AMPFORMA

BUSINESS MODEL / 24 MONTHS / OPERATING PLAN

Amplify your product. Bring your story to life. A B2B product promotion company helping businesses show how their products work, what makes them different and why customers should care.

AMPFORMA is a brand solely owned by AMPTEK Promotion Company, based in Kuwait.

1 / What we sell, and to whom

Start with Kuwait-based ecommerce, beauty, food, fashion and hospitality brands, plus agencies needing a production partner. Deliver product photography, videos, creator experiences, AI visuals, models and styling, packaging presentation, and 20-minute product podcasts. Creators apply to a curated partner network; AMPFORMA owns the brief, scheduling, quality control and client delivery.

Positioning: AMPFORMA specializes in product presentation and demonstration. Photography, video, creators and other tools make the product's use and differences clear. Marketing teams plan the audience, offer, channels and distribution; our content gives their campaigns something useful and memorable to show. **"Before you launch the campaign, create something worth seeing."**

2 / Services and custom project quotes

Service	Illustrative scope	Pricing approach
Photos and video	Product details, styled scenes and social-ready clips	Custom quote in KD
Creators and talent	Everyday demos, models and styling; agreed usage	Custom quote in KD
AI visuals	Imaginative product settings and visual concepts	Custom quote in KD
Packaging presentation	Product stickers, packaging styling and small four-line note	Custom quote in KD
Product podcast	20-minute entrepreneur conversation + 4 short highlights	Custom quote in KD

A business can choose one service or combine several. Agree deliverables, production costs, talent, usage and any delivery charges before payment. Quote each project individually; repeat work can be agreed as a fresh scope. Financial figures on page 2 are planning assumptions, not published service prices.

3 / How each job runs

Enquiry → written agreement → payment link → samples → production → review → delivery. Send the payment link personally after agreeing the quote; share the delivery address once payment is confirmed. Allow about one working week after samples arrive and the brief is confirmed. Include two rounds of edits; agree scope changes, reshoots, cancellations and added usage in writing.

Founder leads sales and creative direction; a freelance producer coordinates jobs; vetted photographers, editors, creators, models and stylists work per project. Rent studios by the session first. Track samples at check-in and return. Agree releases, music licenses, usage territory/duration and delivery formats before shooting. Paid creator production does not automatically include posting to their audience.

4 / Acquire clients and retain them

Build 6 clearly labeled sample projects. Each month, target 40 relevant brands and 10 agency partners; aim for 10 qualified conversations and 3 paid pilots. These are targets to validate, not forecasts. After delivery, propose a monthly content calendar. Track qualified-lead conversion, acquisition cost, repeat rate, delivery punctuality and gross margin per job.

Build lean. Scale on demand.

OPERATING ROADMAP / ILLUSTRATIVE KWD ECONOMICS

Period	Execution	Decision gate
Months 1-3	Launch the approved brand and website; interview 15 buyers; recruit 10 vetted partners; fulfill 6 paid pilots manually.	Confirm demand, scope and rights.
Months 4-6	Standardize enquiries, written quotes, manual payment links and delivery. Aim for 4 jobs/month.	Keep average direct cost ≤55%.
Months 7-12	Aim for 7 jobs/month; convert repeat buyers to defined monthly plans; standardize briefs and review.	Target ≥30% repeat buyers and ≥90% on-time.
Months 13-18	Aim for 10 jobs/month; add part-time account coordination; grow agency referrals and podcasts.	Add fixed cost only after 3 profitable months.
Months 19-24	Aim for 14 jobs/month; add a second production crew when booked; test GCC demand remotely.	Add permanent production space only if demand supports it.

5 / Two-year operating model

Planning assumptions only: launch location Kuwait; average revenue KWD 500/job; direct costs 55% (studio hire, talent, production, editing); contribution KWD 225/job. Retainers count as equivalent production jobs, not extra revenue. Capacity assumes about 1.5 production days/job; at 14 jobs/month, a second crew or batched shoots is required.

Metric	Year 1	Year 2
Jobs (quarterly ramp)	6 + 12 + 21 + 21 = 60	30 + 30 + 42 + 42 = 144
Revenue	30,000	72,000
Direct delivery costs (55%)	16,500	39,600
Gross profit (45%)	13,500	32,400
Fixed overhead	12,000 (1,000/month)	21,600 (1,800/month)
Operating surplus before tax, finance & depreciation	1,500	10,800

Year 1 monthly overhead: founder draw 500; sales/content 200; software/admin 150; transport/miscellaneous 150. Year 2: founder 700; coordination 500; sales 250; software/admin 200; miscellaneous 150. Founder draw is included for planning; accounting treatment may differ. Direct-cost assumptions require supplier quotes.

Break-even: 5 jobs/month in Year 1 and 8 in Year 2 at KWD 225 contribution/job. With revenue 20% below plan and the same variable-cost ratio, Year 1 loses KWD 1,200 and Year 2 earns KWD 4,320. With direct costs rising to 65%, base-case surpluses become -1,500 and 3,600 respectively.

Initial cash envelope: KWD 9,000 = 3,000 setup/equipment/sample content + 6,000 operating buffer. Excludes a permanent studio fit-out and any unquoted licensing, deposits or major purchases. Client deposits help cash flow but are not earned profit; track supplier commitments and a rolling 13-week cash forecast.

6 / Launch and next steps

First launch: connect the chosen domain and business email/WhatsApp, test enquiries and make the site public. Enquiries open in the customer’s email app or WhatsApp; quotes, payment links and delivery are handled personally. Confirm operational and usage terms before accepting paid work. **Later, when needed:** add a saved client workspace, automated notifications and media review/delivery. The current project workspace is a labelled demo. Company naming and trademark checks remain separate from domain registration.

Reference model: soona.co (reviewed 21 Sep 2026). Positioning: AMA, “The Four Ps of Marketing,” ama.org/marketing-news/the-four-ps-of-marketing/. Scope, pricing, targets and financial assumptions above are original proposals, not Soona benchmarks.