

## ABSTRACT

---

*In today's digital era, the demand for visual content is increasing, creating business opportunities in photography and videography. Kreema Project is a startup aiming to become the preferred choice for photography and videography services around Bandung and Jabodetabek, offering an experienced team at affordable prices. As the CEO, I am responsible for managing and organizing each division to achieve the company's planned goals and vision through measurable business planning. A strategic business plan has been developed as a guide for Kreema Project's operations. In its first six months, Kreema Project has gained 7 clients, generating a revenue of Rp. 2,050,000.*

*Keywords: Business, Photography, Videography*