

PRACA ENTERPRISES: Camera Rental + Live Streaming Business

Comprehensive Equipment Breakdown for Bank Financing

EXECUTIVE SUMMARY

PRACA ENTERPRISES presents a low-risk, high-return equipment financing opportunity with **guaranteed loan repayment through diversified revenue streams**. Our phased implementation approach ensures immediate cash flow generation while building toward market leadership in Nairobi's camera rental and live streaming sectors.

Total Financing Request: KSh 5,500,000
Projected ROI: 52% annually
Loan Repayment Period: 30 months
Risk Mitigation: 3 distinct revenue streams + equipment collateral

PHASE 1: FOUNDATION (Month 1-6)

Investment: KSh 1,850,000

CORE CAMERAS & LENSES

Item	Brand/Model	Qty	Unit Price	Total	Daily Rental
Entry Level Cameras					
Canon EOS M50 Mark II Body	Canon	3	65,000	195,000	4,000
Canon EF-M 15-45mm IS STM	Canon	3	18,000	54,000	-
Canon EF-M 55-200mm IS STM	Canon	2	28,000	56,000	-
Mid-Range Cameras					
Canon EOS R50 Body	Canon	2	145,000	290,000	8,000
Canon RF 24-105mm f/4L IS USM	Canon	2	85,000	170,000	-
Canon RF 50mm f/1.8 STM	Canon	2	25,000	50,000	-
Professional Cameras					
Sony A7 III Body	Sony	2	185,000	370,000	12,000
Sony FE 28-70mm f/3.5-5.6 OSS	Sony	2	35,000	70,000	-
Sony FE 50mm f/1.8	Sony	2	28,000	56,000	-

Camera & Lens Subtotal: KSh 1,311,000

BASIC AUDIO EQUIPMENT

Item	Brand/Model	Qty	Unit Price	Total
Rode VideoMic Pro Plus	Rode	4	35,000	140,000
Rode Wireless GO II	Rode	2	32,000	64,000
Audio-Technica ATR2100x-USB	Audio-Technica	2	18,000	36,000
Zoom H1n Handy Recorder	Zoom	3	12,000	36,000
Audio cables & accessories	Various	1	25,000	25,000

Audio Subtotal: KSh 301,000

BASIC ACCESSORIES

Item	Brand/Model	Qty	Unit Price	Total
Tripods & Support				
Manfrotto BeFree Advanced	Manfrotto	4	18,000	72,000
Manfrotto Element MII	Manfrotto	3	12,000	36,000
Power & Storage				
SanDisk Extreme Pro 128GB	SanDisk	10	8,500	85,000
Extra camera batteries	Various	15	4,500	67,500
Multi-battery chargers	Various	6	8,000	48,000
Transport				
Pelican 1510 Cases	Pelican	4	28,000	112,000
Camera bags & accessories	Various	1	28,500	28,500

Accessories Subtotal: KSh 449,000

Phase 1 Total: KSh 2,061,000

PHASE 2: PROFESSIONAL EXPANSION (Month 7-12)

Investment: KSh 1,950,000

PROFESSIONAL CAMERAS & CINEMA LENSES

Item	Brand/Model	Qty	Unit Price	Total	Daily Rental
Market-Preferred Cinema Cameras					
Blackmagic Studio Camera 4K Plus	Blackmagic	4	185,000	740,000	25,000
Sony FX6 Body	Sony	2	485,000	970,000	45,000
Canon C70 Body	Canon	2	425,000	850,000	40,000
Blackmagic Pocket Cinema 4K	Blackmagic	2	125,000	250,000	15,000
Professional Cinema Lenses					
Sony FE 16-35mm f/2.8 GM	Sony	2	185,000	370,000	-
Sony FE 24-70mm f/2.8 GM	Sony	2	195,000	390,000	-
Sony FE 70-200mm f/2.8 GM OSS	Sony	2	225,000	450,000	-
Canon RF 24-70mm f/2.8L IS USM	Canon	2	285,000	570,000	-
Canon RF 70-200mm f/2.8L IS USM	Canon	1	325,000	325,000	-

Camera & Lens Subtotal: KSh 4,915,000

ADVANCED AUDIO SYSTEM

Item	Brand/Model	Qty	Unit Price	Total
Field Recording				
Zoom F6 Field Recorder	Zoom	2	85,000	170,000
Sound Devices MixPre-6 II	Sound Devices	1	125,000	125,000
Professional Microphones				
Sennheiser MKE 600 Shotgun	Sennheiser	2	45,000	90,000
Audio-Technica AT4053b	Audio-Technica	2	55,000	110,000
Shure SM58 Dynamic Mics	Shure	4	12,000	48,000
Wireless Systems				
Sennheiser EW 112P G4	Sennheiser	2	65,000	130,000
Rode RODELink Filmmaker Kit	Rode	2	28,000	56,000
Audio Accessories				
Boom poles & windscreens	Various	1	45,000	45,000
XLR cables & connectors	Various	1	35,000	35,000

Audio Subtotal: KSh 809,000

STABILIZATION & MOVEMENT

Item	Brand/Model	Qty	Unit Price	Total
DJI Ronin-S Gimbal	DJI	1	85,000	85,000
DJI Ronin SC Gimbal	DJI	2	55,000	110,000
Slider & Dolly Kit	Various	1	125,000	125,000

Movement Subtotal: KSh 320,000

Phase 2 Total: KSh 6,044,000

PHASE 3: FLAGSHIP CINEMA EXPANSION (Month 13-18)

Investment: KSh 2,450,000

RED CAMERA SYSTEM & PREMIUM ACCESSORIES

Item	Brand/Model	Qty	Unit Price	Total	Daily Rental
Flagship Cinema Camera					
RED KOMODO 6K Body	RED	1	1,285,000	1,285,000	85,000
RED Accessories					
RED DSMC2 Audio Module	RED	1	125,000	125,000	-
RED Pro I/O Module	RED	1	185,000	185,000	-
RED 4.7" Touch LCD	RED	1	165,000	165,000	-
Premium Cinema Lenses for RED					
Canon CN-E 24-105mm T4 L IS KAS	Canon	1	485,000	485,000	-
RED Support Accessories					
RED Carbon Fiber Tripod	RED	1	85,000	85,000	-
RED Media & Power Kit	RED	1	125,000	125,000	-

RED System Subtotal: KSh 2,455,000

Phase 3 Total: KSh 2,455,000

PHASE 4: PROFESSIONAL PRODUCTION SUITE (Month 19-24)

Investment: KSh 2,988,000

PROFESSIONAL LIGHTING SYSTEM

Item	Brand/Model	Qty	Unit Price	Total
Studio Lighting				
Aputure LS 300X Bi-Color	Aputure	2	125,000	250,000
Aputure LS 120D II	Aputure	4	65,000	260,000
Aputure MC RGBWW	Aputure	6	18,000	108,000
Stage/Event Lighting				
LED Par Lights 54x3W RGBW	Various	8	12,000	96,000
Moving Head Beam Lights	Various	4	35,000	140,000
DMX Controller	Various	1	45,000	45,000
Lighting Accessories				
Light stands & C-stands	Various	10	8,000	80,000
Softboxes & diffusers	Various	8	6,500	52,000
Lighting cables & accessories	Various	1	35,000	35,000

Lighting Subtotal: KSh 1,066,000

PROJECTION & DISPLAY SYSTEMS

Item	Brand/Model	Qty	Unit Price	Total
Projectors				
Epson EB-L1755U Laser	Epson	2	185,000	370,000
Portable LED Projector 4K	Various	2	65,000	130,000
Screens & Displays				
150" Portable Projection Screen	Various	2	35,000	70,000
55" 4K LED Display Monitor	Samsung	2	85,000	170,000
Audience Screens				
32" HD Confidence Monitors	Various	4	28,000	112,000

Display Subtotal: KSh 852,000

STREAMING & BROADCAST EQUIPMENT

Item	Brand/Model	Qty	Unit Price	Total
Video Switching				
Blackmagic ATEM Mini Extreme	Blackmagic	1	185,000	185,000
Blackmagic ATEM Mini Pro	Blackmagic	1	95,000	95,000
Broadcast Monitors				
Blackmagic Video Assist 12G	Blackmagic	2	125,000	250,000
Capture & Recording				
Atomos Ninja V	Atomos	2	85,000	170,000
Streaming Computers				
Dell Precision 5560 i7 RTX	Dell	2	185,000	370,000

Broadcast Subtotal: KSh 1,070,000

Phase 3 Total: KSh 2,988,000

PHASE 4: MOBILITY & LOGISTICS (Month 19-24)

Investment: KSh 2,200,000

PROFESSIONAL TRANSPORT VEHICLE

Item	Specifications	Qty	Unit Price	Total
Custom Equipment Van				
Toyota Hiace High Roof	Modified for equipment	1	1,800,000	1,800,000
Van Modifications				
Custom shelving system	Steel/aluminum racks	1	180,000	180,000
Power inverter system	3000W pure sine wave	1	85,000	85,000
Climate control addition	Equipment protection	1	125,000	125,000
Security system	GPS tracking & alarms	1	45,000	45,000

Transport Subtotal: KSh 2,235,000

ADVANCED AUDIO EXPANSION

Item	Brand/Model	Qty	Unit Price	Total
Large Event Audio				
Digital Mixing Console	Yamaha QL1	1	285,000	285,000
Powered Line Array Speakers	JBL VTX A8	4	125,000	500,000
Powered Subwoofers	JBL VTX S25	2	165,000	330,000
Audio Processing				
Digital Signal Processor	DBX DriveRack	1	85,000	85,000
Wireless Mic Rack System	Shure ULXD4Q	1	185,000	185,000
Professional Microphones				
Wireless Handheld Mics	Shure ULXD2/SM58	6	35,000	210,000
Wireless Lavalier Systems	Shure ULXD1/WL185	8	28,000	224,000
Audio Cables & Accessories				
Professional audio cables	XLR, speakON, etc.	1	65,000	65,000

Advanced Audio Subtotal: KSh 1,884,000

Phase 4 Total: KSh 4,119,000

COMPLETE EQUIPMENT INVESTMENT SUMMARY

Phase	Investment	Cumulative	Equipment Categories
Phase 1	2,061,000	2,061,000	Basic cameras, audio, accessories
Phase 2	6,044,000	8,105,000	Market-preferred cinema cameras
Phase 3	2,455,000	10,560,000	RED KOMODO flagship system
Phase 4	2,988,000	13,548,000	Lighting, projection, broadcast
Phase 5	4,119,000	17,667,000	Transport, large event audio

Total Equipment Investment: KSh 17,667,000

REVISED RENTAL PACKAGES & PRICING

PHASE 1 PACKAGES

Package	Equipment Included	Daily Rate	Target Market
Student Starter	M50 II + kit lens + mic + tripod	5,000	Students, beginners
Content Creator	R50 + RF lens + wireless mic + tripod	12,000	YouTubers, influencers
Event Basic	A7 III + 2 lenses + audio kit	18,000	Small events, portraits

PHASE 2 PACKAGES

Package	Equipment Included	Daily Rate	Target Market
Cinema Professional	Blackmagic Studio 4K + lenses + audio	45,000	Live streaming, studios
Filmmaker Premium	Sony FX6 + GM lenses + pro audio	85,000	High-end commercials, films
Broadcast Standard	Canon C70 + RF lenses + full setup	75,000	Corporate broadcasts, docs
Multi-Camera Setup	3x Studio 4K + switcher + monitoring	125,000	Live events, conferences

PHASE 3 PACKAGES

Package	Equipment Included	Daily Rate	Target Market
RED Cinema Package	KOMODO 6K + CN-E lens + RED accessories	150,000	Feature films, premium commercials
Flagship Production	RED system + support + monitoring	185,000	International productions
Cinema Rental Only	KOMODO body + basic accessories	85,000	Experienced cinematographers

PHASE 4 PACKAGES

Package	Equipment Included	Daily Rate	Target Market
Broadcast Complete	Multi-cam + switcher + monitors	85,000	Live broadcasts
Stage Production	Full lighting + projection + audio	125,000	Concerts, conferences
Corporate Platinum	Complete A/V production setup	180,000	Major corporate events

PHASE 5 PACKAGES

Package	Equipment Included	Daily Rate	Target Market
Festival/Concert	Full sound system + stage lighting	285,000	Large outdoor events
Mobile Studio	Van + complete production setup	350,000	Location productions
Mega Event	Everything + logistics support	500,000	Stadium events, festivals

REVISED REVENUE PROJECTIONS

Phase 1 (Month 1-6) - Monthly Revenue

- Student packages (20 days): 100,000
- Content creator (25 days): 300,000
- Event basic (15 days): 270,000
- Basic streaming (4 events): 480,000 **Phase 1 Monthly Total: KSh 1,150,000**

Phase 2 (Month 7-12) - Additional Monthly Revenue

- Cinema professional (15 days): 675,000
- Filmmaker premium (8 days): 680,000
- Broadcast standard (10 days): 750,000
- Multi-camera setups (6 days): 750,000
- Professional streaming (8 events): 1,600,000 **Phase 2 Additional: KSh 4,455,000 Combined Monthly Total: KSh 5,605,000**

Phase 3 (Month 13-18) - Additional Monthly Revenue

- RED cinema packages (6 days): 900,000
- Flagship productions (4 days): 740,000
- RED rental only (8 days): 680,000
- Premium streaming (6 events): 1,800,000 **Phase 3 Additional: KSh 4,120,000 Combined Monthly Total: KSh 9,725,000**

Phase 4 (Month 19-24) - Additional Monthly Revenue

- Broadcast complete (6 days): 510,000
- Stage production (4 days): 500,000
- Corporate platinum (3 days): 540,000
- Large event streaming (4 events): 1,200,000 **Phase 4 Additional: KSh 2,750,000 Combined Monthly Total: KSh 12,475,000**

Phase 5 (Month 25-30) - Additional Monthly Revenue

- Festival/concert (3 days): 855,000
- Mobile studio (5 days): 1,750,000

- Mega events (2 events): 1,000,000 **Phase 5 Additional: KSh 3,605,000 Combined Monthly Total: KSh 16,080,000**
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LOAN REPAYMENT STRUCTURE

Financing Terms

- **Principal Amount:** KSh 17,667,000
- **Interest Rate:** 12% per annum
- **Repayment Period:** 36 months
- **Monthly Payment:** KSh 625,000 (average)

Payment Security by Phase

Phase	Monthly Revenue	Loan Payment	Safety Margin
1-6	1,150,000	350,000	70%
7-12	5,605,000	750,000	87%
13-18	9,725,000	850,000	91%
19-24	12,475,000	750,000	94%
25-36	16,080,000	750,000	95%

Collateral Package

- **Primary:** All equipment (KSh 17.7M current value)
 - **Secondary:** Business assets and receivables
 - **Insurance:** Comprehensive coverage (KSh 750,000 annually)
 - **Vehicle:** Custom van (KSh 2.2M value)
 - **RED Camera:** Flagship collateral (KSh 2.5M system value)
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RISK MITIGATION & SUCCESS FACTORS

Equipment Protection

- Full replacement insurance on all equipment
- GPS tracking on mobile equipment
- Secure storage facility
- Regular maintenance schedule

Market Diversification

- **25% Content Creators** - steady daily rentals
- **35% Event Industry** - high-value weekend bookings
- **40% Corporate Sector** - premium rates, annual contracts

Operational Excellence

- Online booking system with real-time availability
 - Professional delivery and setup services
 - 24/7 technical support during events
 - Equipment training programs for clients
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CONCLUSION

This comprehensive equipment breakdown demonstrates PRACA ENTERPRISES' commitment to professional excellence and market leadership. The phased approach ensures:

- ✓ **Immediate Cash Flow:** Phase 1 generates KSh 1.15M monthly from Month 1
- ✓ **Market-Preferred Equipment:** Sony FX6, Canon C70, Blackmagic Studio 4K Plus, RED KOMODO
- ✓ **Scalable Growth:** Revenue grows from KSh 1.15M to KSh 16M monthly
- ✓ **Premium Positioning:** RED KOMODO 6K positions company as industry leader
- ✓ **Equipment Security:** KSh 17.7M collateral backing the loan
- ✓ **Market Dominance:** Industry-standard equipment attracting premium clients

Conservative projection shows loan repayment completion in 30 months with 6-month buffer built into 36-month term.