

Independent Study Title	DEVELOPING AN AI-DRIVEN IMAGERY PRODUCTION UNIT: BUSINESS PLAN
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## **ABSTRACT**

This independent study develops the strategic framework, operational model, and business plan for AiMe, an AI-driven imagery production unit launching within IMPACT Asia Pacific in Bangkok. The initiative addresses a critical market gap: fashion, beauty, and luxury brands require exponentially more visual content across digital platforms while maintaining premium quality standards and managing flat budgets. AiMe bridges this gap through hybrid human-AI workflows that preserve creative excellence while enabling production scalability.

The research methodology integrates academic theory with empirical validation by combining stakeholder interviews, workflow benchmarking, and pilot testing across 28 projects, including a dedicated experimental partnership with a production studio operating in Melbourne, Sydney, and Shanghai. This testing validated four core services: AI-Enhanced Post-Production, Product Variation Generation, Campaign Asset Multiplication, and Concept Visualization. Each service underwent rigorous quality assessment, performance tracking, and client approval measurement.

Results demonstrate significant operational advantages: 50-75% time reduction for compatible workflows, production cost savings per avoided photo shoot, and quality scores of 4.2-4.5 out of 5 when human oversight is maintained. Critically, 100% of projects required expert human supervision to meet luxury brand standards,

validating the hybrid model necessity. The study identifies specific use cases where AI augmentation delivers maximum value while documenting limitations requiring traditional methods.

These findings enable the creation of a comprehensive business plan including organizational structure with defined roles and accountability frameworks, phased capacity planning leveraging existing client relationships, tiered pricing models reflecting complexity levels, and 24 months financial projections targeting operational profitability by Month 10-11. The plan projects Year 1 cumulative investment of 5.4 million THB with break-even occurring between Month 17 and 23 depending on adoption scenarios, and Year 2 monthly profitability of 450,000 THB.

The study contributes both on practical implementation guidance for IMPACT and on broader insights of AI integration in premium creative services where quality, brand consistency, and craftsmanship remain non-negotiable despite efficiency pressures.

**Keywords:** Artificial Intelligence (AI), Creative Post-Production, AI-Driven Imagery, Hybrid Creative Services, Brand-Consistent Visuals, Image Generation Technology, Fashion Photography Post-Production, E-commerce Visual Content, AI in Creative Industries, Business Plan, Financial Analysis, Marketing Strategy, Operating Model