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Bachelor's Degree in Audiovisual Media

"REC.0 EXPERIMENTAL STORES", A NEW CONCEPT OF RETAILING

Viability study

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1. Programming

1.1. Initial planning

1. The most important things to record in this reportage are the images of the opening days of “Rec.08” and the interviews with the members of the company. The opening days are the 6th, 7th, 8th and the 9th of November of 2013 and the interviews can be filmed as from October of 2013. So, it has decided record the images of Igualada and of the Rec neighbourhood, and the images of the spaces without being transformed in September to take advantage of the time. These have filmed with a video camera by Elena Comadran and have a duration of three days, from the 23rd until the 26th of September of 2013.

2. As it has said before, in October it has started to record the interviews. First, it has filmed the interview with Marina Iglesias and the interview with Jordi Ribaudí, two members of the company, in their offices of “RecStores S.L.”. The material used has been a video camera with tripod, headphones, a pole with microphone behringer B5, three spotlights and a reflector. The camera operator and interviewer has been Elena Comadran, the illuminator Javi Cantero and the sound technician has been Jandro Marmelada. Its duration has been of one day, the 8th of October of 2013.

3. Then, the same day, it has filmed the visit of one of the brands in the space that will be transformed in its pop up. Here, the material used has been a video camera, a pole with a microphone behringer B5 and headphones. The camera operator has been Elena Comadran and the sound technician Jandro Marmelada. Also it has filmed one meeting of the company with the same material and the same roles that the interview.

4. As that after this, until the opening days of the event on November, there is nothing to record, it has decided start to edit the filmed material until at moment in the University of Mataró. It is since the 14th until the 26th of October of 2013. The editor has been Elena Comadran and she has used the software of Final Cut Pro X.

5. On the 7th until the 9th of November of 2013 it has filmed images of the shops and of the cultural activities of the “Rec.08”, the last performed edition of the event. It has recorded

with a video camera by Elena Comadran. Also it has filmed images of the totally transformed spaces.

6. The last day of the opening days, the 9th of November of 2013, it has filmed the interview with the last member of the company, Ricard Vila, in his office. The material used has been a video camera with a tripod, headphones, a pole with a microphone behringer B5 and three spotlights. The camera operator and the interviewer has been Elena Comadran, the illuminator Javi Cantero and the sound technician has been Jandro Marmelada. This day also it has recorded the voice cuts of three or four witnesses of the event. The material used is the same except the spotlights so there is not illuminator here.

7. Once it records all the material, it has continued with the edition. It has been in the University of Mataró by Elena Comadran, and its duration has been about 70 days, since the 18th of November of 2013 until the 28th of January of 2014.

The critical ways, seeing the Fig. 1.1., are the 3rd, 5th and the 6th. These are painted with red and they are critical because are tasks about actions with specific days or times. The task number 3 is the recording of one meeting of the company, so it cannot change the day. The tasks number 5 and 6 are tasks about the opening days of the event. These are on the 6th, 7th, 8th and the 9th of November of 2013, so these tasks cannot be deferred these days. They can encompass all these days, changing the quantity of days but they cannot exceed them.

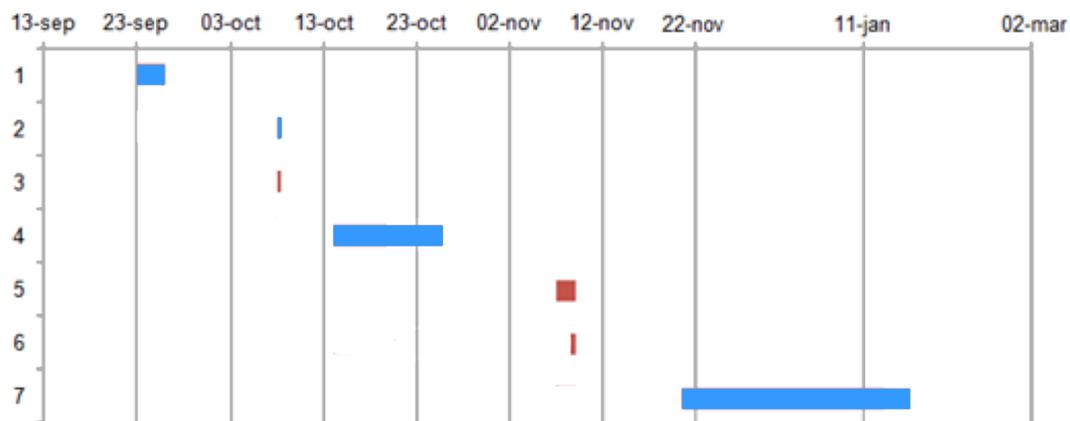


Fig.1.1. Critical ways in the initial planning

1.2. Deviations

The more important things that have changed between the initial planning and the final are the material, the members of the team, remove one of the tasks and a fourth interview with another member of the company:

- In the initial planning is has proposed to use a video camera from the material of the University of Mataró but, at the end, it has decided to use two cameras DSLR: a Canon 60D of Elena Comadran and a Canon 7D of Javi Cantero. The reason is because their quality is very high and as the reflex cameras are of members of the team, is not always necessary to go to the University when it needs to record something. Also it has decided use a Canon EF 50mm f/1,8 for its quality and sharpness, and its easy ability to blur and focus. From the University it also has decided use a recorder Zoom H4 with a microphone SM58 in addition to the other material.
- Finally, the sound technician has been Mariona Pasqual and in some tasks, also Elena Comadran. Javi Cantero has been the illuminator/director of photography but in some tasks, he also has been a camera operator. So, the team consists of two camera operators, two sound technicians and an illuminator/director of photography.
- At final, the visit of one of the brands has not performed because it has not believed necessary.
- In return, it has believed necessary include a fourth interview. The interviewee is Cora Muntané who takes care of the production and the communication of the event so she answers different questions about the cultural activities in the ninth edition of “Rec.0”.

1. This task has carried out as the initial plan with the exception of the camera that it has used a camera DSLR Canon 60D.

2. The interview with Marina Iglesias and the interview with Jordi Ribaudí, also has carried out as the initial plan but it has used a camera DSLR Canon 7D and a recorder Zoom H4. And the technical team has changed: the camera operator and the illuminator has been Javi Cantero, the sound technician has been Mariona Pasqual and the interviewer has been Elena Comadran.

3. In the final planning this task has been only the recording of one meeting of the company. It has carried out as the initial plan with the exception of the camera, that it has been a camera DSLR Canon 7D, and the using of a recorder Zoom H4. The technical team has been the same that in the interviews.

4. The interview with Cora Muntané, the fourth interview that has commented before, it has filmed on the 23rd of October of 2013. The material used has been a camera DSLR Canon 7D with a tripod, headphones, a pole with microphone behringer B5, three spotlights with a reflector and a recorder Zoom H4. The technical team has been the same that in the others interviews. The same day, in the afternoon, it has recorded images of the preparation of the Rec.08” and images of the office of the company. It has used as material a camera DSLR Canon 60D and a camera DSLR Canon 7D. So, here there have been two camera operators: Javi Cantero and Elena Comadran.

5. This task has been the same that in the initial planning, but besides to the recording of images of the shops and of the cultural activities of “Rec.08” and of the totally transformed spaces, also it has recorded images of the “Off Rec”. Here it has used the two cameras again and so, there have been two camera operators afresh: Javi Cantero and Elena Comadran. In the final planning it has decided to take all the opening days of the event, since the 6th until the 9th of November of 2013.

6. The next task has been the recording of the voice cuts of different witnesses of “Rec.08”. In the final planning it has decided ask to seven or eight witnesses to give more diversity in the opinions, and also it has decided distribute this task in two days, the 8th and the 9th of November of 2013. The material used has been a camera DSLR Canon 7D with a tripod, headphones and a recorder Zoom H4 with a microphone SM58. The camera operator has been Javi Cantero and Elena Comadran has been the sound technician.

7. In the final planning it has included the recording of images after the event ended, so this has been filmed on the 11th of November of 2013. It has used a camera DSLR Canon 60D and the camera operator has been Elena Comadran.

8. This task is the interview with Ricard Vila. In the final planning this has filmed on the 28th of November of 2013 with a camera DSLR Canon 7D and with a microphone Rode

VideoMic Pro. The camera operator has been Javi Cantero and Elena Comadran has been the sound technician and the interviewer.

In the final planning there also has been two phases of edition but they have been after the opening days. This is carried out at Elena Comadran house by her and with Final Cut Pro X:

9. The first phase has been a duration of 33 days, since the 18th of November until the 20th of December of 2013.

10. The second phase has been a duration of 40 days, since the 20th of January until the 28th of February of 2014.

It has decided record different time lapses for the introduction to create more diversity of shots and more dynamism. The material used for these have been a camera DSLR Canon 60D with a tripod and an intervalometer, and the camera operator has been Elena Comadran. They have been as follows:

11. The first one has been a time lapse of Igualada while the sun sets, on the 24th of January.

12. The second one has been a time lapse of Igualada while the sun rises, on the 28th of January.

13. The third one has been a time lapse of Igualada with clouds moving, on the 29th of January.

14. The last one has been a time lapse of Rec neighbourhood with clouds moving, on the 12th of February of 2014.

The theoretical projects have started once all the material has filmed. They have written at Elena Comadran house by her with Microsoft Word in a MAC OS X.

15. For Mataró University it has had a duration of 68 days, since the 12th of February until the 16th of April of 2014.

16. On the 16th until the 28th of February of 2014 Xavi Gómez has designed and produced a short animation of the title with Adobe After Effects.

17. The theoretical project for Glyndwr University has had a duration of 31 days, since the 17th of February until the 20th of March of 2014.

It has decided dub the interviews and it has carried out at Elena Comadran house and the sound has recorded with a microphone Rode VideoMic Pro in a camera DSLR Canon 60D and headphones. The sound technician has been Elena Comadran:

18. The dubbing of Marina Iglesias, of the Cora Muntané and of one witness, it has done by Silvia Escobar on the 19th of February of 2014.

19. The dubbing of Jordi Ribaudí, of Ricard Vila and of five witnesses, it has done by Carles Pulido on the 27th of February of 2014 and in the same day, Elena Comadran has dubbed the leftover witnesses.

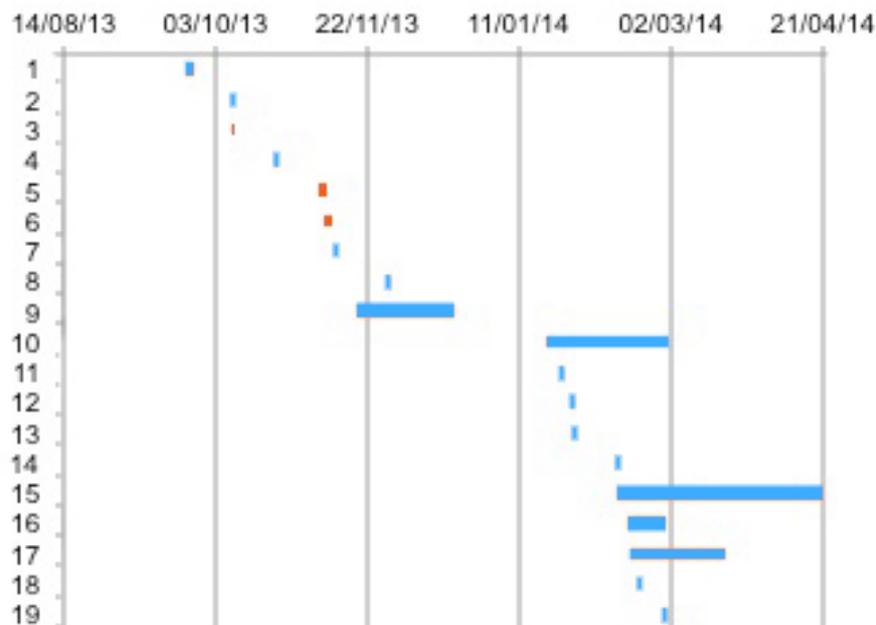


Fig.1.2. Critical ways in the final planning

2. Analysis of the technical viability

The technical resources are the following:

- Camera DSLR Canon 7D of Javi Cantero because it has a high performance and HD cinematic style videos with a resolution of 18 MP and an extraordinary quality.
- Camera DSLR Canon 60D of Elena Comadran because it can make Full HD videos with a resolution of 18 MP and a big quality.
- Tripod Cullmann C51801 because it is very solid but very lightweight and comfortable and it is very economic.
- Pole with a microphone behringer B5 of the Mataró University for the interviews because it is a cardioid and omnidirectional microphone and it is perfect for not bothering and it allowed us to bring the microphone without it being see.
- Recorder Zoom H4 of the Mataró University because it has a big quality.
- Microphone SM58 for recorder of the Mataró University because it is a dynamic cardioid microphone, very good and recommended for vocal registers. It is used for the cut voices of witnesses.
- Pack of 4 AA batteries for the recorder.
- 3 spotlights with tripods of the Mataró University for creating the three points of light in the interviews.
- Reflector of Javi Cantero.
- Headphones of Elena Comadran.
- 3 Camera DSLR batteries of Javi Cantero and of Elena Comadran.
- 3 extension adapters for the spotlights of Javi Cantero.
- 6 meters of cable canon-canon of the Mataró University.
- 1 meter of cable canon-canon of the Mataró University.
- 16 Gb SD memory card for Canon 60D of Elena Comadran.
- 8 Gb Compact Flash memory card for Canon 7D of Javi Cantero.
- 2 Gb SD memory card for recorder of Elena Comadran.
- 2 Canon EF 50mm f/1,8 of Javi Cantero and of Elena Comadran because it is an excellent lent for record video as it has very good quality and it allows a lot of blur between the object and the background.
- Grip for Canon 60D.
- Intervalometer for Canon 60D.

- Pack of 8 AAA batteries for the intervalometer.
- Microphone Rode VideoMic Pro.
- Battery of 9V for the microphone Rode.
- MAC OS X because it wants to edit the project with Final Cut Pro X and it only works with Macintosh.
- Final Cut Pro X because it is the software that the editor of the project knows better.
- Adobe Audition CS6.
- Adobe After Effects CS6.
- Microsoft Office.

The material from the Mataró University is has requested with more than 48 hours in advance to ensure to have it on the necessary day.

The infrastructure used is the offices of the company of “RecStores S.L.”. It has talked with each member of the company who is interviewed to see both their availability and the availability of their offices or spaces where the interviews take place.

The shooting day of the interviews with Jordi Ribaudí and with Marina Iglesias is the 8th of October of 2013. This day it has also filmed one meeting. The shooting day of the interview with Cora Muntané is the 23rd of October of 2013. This day it has also filmed images of the company’s offices. The shooting day of the last interview is with Ricard Vila and it is on the 28th of November of 2013.

And other infrastructures are the spaces where the event is performed. For this, it has talked with Cora Muntané, a member of the company, to know which days it can record these spaces before and after the event and also which days the event is performed to know when it can record these again. The days to can record images of the spaces before the event are the 23rd of September of 2013 to record the spaces without being transformed, and the 23rd of October of 2013 to record the preparation of “Rec.08”. It is performed on the 6th, 7th, 8th and the 9th of November of 2013, so the day to record images of the spaces after the event is the 11th of November of 2013.

3. Analysis of the economic viability

The budget for this project is described in the point 3.1. And it is financed with savings that the director has kept.

This product would be profitable if it is sold to the company of “RecStores S.L.” or to any television channel or the Town Hall of Igualada, furthermore also it would recover the inversion. And considering that the project budget is about 13.500 €, as seen in Table 3.5., if this was sold, it would ask to charge the an amount of 10.000 €. It is because the cost does not include the realization of the technical projects and therefore the cost of use of Microsoft Office.

3.1. Budget

3.1.1. Costs of material

Description	Quantity	Unitary price (€)	Total (€)
Tripod Cullmann C51801	1	34,55	34,55
Pack of 4 AA batteries for recorder	1	3,50	3,50
Grip for Canon 60D	1	45,00	45,00
Intervalometer for Canon 60D	1	16,97	16,97
Pack of 8 AAA batteries for intervalometer	1	5,99	5,99
Microphone Rode VideoMic Pro	1	155,89	155,89

Battery of 9V for microphone Rode	1	3,45	3,45
TOTAL OF COSTS OF MATERIAL			265,35

Table 3.1. Costs of material

3.1.2. Costs of human resources

Concept	Hours	Price/hour (€)	Total (€)
Study and documentation	15	25,00	375,00
Plan everything	25	25,00	625,00
Production and editing	300	25,00	7500,00
Technical projects	80	25,00	2000,00
TOTAL OF HUMAN RESOURCES			10500,00

Table 3.2. Costs of human resources

3.1.3. Depreciation of equipment, instruments and software

Used equipment	Hours of use	Price/hour	Total
<u>Equipment and informatics programs</u>			
MAC OS X 10.9.1	335	0,50	167,50
Software Final Cut Pro X	200	2,00	400,00
Software Adobe Audition CS6	30	1,50	45,00

Software Adobe After Effects CS6	25	1,50	37,50
Microsoft Office	80	1,00	80
TOTAL DEPRECIATION			730,00

Table 3.3. Depreciation of equipment, instruments and software

3.1.4. Indirect costs

The indirect costs consider the different costs for the use of the premises where the project has been developed, such as the consumption of electricity and water, the rental of a local, etc.

For this project, it has only been as indirect cost the consumption of electricity when it has used the computer. So, the indirect costs of this project are of the 16% of the subtotal.

3.1.5. Other costs of the project

It has spend 18,00€ of petrol and 3,95€ of tolls of the motorway each day that it was needed material from the University, to go to University to pick up these material, and the same to go to return them. Also it has had another cost in petrol for the travels of filming management.

The totally cost for these travels it shows in the Table 3.4. Other costs of the project.

Travel costs of material management (€)		Number of days that it was needed material from the University
Petrol to go to pick up the material	18,00	
Petrol to go to return the	18,00	

material		
Tolls of the motorway to go to pick up the material	3,95	
Tolls of the motorway to go to return the material	3,95	
Subtotal	43,90	4
Subtotal of material management		175,60
Travel costs of filming management (€)		Number of days
Petrol to go and to return the filming of the project	0,94	17
Subtotal of filming management		15,98
TOTAL OF OTHER COSTS		191,58

Table 3.4. Other costs of the project

3.1.6. Project costs

The following table, Table 3.5. Project costs, shows the final total cost of the project, which is 13556,84 €.

Costs of material	265,35 €
Costs of human resources	10500,00 €
Depreciation of equipment, instruments and software	730,00 €
Other costs of the project	191,58 €
Subtotal	11686,93 €
Indirect costs (16%)	1869,91

TOTAL	13556,84
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Table 3.5. Project costs

3.2. Market research

The market of this product has an autonomous size and the geographical distribution is the city of Igualada (Barcelona, Spain).

The future trend is more known brands come to the event and therefore, the “Rec.0” grow. Also more people come to it to see this event and the neighbourhood of Rec.

This market is a retail consumer market. It is growing each passing day and therefore, the companies need to modify their business activities considering the changing consumption trends of the customers and their lifestyle that also is changing. Its characteristics are the following:

- Demographic characteristics: according to the population pyramid of 2013, Igualada has a population over birth to death, though it is an adult population because the largest volume of people is centred between 30 and 55 years of age. There is a 50,97% of women and a 49,02% of men. The unemployed population is 3799 people, a 52,88% of women and a 47,12% of men. The bulk is located from the 25 years until the retirement age. It has most strongly affected the services sector with 2202 unemployed, followed by industry with 800, building with 339 and, finally, agriculture with 100. The region of Anòia is the Catalan region with lower immigration.
- Geographic characteristics: Igualada is the capital of the Anòia’s region in the Barcelona province. It is located 67 Km from it and it is situated in the left side of the Anòia’s river, in the centre of Òdena basin. It has an extension of 8,2 Km². This city highlight for its industrial and commercial centre specialized in textile industries and tanneries with the elaboration of leather and textiles. In fact, it is the first core in knitwear in Spain. Also it is a city with an important mechanical industry and of construction material. The climate is Mediterranean with cold winters and hot summers, and with low rainfall.

The market of this product is segmented on the one hand, for people who like the fashion and the branded products, and who want buy products with a reduced price. Also there are people who want discover the independent designers. On the other hand, there are people who want to enjoy the cultural activities and the shows that the shops organize. And also there are people who just want to walk by the event and by the neighbourhood, and drink or eat something while seeing the environment.

As the distribution channels of this audiovisual product, if it sells it, it will be able appear on the television or in a viewing in the event.

The particularities of the industrial sector are that today, many people cannot afford to buy branded products, but they can afford to come to “Rec.0” and buy the products that are sold as everything is on offer at a reduced price.

“Rec.0 Experimental Stores” is an event that combines the fashion world and also the culture and the patrimony in a tanner neighbourhood. It is performed during only three or four days every six months with the objective to give life to this neighbourhood. In it, it sells products of known brands but also of independent designers in a reduced price. It is a radical sale of the brands stocks.

- SWOT analysis of “Rec.0 Experimental Stores”:

Internal analysis	Weaknesses	Strengths
	<ul style="list-style-type: none"> - Although it wants to increase the space of the event, is difficult to find new spaces to convert to pop ups. 	<ul style="list-style-type: none"> - It is an event considered as unique for the big concentration of pop ups that has. - The combination of fashion and of culture makes it more interest. - Highly experienced team. - Products of known brands with a very discounted price.

External analysis	Threats <ul style="list-style-type: none">- Another fashion fairs with discounted prices.- Another fashion fairs or events that combines the fashion world and the culture.	Opportunities <ul style="list-style-type: none">- More known brands come at the event.- More people know the event and it can grow.
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Table 3.6. SWOT analysis

4. Legal aspects

- The song of *I'm not blue* by Cálido Home is from the CD of *De l'un i per l'altre*, and the others songs are sent by the group itself. As they have said through e-mail, it has not to worry about the copyrights because if this reportage airs on television, is the channel itself who is responsible for purchasing emission rights:

“Ho hem preguntat i el tema és que si tv3 compra els drets per emtre-ho, és la mateixa tv3 qui se'n fa càrreg dels drets, tu no t'has de preocupar per a res” (Cálido Home, 26 Mar 2014).

- The song of *Chucky the construction worker* is by Kevin MacLeod from Incompetech website. It is licensed under Creative Commons: By Attribution 3.0. [<http://creativecommons.org/licenses/by/3.0/>].

It must to copy and paste the following text into the video's credits:

"Chucky the Construction Worker" Kevin MacLeod (incompetech.com)

Licensed under Creative Commons: By Attribution 3.0

<http://creativecommons.org/licenses/by/3.0/>

- The photographs of the previous editions of “Rec.0 Experimental Stores” used have been provided by Cora Muntané, a member of the “RecStores S.L.” company.

This project is protected with a Creative Commons licence. This licence is of attribution, non-commercial and share alike (by-nc-sa), so a commercial use of the original work or any derivative works are not permitted, the distribution of which should be done with the same license that governs the original work. According to the term non-commercial, the person interested in the project and its author would have to agree -in exchange for money, for example- to be used for a commercial purpose.

