



PHOENIX LIGHTING

Business Plan: Lighting Solutions by Brian Oliver

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This business plan outlines a new lighting and logistics company founded by Brian Alan Oliver, a Chief Lighting Technician with over 18 years of experience in the South African film and media industry. This venture is positioned to address critical gaps in gear rental, logistics, and lighting support during Cape Town's peak film season. The company will offer tailor-made, one-stop solutions to productions of all sizes, focusing on efficiency, quality, and reliability.

Market Analysis

Market research, including sources such as WOW, shows a clear seasonal spike in film production activity in Cape Town, particularly during the summer months. This spike leads to shortages in lighting equipment and vehicle rentals. Production teams often have to settle for substandard solutions or coordinate across multiple providers, creating inefficiencies. Gear houses frequently import equipment and conduct night swaps to meet demand, increasing pressure on clients and timelines. This market dynamic highlights the need for a well-resourced, centralized solution.

SWOT Analysis

Strengths:

- 18 years of experience as a Chief Lighting Technician.
- Extensive knowledge of equipment and lighting technology.
- Strong industry relationships and client trust.
- A service-first, flexible business model.

Weaknesses:

- Initial high capital expenditure.
- Limited brand awareness as a new business.
- Operational scalability in peak demand phases.

Opportunities:

- Seasonal gaps in equipment and vehicle supply.
- High demand for full-service solutions.
- Growth of international productions in Cape Town.
- Technological shifts (e.g., LED, CRMX, virtual production).

Threats:

- Competition from established gear houses.
- Economic volatility and logistical costs.
- Production delays due to external global factors.

Business Model

The company will generate revenue from the following streams:

- Lighting gear rental (daily/weekly rates).
- Vehicle and truck hire.
- Technical support and crew supply.
- All-in-one production packages.

The business will focus on creating high-margin returns during the summer film season while building year-round revenue through smaller, flexible productions. Value Proposition The business offers a unique, tailor-made service for each client, ensuring they receive equipment and support suited to their specific needs. By bundling gear, transport, and technical expertise, the service eliminates inefficiencies and provides a single point of contact for productions. This approach ensures simplified logistics, reduced costs, and fewer delays.

Investment Rationale

This venture is ideally positioned to capitalize on Cape Town's annual production surge. The combination of extensive industry experience, identified service gaps, and high seasonal demand presents a clear opportunity for profitability. Investment is sought to acquire lighting gear, build custom vehicles, establish logistics infrastructure, and launch a targeted marketing campaign. With the right funding, the business is projected to break even within 18 months, offering high returns through seasonal contracting and scalable service offerings.