

# Equipment Planning & Investment

Photography & Videography

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

## Background

Plans equipment investment — the cameras, lenses, lighting and support gear your niche needs, priority order, buy-vs-rent decisions, and budget phasing — so you invest capital in the gear that earns and rent the rest. Use it to plan gear. For buy-vs-rent maths use the Equipment Buy-vs-Rent & ROI (via finance).

## Purpose of this tool & output

Invest in the right gear for your work

## How the output is used

Use it to invest in the right gear for your work — an equipment planning and investment guide matched to your niche and budget.

## Important cautions

Always own a backup body (a wedding cannot be shot on one camera), buy high-usage core gear, and rent occasional/expensive gear; camera gear obsolesces, so do not over-invest in the latest — invest where it earns and conserves cash.

## Companion documents

- Studio Space Setup & Design
- Equipment Maintenance & Insurance
- Data Storage & Backup Infrastructure
- Equipment Rental Management
- Gear Inventory & Kit Management
- Studio Software & Tech Stack

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.