fine Art Degree and I am a recipient of a number of awards and grants. My work is found in private and public art collections such as the XXXX Collection at XXXX. My process and result is unique to my intelligent visual voice and my recent show at XXXX gallery has been successful financially and through positive feedback. Two works are currently on hold for the XXXX permanent collection. To view my online portfolio, please visit XXXXX.

My studio and office is located at XXXXX.

Primarily, sales will occur during my exhibitions at galleries. Some sales will take place during studio visits.

My target markets are private and public art collectors, other artists, public institutions and commercial art galleries. In my experience working at XXXX gallery and my own sales, artwork is often bought by other artists. Through networking I am gaining relationships with my target markets. Marketing exhibitions to my target market through emails, invites and brochures is another approach to increase my audience and create sales. I am also marketing and networking to create opportunities to exhibit my work.

I will also gain income by applying and receiving public and private funding as well as give artist talks about my work at cultural and educational institutions. I am also interested in teaching one or two courses at a university.

STATEMENTS AND GOALS

Mission Statement: I am creating the highest quality of work unique to my intelligent visual voice and promoting it through networking, studio visits, artist talks and exhibitions.

Vision Statement: My dream is painting full time, creating the highest quality of work unique to my intelligent visual voice, exhibiting in world renowned private/public galleries locally/internationally, gaining the recognition of art directors, curators, art writers and art collectors and being part of private and public art collections.

Identity Statement: My name is XXXXX and I am an artist focusing in painting. I transform paint by drawing the media, covering the canvas with small meditative marks. The paintings are soft, colourful and akin to textiles. I have a Masters of Fine Art Degree and I am a recipient of a number of awards and grants. My work is found in private and public art collections such as the XXXXX at XXXXX. My process and result is unique to my intelligent visual voice and my recent show at XXXX gallery has been successful financially and through positive feedback. Two works are currently on hold for the XXXXX permanent collection. To view my online portfolio, please visit XXXX.

Value Statement: I value nurturing by sharing resources and experiences to promote positive growth so I and others continue to succeed, reach for dreams and grow as individuals and community.

BUSINESS DESCRIPTION

Business Description

I am a full time artist and I exhibit and sell my artworks through private and public galleries and private studio sales. My work is pleasurable and appeals to the senses. I am an ambitious artist and I am gaining recognition from art collectors such as XXXX and my peers who are buying my work. The value of my work will increase in time as my work develops and I continue to recognition locally and internationally.

Location

My studio and office is located at XXXXXXX.

Primarily, sales will occur during my exhibitions at galleries. Some sales will take place during studio visits. I started exhibiting and selling my artwork in 2002. I have exhibited my work in Canada and the United States and have sold a number of paintings to private collectors and a public collection. To contact me you can dial 647.892.1204 or email me at XXXXXXX.

Legal Structure

I am the sole proprietor of my business and the business is registered under my name. I do not plan to change the legal structure of my business.

The Proprietor

I received a B.A. from the XXXXX and M.F.A. from tXXXXX. I have won numerous awards/grants and was the artist in residence at XXXXXX. I was also the director of XXXX Gallery. I have exhibited work in solo and group shows both in Canada and the United States. My work is part of XXXX Collection at the University of Toronto St Michael's College. I am proficient with building websites, designing invitations, writing press releases, bookkeeping and public relations/education experience.

Strategic Business Alliances

I am a participant of XXXX'S research project XXXXX. Currently I am a member of XXXXX Gallery, a Toronto artists' collective. I will be exhibiting my work at XXXXX Gallery in 2008. I am also a member of CARFAC (Canadian Artists' Representation).

MARKETING PLAN

Market Research

Art Sales

There is a long history in Canada of visual artist selling their artwork privately or commercially through art galleries. For Statistic Canada the industry code for independent artist and visual artist is 711511. The national classification code for a visual artist is F036. The average income for an independent visual artist in Canada is growing. In 1995 the average income was 13,761 and in 2000 the average income was 18,666.

(<http://www.statcan.ca/english/ads/87-004-XPB/pdf/0020387-004-XIE.pdf>) With 52,500 artists, Ontario has nearly twice as many artists as any other province. Artists represent 0.8% of the provincial labour force, equal to the national average. 41% of Ontario artists live in Toronto. Among large Ontario cities, artists' average earnings are highest in Toronto at \$34,100. (www.canadaartscouncil.ca)

The purchase of an artwork falls into a much broader category of “Cultural Goods and Services”. In 2003 Ontarian spent \$9.4 billion dollars on cultural good and services. Cultural spending is 3.1% of total consumer spending in the province. In 1998, \$47 was the average household spending for works of art, carvings and vases. There was less spending for works of art, carvings and vases in 1999 but the amount has been increasing steadily. (www.canadaartscouncil.ca and <http://dsp-psd.pwgsc.gc.ca/Collection/K23-29-2005E.pdf>)

Exporting

Internationally there is a growth in exporting cultural goods which art falls under. In 1996 \$1,300 million was exported and in 2002 there was an increase to \$2,300 million. (www.statcan.ca/dailyenglish/030709/9030709a.htm) As more Canadian artists gain a larger profile internationally there is a larger export of their work. I will start to exporting my work as I start to exhibit my work in other countries.

Grants and Awards

Another way that an artist can gain income is through government grants. Government spending for the arts in Ontario is \$1,463,715 federally, \$628,228 provincially and \$877,569 municipally. The three possible government grant organizations are the Canada Arts Council, the Ontario Arts Council and the Toronto Arts Council.

The **Canada Arts Council** awarded \$5.4 million in grants to 580 Ontario artists. (www.canadaartscouncil.ca) I will apply for the Assistance to Visual Artists: Long Term Grant which will last for a two year period for research/creation, production of new work and career development. This is a very competitive grant because the Canadian government only offers 15 \$80,000 grants per year (*deadline September1/08*). I will apply for the Assistance to Visual Artists: Project Grant for research/creation, production and career development. The maximum is \$20,000 (*deadline December1/08*). Artists can also apply to the Canadian Council Art Bank for the potential purchase of an artwork. The Art Bank rents their contemporary Canadian art collection to public government agencies and private clients in Canada and abroad (*deadline October15/08*). The Canadian Arts Council also offers Travel Grants to professional artists to contribute towards expenses incurred to travel to an event which is important in the artist's career in Canada or abroad. The host must be a public art gallery, museum or artist run centre. (*deadlines January1-March 1-June1&October1/08*).

The **Ontario Arts Council** awarded grants to 1327 individual artists across Ontario in 2004–2005. The average grant to the 1327 individual artists was just under \$4000, and the success rate average for applications to the programs for individuals was 50 percent. (www.arts.on.ca) I will apply for an OAC art grants each year. The Visual Artist Grant (category – emerging artist) offers \$5,000 (*deadline December3/08*). The Exhibition Assistance Grant offers \$500-\$1500 to assist with costs related to presenting artwork for an exhibition and the artist applies through a 3rd party art gallery (*deadline ongoing*). The Chalmers Art Fellowship funds research to be done between November 1/09 and November 1/10 offers up to \$50,000 (*deadline June1/08*). The Chalmers Professional Development Grant offers up to \$10,000 to study (*deadline December3/08*).

The **Toronto Arts Council** awarded Grants totaling \$281,000 to 54 City of Toronto visual artists through the 2005 Grants to Visual Artists/Media Artists program. 8,500,000 people attended TAC supported exhibitions, performances, festivals and 21,000 people attended performances, exhibitions, festivals produced by TAC grant recipients. (www.torontoartscouncil.org) XXXXX will apply for the \$3,000 emerging artist grant which goes to Toronto artists who have 2-7 years of professional activity and have achieved some local recognition (*deadline September5/08*). Artists can only receive a Toronto Visual Art Grant every two years.

I will also apply to competitions as they come to light. The **RBC Painting Competition** (*deadline May4/08*). These competitions offer exposure and the top three artists in the RBC Competition are given financial prizes.

Target Market

My target markets are private and public art collectors, other artists, public institutions and commercial art galleries. Art collectors, artists, curators in public institutions invest

in art because they understand the importance of arts and culture and collecting is pleasurable. These individuals are well educated, liberal minded and self aware. My clients must believe in the value in order to invest in an artwork or invest in exhibiting my work. Value is determined by the success of the artwork and the success of the artist.

I have an extensive target market list in a database for marketing purposes. I will continue to building relationships with these individuals and well as forge new ones through networking.

Commercial art galleries are another target market. The advantage of having a commercial art gallery is that the director and staff will advertise, promote and sell my artwork to their clients (private and public art collectors and public institutions). This will allow me to concentrate more on the operations of my business. For obtaining a commercial gallery it is written in CARFAC information for artists that “many commercial galleries prefer to seek out artist themselves, finding new talent through other artists on their roster or staff at other galleries. If this is the case there are ways to subtly make yourself known”. The advice given is to get introduced by one of their artists or send invites to your shows and they will come to recognize your work and your name. I will advertise my exhibition to commercial art galleries in order to build relationships and work towards being representation with an appropriate gallery.

My ideal gallery will have a solid reputation in the arts community; the gallery must be good at promoting their artists and have a good number of collectors. I would like to be represented by are **Olga Korper Gallery, Birch Libralato Gallery. Katherine Mulherin Gallery, The Other Gallery or Jessica Bradley Art + Projects.**

Competitive Analysis

There are thousands of Canadian visual artists trying to sell and exhibit their artwork. Some are career artists, some make art part time and many are hobby artists. Very few artists are able to concentrate of making artwork full time. Of the thousands of artists, I chose to analysis three very successful established full time Canadian artists for the **Competitive Analysis Chart**. The artists I chose are XXXXX, XXXXX, and XXXXX. There is opportunity in the market for me as emerging artist because I can offer my artwork at a lower price compared to that of my competition, the established artist. Clients will buy my paintings over my competitors because the purchase is seen as an investment, the artwork satisfies and pleases the client's senses, as well as gives the client a sense of self expression or self actualization. Please refer to the **Competitive Analysis Chart** below.

COMPETITIVE ANALYSIS CHART

COMPETITORS	My Company:	Competitor 1:	Competitor 2:	Competitor 3:
LOCATION:				
Head office address and phone #				
No. of locations				
Hours of operation				
Website				

PRODUCTS/ SERVICES	Paintings and Sculptures	Paintings and Drawings	Paintings and Sculptures	Paintings and Prints
Core product/ service	Visual Artist	Visual Artist	Visual Artist	Visual Artist
Features & benefits	Abstract paintings	Gestural landscape painting	Figurative paintings and sculptures Also offers some multimedia projection projects for musicians	Gestural figurative painter in encaustic
POSITIONING :	Award winning artist professional, inventive and creates engaging artworks	Great painter Did a residency at the world trade centre before 9-11 She is represented by a great gallery in Toronto	Works with musicians by creating art on an overhead projection during the performance. Interesting provocative sculptures.	Beautiful historical paintings Works in encaustic
Branding, image, reputation, heritage				
USP - Unique selling proposition				
CUSTOMERS: Describe their core customers:	My art collectors are other artists, art collector such as XXXX	Various International Art collectors	Various International Art collectors	Various International Art collectors
PROMOTION: Advertising – core message	Local advertising Promotions – artist talk and booklet	International advertising done through her commercial gallery	International advertising done through her commercial gallery	International advertising done through his commercial gallery
How/where/ when do they advertise?				
Estimated budget				
PRICING: What price do they charge?	\$600 for a 12 x 12 inch painting \$650.00 for a 14 x 11 inch painting, \$800 for a 16 x 14 inch painting \$900 for a 18 x 14 inch painting, \$1400 for a 24 x 20 inch painting	78 x 90 inch painting \$16,000	30 x 32 inch painting \$5,000	84 x 96 inch painting \$25,00

Strengths	Ambitious Courageous Determined Confident Emerging	Established artist working full time with an established art market for her work.	Established artist working full time with an established art market for her work.	Established artist working full time with an established art market for his work.
Weaknesses	I do not have much media recognition. I am not represented by commercial art gallery.	High prices Smaller percentage of art collector can afford the work	High prices Smaller percentage of art collector can afford the work	High prices Smaller percentage of art collector can afford the work
Opportunities for me	Unique perspective Lower prices Great potential for investment.	Unique perspective High prices	Unique perspective High prices	Unique perspective High prices
Threats for me	My work is not as Valued because of the cost associated with the work	She has a commercial art gallery and has had a lots of media recognition. She shows internationally	She has a commercial art gallery and has had a lots of media recognition. She has published a book of her illustrations. She shows internationally	He has a commercial art gallery and has had a lots of media recognition. He has 5 published books about his artwork. He shows internationally.

Positioning statement for art buyers: For adventurous art collectors, I am a successful emerging visual artist creating beautiful intelligent paintings akin to textile. My work is an important addition to your contemporary art collection.

Positioning statement for commercial galleries: For a flourishing art gallery, I am a full time creative visual artist and will contribute an attractive, engaging and profitable exhibition to your successful showing list.

Marketing, Advertising and Promotion

Product

At first glance one may believe that my works are small delicate textiles. As the viewer gets closer, the tiny fibers turn into fine lines of paint and the textile works turn into paintings. My process and result is unique to my intelligent visual voice. My work is pleasurable and appeals to the senses. My process is unique and mysterious. I often have the audience asking me how the work is produced. The marketing/advertising surrounding my work is also professional. I am consistent with the design of my website, brochures, invitations, emails invites and business card. The value of my work will increase in time as my work develops and I gain more prestige locally and internationally.

Place

The art production and administrative office is located in my 600 foot square studio apartment located at XXXXXX. My operation hours are weekdays 10AM to 6PM. Clients can contact me at XXXXX. Private sales will be made from my studio. Potential clients will come to my studio by appointment only. My studio is conveniently located downtown Toronto. Most of the business transaction will take place out of the studio and within different gallery spaces locally and internationally.

Pricing Strategy

My artwork is priced competitively relative to other emerging artists. I want my work to be affordable to the average contemporary art buyer who values buying art. While working at XXXXX Gallery I noticed a trend that other artists are often buy art. My prices are also appropriately priced so that a commercial gallery would feel the artwork is affordable for their clients. The price will change depending on the size of the artwork and the medium. My prices will increase as my artwork sells and the perceived value increases. If a client is not happy with their purchase then I will give a full refund if the work is returned within one week. I will give close friends and family 20% off the price of a private studio sale. There is no discount off the price of a gallery sale.

Current prices:

\$600.00 for a 12 x 12 inch painting

\$650.00 for a 14 x 11 inch painting

\$800 for a 16 x 14 inch painting

\$900 for a 18 x 14 inch painting

\$1400 for a 24 x 20 inch painting

Advertising and Promotions Plan

My advertising and promotional plan will centered around networking, studio visits and my next exhibition at Loop Gallery. For my next exhibition at **XXXXX Gallery** in Toronto I will advertise in **Slate Gallery Guide**, **Akimbo** and **Instant Coffee**. I will circulate my invitations to art galleries, art collectors, media and other artists. I will send an invitation email to her personal email list. I will send invitation to XXXXX mailing list and include 20 personalized letters to my two target markets: art collectors and

selected commercial art galleries. I will also promote my exhibition with an opening party and an education art lecture. I will also create a booklet for my audience and clients to acquire a document of my artwork which further explain my ideas and process. My marketing objectives is to make \$7000 at XXXX Gallery next fall. Another marketing objective is to gain recognition through self promotion and through a third party article in the print media.

Management Team

Graphic Designer and Marketing Consultant: XXXX

She advises to improve the visually promotion of my artwork and image through my business card and website.

Canadian Artists Representation/Le front des artistes canadiens (CARFAC) is a non-profit corporation that is the national voice of Canada's professional visual artists. CARFAC's mandate is to promote the visual arts in Canada, to promote a socio-economic climate that is conducive to the production of visual arts in Canada, and to engage in public education for these purposes. (<http://www.carfac.ca/index-en.php>) CARFAC will be an education and marketing resource for my business.

Women's Business of Art Group/ XXXXX: XXXXXXXX

Artistic Friends and Consultants: XXXXXXXX

My **visual artist peers** are integral for my business. I cooperate with my competition and this is called co-opetition. We are supportive of each others art practice to create a dialogue and exchange artistic opportunities and clients.

Champion, Supporter and Director of xxxxxx project: XXXXX

He is XXXXXXXX. He continues to play a very important role in her business by introducing her to international curators, gallery directors and art writers. XXXXXXXX is promoting my artwork and creating potential future opportunities.

Art Collector and Supporter: XXXXXXXX

Art Curator and Supporter: XXXXX

Suppliers

Printer: XXXXX

I outsource this task to XXXXX because he has competitive rates but the print quality is low

Alternative Printer: XXXXXX

Higher prices and higher Quality for Brochures

Art Supplies: Tern – the best

Wolfits – expensive but close to Loop Gallery

Gwartmans – cheap but grumpy service.

Painting Stretchers and Frames: XXXXXX

Office Supplies: Staples

Mailing: Canada Post

SALES PLAN

Sales Strategies: Sales to Art Collectors

Prospecting

I will advertise my exhibitions with invitations. I will distribute my invitations through galleries and arts related businesses. I will send an advertising email to my email list which consists of over 500 contacts. I will also send personal letters and images to art collectors. During the exhibition I will engage with prospects while they view my artwork. I will also network with prospects to find other potential clients.

Qualifying

Qualifying questions: “Do you collect art?” “Do you collect art from Canadian artists?”
“Who are the artists you have bought from?” “Is there a theme to your collection?”

Interviewing

“What kind of artwork are you looking to buy?”

“What is your price range?”

Presentation

Hi my name is XXXXXXXX and I am a full time artist. I create unique oil paintings akin to textiles. I have exhibited in Canada and the US and my paintings can found in public

and private collections such as the XXXXXX Collection at the University of Toronto. My work is an important addition to your contemporary art collection.

Handling Objections

Objections: “Your work is too expensive.”

“I understand that you think my work is too expensive. Many people have felt the same way but the art collectors who bought my work saw their purchase as an investment. The work will last and continue to give pleasure. I am an ambitious emerging artist and my work will increase in value as I gain a larger profile in the art world.”

Closing

“I can bring the work to your place and if it doesn’t work in your home it can be returned.”

Follow-Up and Follow Through

After the exhibition I will wrap the painting up carefully and hand it to the customer. I will also provide them with a CV and the address to her website so the clients continue to be informed about my art practice. I will also put my clients on my email list announcing future events.

Sales Strategies: Sales through a Commercial Art Gallery

Prospecting

I will approach galleries with my identity statement and invites them to do a studio visit. During my exhibition at XXXX I will invite directors to do a gallery visit with me. I will concentrate on finding a commercial gallery in Toronto as well as metropolitan cities in Canada (Vancouver, Montreal) and internationally (New York, Los Angeles, London and Berlin).

Planning

I will compose a list of art galleries I would like to exhibit with in the greater Toronto area. I will continue to go to there openings to get to know other artists which show with the chosen commercial galleries.

Qualifying

Qualifying questions: “Do you exhibit Canadian artists?” “Do you exhibit painting?”

Interviewing

“What kind of artwork do you exhibit?”

“What are your art collectors looking to purchase?”

“What is the length of the exhibitions?”

“What does the gallery do to publicize the exhibitions?”

“Typically how many paintings sell during an exhibition?”

Presentation

“Hi my name is XXXXX and I am a full time artist. I create unique oil paintings akin to textiles. I have exhibited in Canada and the US and my paintings can be found in public and private collections such as the Dan XXXXX Collection at the University of Toronto. I will contribute an attractive, engaging and profitable exhibition to your successful showing list.”

Handling Objections

Objections: “You don’t have any experience showing at a commercial gallery”

“I understand that you are nervous because I don’t have any experience showing at a commercial gallery. I have a lot of experience showing at artist run galleries (XXXXXX) and each time I have sold a number of paintings.”

Closing

“I will create an exhibition consisting of 16 paintings to show at your gallery. What date would you need my work by?”

Follow-Up and Follow Through

After the commitment of an exhibition date from the gallery, I will continue to be in contact with the gallery. I will promptly give any information required for the gallery and check in to help with the exhibition advertisement and media information related to the upcoming show. I will also give the gallery my personal mailing list. I will market my exhibition by networking and send email invitations to my extensive personal email list.

OPERATIONS PLAN

Operations Process/Cycle

My business operates as a manufacturing model. There are seven steps to my operations process. The seven steps are verify inventory levels, source procurement materials, schedule production, produce product, verify quality and prepare for exhibition, exhibit product and ship, deliver or customer pickup.

Verify Inventory Levels

Verify paint, canvas and paintbrush inventory in order to produce the artwork.

Source Materials

Source material if the inventory levels are insufficient for the particular series.

Schedule Production

For each art piece, schedule and record the production time.

Produce Product

Produce the artwork for the particular series.

Verify Quality and Prepare for Exhibition

Prepare the work from the exhibition. Consider hanging order and installment requirements.

Exhibit Product

Exhibit the artwork at an art gallery or art fair.

Ship, Deliver or Customer Pickup

Prepare work (wrap or crate) to be shipped, deliver or customer pickup.

Resources Strategy

Equipment and Tools

For my office I require a computer, printer, camera, and office furniture (chair and desk).

I also requires different sizes on paintbrushes, lights and a painting table for the production of her work. I have secured all the equipment and tools.

Qty	Equipment Description	Current Market Value	Monthly Operation Costs	Comments
1	Laptop Computer	600.00	0	secured
1	Printer	25.00	0	secured
1	Computer Desk	20.00	0	secured
1	Office Chairs	15.00	0	secured
2	Lights	100.00	0	secured
25	Paintbrushes	125.00	0	secured
1	Painting Table	20.00	0	secured
1	Camera	200.00	0	secured
		Total	1105.00	0

Materials and Supplies

My business requires a number of art supplies which includes stretchers, canvas, staples, oil and acrylic paint and paper. I have a large inventory of supplies and will only purchase materials when needed.

Qty	Materials and Supplies	Current Inventory Value	Yearly Purchase Costs	Comments
6	Stretchers (54 x 62 inches) 44ea	264.00	0	secured
20	Oil paint (large tubes) 8ea	160.00	300.00	secured
1	Canvas (1 role)	200.00	300.00	secured
10	Acrylic paint (large container) 12ea	120.00	0	secured
4	Stretchers (30 x 34 inches) 17ea	68.00	300.00	secured
20	Assorted canvases	100.00	0	secured
1	Staples	5.00	5.00	secured
8	Paper 30 x 40 10ea	80.00	0	secured
1	Gesso	50.00	45.00	purchased when needed
	Total	1047.00	950.00	

Human Resources

I currently don't require any additional human resources expenses for the production of my work.

Qty	Skill Set Description	Types of Resources	Monthly Costs	Comments
1	Production/Artist	Owner	0	
		Total	0	

Facilities

Space Requirements

The art production is located in my 600 square foot studio apartment located at XXXXXX. 20 x 15 feet will be dedicated to operations. Of this space 5 x 11 feet is allotted for storage and 5 x 4 feet is allotted for the office. 15 x 15 feet is allotted for the painting production. The ceilings are 10 feet high and the door is 80 inches. The largest painting can be no larger than 78 inches on one side. The geographic location is suitable for producing art and the space is zone as both a residential and commercial space.

#	Item Description	Montly Operation Cost	Comments
1	Rent	387.5	50% of my rent
2	Utilities	13.5	50%
3	Telephone	60.00	50% Cell phone (Fido – service provider)
4	Internet	40.36	Full amount

Location Selection Criteria

The location has already been selected.

Capacity

Operations Cycle Duration

My operation cycle is six months. I can produce one exhibition in six months. I will create 4 paintings a month. One exhibition consists of 24 artworks. The limiting factor is

my time. Unsold paintings stay in my storage for potential studio sales and some paintings stay with the commercial gallery for potential sales outside of my exhibition.

FINANCIAL PLAN

Start-up Costs and Financing

I do not have any start up costs other than my monthly expenses. I have invested \$5000 of my savings into my business. I will gain \$5000 in studio sales and \$5000 in grants and \$10000.00 in sales during my exhibition at XXXXX in 2008. My net income will be \$2000.00. Through my strength with money I will spend max \$1500 a month. February will be an exception because of traveling and I will spend max \$5000 that month. My strength with money are Record Keeping, reliable, quality cost benefit analysis, accretive, resourceful, integrity and having a small foot print. I will continue to record all sales and expenses in the specific templates for my records and income tax purposes.

STRATEGIC ACTIVITY PLAN

Start up

I have a few activities to start up my business from this point. I will set up a GST number and create a better business card.

Marketing and Sales

I will continue to network and have studio visits to expand my relationship with my target markets.

Operations

I will create 4 paintings each month. The current average painting size is 34 x 30 inches.

Finances

Record keeping and taxes

Business Trip to Europe

I am traveling to Europe to see art, architecture and make art contacts internationally. My list of countries includes England, Portugal, Spain, Italy, France and Germany. One week and a half will be spent in Germany because it is a very important art centre. I will research my trip to Europe to create an itinerary before I travel. I am spending no more than \$5000 during my travels.

FUTURE GOALS

My business will concentrate on gaining exposure and recognition as a visual artist to build a positive reputation. This strategy will increase the value of my artwork.

Eventually I will separate my living space from my working space as my business grows. I would like a studio which is attached to my home. I will continue to develop my relationships with curators of public institutions and publicly exhibit my work, locally and internationally such as at the AGO and the MOMA. I will also continue meeting directors of successful commercial galleries to become represented in various countries. The cities in which I would like to be represented in are: London (England), Paris (France), Los Angeles, New York, Vancouver and Montreal. I would like to gain media coverage through articles in Canadian Art (Toronto), Border Crossing (Winnipeg), Modern Painters (London, England), Art Forum (US), Art in America (US) and Flash Art (US). My net income by year four is 50,000.