

WENBO CULTURE MEDIA

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ABSTRACT

The short video industry is currently in a period of rapid development in the storm. With the accelerated pace of work and life, people are more impatient for longer videos, while short videos within 5 minutes or even ten seconds can be watched with extraordinarily little time, which just meets people's needs for fragmented reading. At the same time, the short video industry has become the blue ocean market, and increasingly high-quality creators flock into the short videos, including the best of them, which have obtained unimaginable huge profits in a brief time. Therefore, as a form of content expression of the rise of the second half of the mobile Internet era, whether the capital of the giant, the development of the industry is undoubtedly sought after. Seizing the opportunity will get twice the result with half the effort. This project is to shoot short videos or micro-dramas and publish them on major network platforms or social media platforms, and accumulate the number of fans or playback. Short videos or short dramas can be released through TikTok, Kwai and other major online short video platforms, and short videos or micro dramas include: funny, emotion, food, tourism, positive energy, etc. Save fans or broadcast through short videos released on major platforms for profit or publicity.

Keywords: Short video, short time, mobile internet, micro sketch, major network platform

INTRODUCTION AND COMPANY DESCRIPTION

Introduction

Wenbo Culture and Media, The company name is crucial to the future development of an enterprise, because the company name is not only related to the influence of the enterprise in the industry;

Company Description

Wenbo Culture and Media Co. was established in Beijing in 2016, and from 2017 to 2022, branches or offices in Hangzhou, Chengdu, Guangzhou, Shanghai, Chongqing, Changsha, Wuhan, Hainan, Qingdao, Xian, Harbin and other places.

INDUSTRY ANALYSIS

The short video industry is currently in a period of rapid development. Lei Jun, Xiaomi founder, once said: "As long as we stand in the tuyere, pigs can fly." Choosing the right direction allows for the unexpected return.

Strength:

The company is engaged in the media field, has rich experience in the short video industry, proficient in the operation and market development of MCN institutions;

The company has relevant industry experience and rich contacts, performance resources, can set up a high-quality team and develop business smoothly;

Weaknesses:

Newly established business team, the team needs to run-in;

Need enough funds to produce works to create a self-run large V;

Opportunities:

Short video has huge space for development, high market capacity, and new institutions still have many development opportunities;

Threats:

When the work lacks its own distinct and irreplaceable nature, it is easy to be imitated by similar institutions, which may form a vicious competition;

MARKET ANALYSIS AND MARKETING PLAN

Market Analysis

- 1.Tools class short video market
- 2.Information short video market
- 3.Short video community market

Marketing Plan

1. Deep to the vertical class
2. Create high-quality works
3. Establish a content production mechanism
4. multi-production base strategy
5. Acting operation of customer expansion
6. Online development

MANAGEMENT TEAM AND COMPANY STRUCTURE

Table 1 Management Team

Shareholder	Haiwei Pei	Wang Shue Press	Liuqin Peng	Yuanhong Wu
Shareholding Structure	45%	22%	18%	15%

Company Structure



Figure 1 Board of Directors

OPERATIONS AND PRODUCTION PLAN

Operations

1. The company through in entertainment, funny, food, agriculture, rural areas and other aspects of the content, to create a self-run web celebrity, well-known large V gathering online traffic accumulation;

2. The increase of traffic further promotes the building of web celebrity and well-known big V, forming a virtuous cycle;

3. Provide customers with the production and release of short video for generation operation, and tap the potential of web celebrity;

4. Provide short video training courses for personal videos in the future as a means to explore web celebrity.

Production Plan

1. Sharing of platform advertising. The major broadcasting platforms play video to get the advertising share of the platform;

2. Self-received customer product placement advertising revenue. On the basis of not affecting the user experience, the brand information that needs advertising will be implanted in short videos and transmitted to users.

3. Short video e-commerce.

4. User payment.

5. Agency operating income.

6. Future short video training revenue.

FINANCIAL ANALYSIS AND FEASIBILITY ANALYSIS

Financial analysis

Table 2 Purses of the funds

Project	Amount (ten thousand CNY)	Remarks
To posed team salary	140	Three months
Web celebrity promotion and packaging costs	80	
Office equipment and Office space	40	Leasing and decoration (including office equipment)
Floating capital	40	
Amount to		300

Table 3 Financial statements of the Company in 2022-2026 (unit: ten thousand CNY)

Project	2022	2023	2024	2025	2026
Offline operation	60	126	277	498	896
Product service	40	84	184	331	529
Advertising revenue	5	11	25	57	82
Profit sharing	8	18	42	91	145
Franchise fee	0	25	25	50	75

Project	2022	2023	2024	2025	2026
Amount to	113	264	553	1018	1727

Table 4 Monthly financial statements for 2022 (unit: 10,000 CNY)

Project	January	February	March	April	May	June
Operating receipt	0.00	0.00	0.00	36.91	44.29	64.95
Reduced: operating costs	0.00	0.00	0.00	16.21	19.46	28.53
Business tax and surcharges	0.00	0.00	0.00	0.43	0.52	0.76
selling expenses	15.17	17.17	19.17	20.88	22.22	23.63
general expenses	14.13	15.19	16.33	17.55	18.87	20.29
cost of financing	0.00	0.00	0.00	0.27	0.29	0.32
Operating profit	-29.30	-32.36	-35.50	-18.44	-17.06	-8.57
net non-operating income	0.00	0.00	0.00	0.00	0.00	0.00
Total profit	-29.30	-32.36	-35.50	-18.44	-17.06	-8.57
Reduced: income tax	0.00	0.00	0.00	0.00	0.00	0.00
Net margin	-29.30	-32.36	-35.50	-18.44	-17.06	-8.57
Withdraw surplus reserves	0.00	0.00	0.00	0.00	0.00	0.00
appropriation of profit	0.00	0.00	0.00	0.00	0.00	0.00
Undistributed profit at the beginning of the period	0.00	-29.30	-61.66	-97.16	-115.60	-132.66
Closing undistributed profits	-29.30	-61.66	-97.16	-115.60	-132.66	-141.23

Table 5 Renewal of the Company's Monthly Financial Statements for 2022 in the Company (Unit: 10,000 CNY)

Project	July	August	September	October	November	December
Operating receipt	90.34	128.01	131.61	149.93	150.93	168.26
Reduced: operating costs	39.68	56.23	57.81	65.86	66.30	73.91
Business tax and surcharges	1.06	1.50	1.54	1.76	1.77	1.97
selling expenses	25.12	27.71	29.42	30.27	30.47	30.47
general expenses	21.81	23.44	25.20	27.09	29.12	29.14
cost of financing	0.34	0.37	0.40	0.43	0.46	0.53
Operating profit	2.33	18.76	17.24	24.53	22.81	32.24
net non-operating income	0.00	0.00	0.00	0.00	0.00	0.00
Total profit	2.33	18.76	17.24	24.53	22.81	32.24

Project	July	August	September	October	November	December
Reduced: income tax	0.00	0.00	0.00	0.00	0.00	0.00
four. net margin	2.33	18.76	17.24	24.53	22.81	32.24
Withdraw surplus reserves	0.00	0.00	0.00	0.00	0.00	0.00
appropriation of profit	0.00	0.00	0.00	0.00	0.00	0.00
Undistributed profit at the beginning of the period	-141.23	-138.90	-120.14	-102.90	-78.38	-55.57
Closing undistributed profits	-138.90	-120.14	-102.90	-78.38	-55.57	-23.33

Table 6 Profit Statement of the Company from 2022-2026 (Unit: ten thousand CNY)

Project	2022	2023	2024	2025	2026
operating receipt	113.00	264.00	553.00	1,018.00	1,727.00
Reduced: operating costs	82.60	129.00	233.00	459.00	618.00
Taxes and Additional	-	-	-	-	-
selling expenses	30.80	33.88	37.27	41.00	45.10
general expenses	12.40	20.20	25.30	30.40	40.50
cost of financing	0.57	1.32	2.76	5.09	8.64
operating profit	13.37	79.60	254.65	482.51	1014.76
Plus: off-operating income	-	-	-	-	-
Less: off-operating expenses	-	-	-	-	-
total profit	13.37	79.60	254.65	482.51	1,014.76
Less: income tax expense	-	16.55	63.66	120.63	253.69
net margin	13.37	66.05	190.99	361.88	761.07

Table 7 The Company has an estimated total cash flow (unit: ten thousand CNY)

	2022	2023	2024	2025	2026
Cash flow related to operation	18.4	138	483	747	1252
Net working capital changes	-30	-50	-20	-20	40
Capital expenditure	-173.8	-20.6	-58.7	-76.5	-94.3
Total cash flow	-185.4	67.4	444.3	690.5	1197.7

Feasibility analysis

Cash flow from assets consists of three parts: operating cash flow, net capital expenditure and changes in net working capital.

According to the total cash flow statement, compared with the average rate of return of the same industry, and taking into account the risk of the opportunity cost of capital and other factors, we positioned the company's capital cost as 15%, considering within 5 years.

At this time, NPV is far greater than zero, in the calculation period is good, and the company's project is worth investment.

CONCLUSION AND FUTURE WORK

Conclusion

The calculation results are shown in the table above, indicating that the flow ratio is above 2 in terms of solvency, relatively low, good short-term and long-term solvency in terms of profitability; the growth rate of sales revenue and total asset growth rate gradually stabilized after a rapid growth period in previous years. In general, the company's various financial indicators are good, fully showing the company's strong solvency, profitability and development potential.

Future Work

Establish operation team, establish standardized content production mechanism; vertical segmentation in entertainment, funny, food, agriculture, rural areas and other fields, matrix operation of multiple self-run IP, including IP of more than 500,000 fans; initially establish realization channel, angel round financing in 2020.

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