

Luxe Living Interior

Experience the art of interior design with Luxe Living.

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Luxe Living

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design with Luxe Living

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Personal Information



Muhammad Evan Julian



Experience

- Experience: 5+ years in the interior design industry
- Expertise: Space planning, colour theory, material selection, and project management
- Passion: Creating beautiful, functional spaces that meet client needs

About me

- Philosophy: Good design can transform lives
- Approach: Provide personalized, high-quality design solutions that exceed client expectations
- Method: Effective communication and collaboration with clients to ensure their vision is realized

Project

- Recently completed a residential renovation in downtown Manhattan
- Transformed a cramped and outdated apartment into a modern and open space
- Worked closely with the client to incorporate their love of art and travel into the design
- Result: A beautiful, functional, and unique living space that exceeded the client's expectations

General Information

At Luxe Living Interior, we specialize in creating beautiful and functional living spaces for our clients.

We have been in the interior design industry for 2 years, and we have a team of highly skilled and experienced designers who are passionate about what they do.



Problems

As homeowners, we all want a living space that is beautiful, functional, and tailored to our unique needs. However, creating such a space can be daunting, especially if you don't have experience or knowledge of interior design.



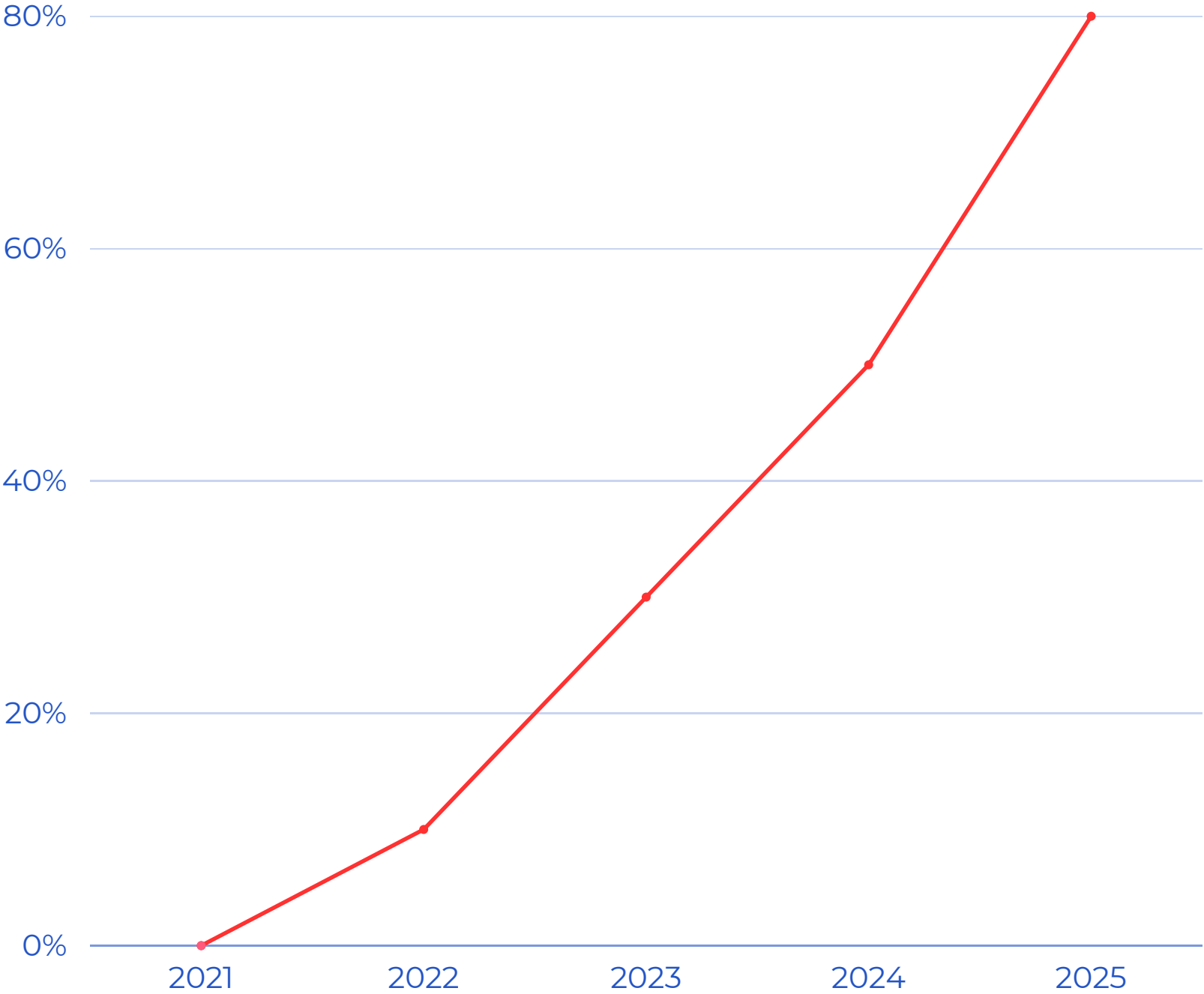
Solutions

SOLUTION



By hiring an experienced interior designer, homeowners can benefit from their expertise and knowledge to create a space that meets their specific requirements and preferences. Interior designers can work closely with homeowners to understand their vision, needs, and budget and come up with a customized design plan that meets all these requirements.

Why now?



- **Growing demand for personalized and unique design solutions**

As consumers seek to differentiate themselves from the masses, the demand for personalized and unique design solutions has grown significantly in recent years.

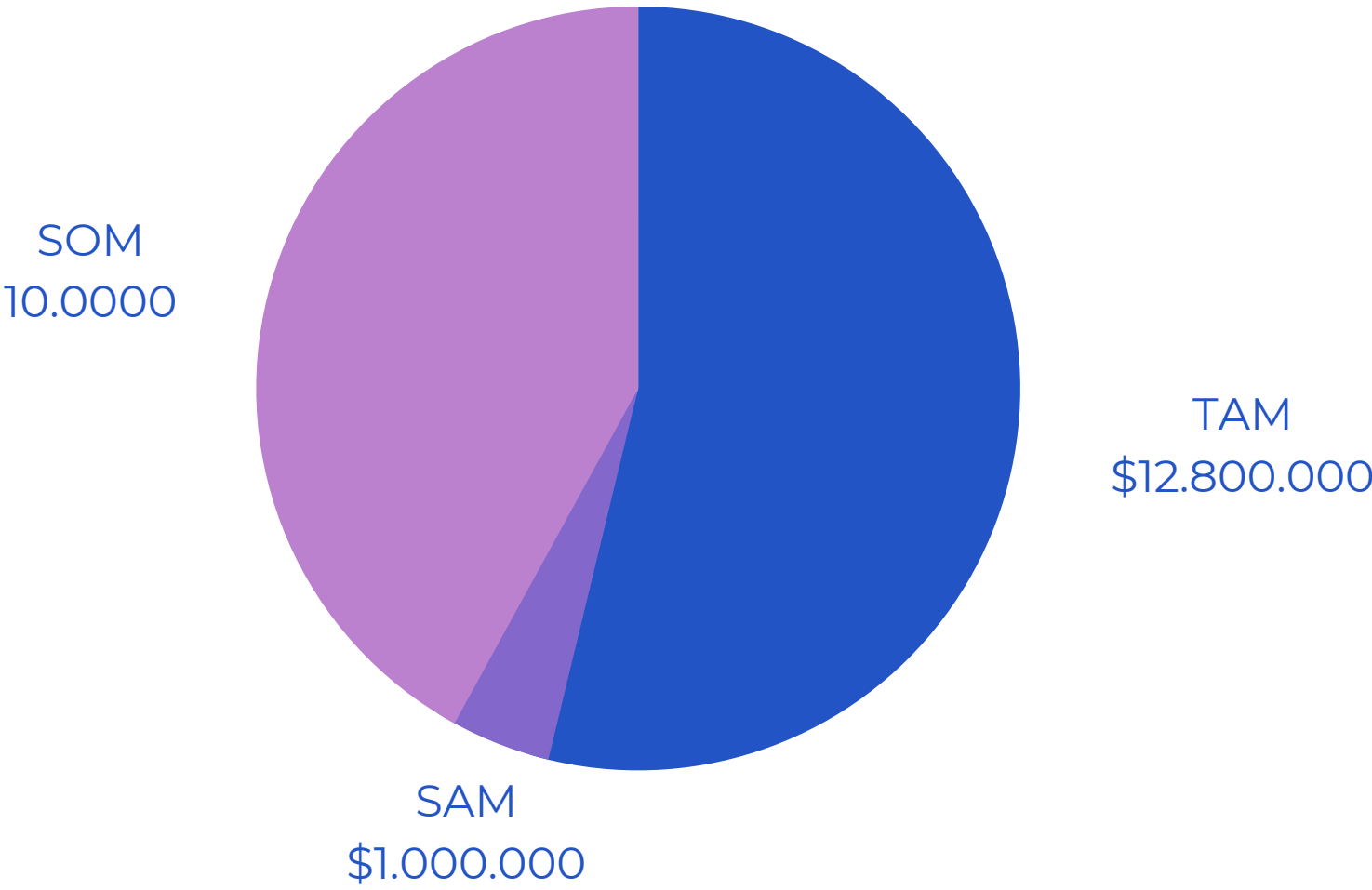
- **Increasing focus on wellness and sustainability:**

With a growing awareness of the impact of our actions on the environment and our health, many consumers are seeking out products and services that prioritize sustainability and wellness.

- **Economic growth and increased spending on home improvement:**

As the economy continues to recover from the COVID-19 pandemic, many homeowners and commercial clients are investing in home improvement projects.

Market Size



Total Available Market: (TAM)

- Total number of households in the US: 128 million
- Percentage of households that have used an interior designer in the past: 10%
- Estimated TAM: 12.8 million households

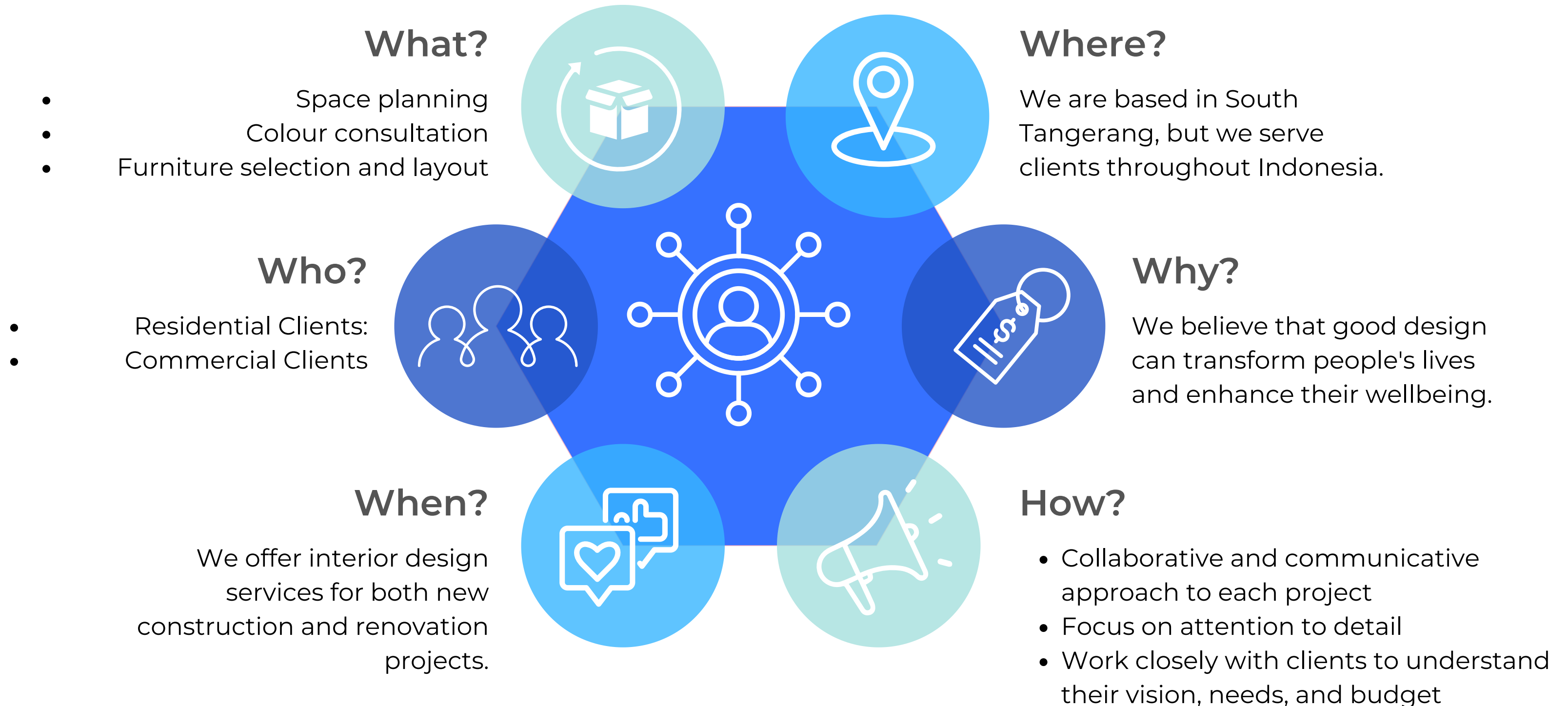
Serviceable Available Market: (SAM)

- Number of households in major metropolitan areas with an average annual income over \$100,000: 5 million
- Percentage of these households that have used an interior designer in the past: 20%
- Estimated SAM: 1 million households

Serviceable Obtainable Market: (SOM)

- Number of households in major metropolitan areas with an average annual income over \$100,000 that are actively seeking interior design services: 100,000
- Estimated SOM: 100,000 households

Market Segmentation



The Competitors

One of our main competitors is WayFair, which has been in the industry for over 20 years and has a strong reputation for its high-end residential and commercial designs. However, their services come with a premium price tag and may not be affordable for all clients.

Another competitor is BORCELLE, a new design firm focusing on sustainable and eco-friendly solutions. While they offer unique and environmentally conscious designs, their services may not cater to clients who prioritize luxury and aesthetics.

Lastly, several online design services, such as Rimberio, offer affordable design solutions to clients through virtual consultations. However, these services lack the personal touch and attention to detail our client's value.

Our competitors

Competitor 1



Competitor 3



Competitor 2



BORCELLE
INTERIOR DESIGN

Our Product

1. Custom Furniture Collection



Our Custom Furniture Collection offers bespoke pieces tailored to our client's unique styles and needs, crafted with the finest materials and expert craftsmanship.

2. Lighting Design Services



Our Lighting Design Services provide expert guidance on lighting selection, placement, and installation to enhance the ambiance and functionality of any space.

3. Space Planning Service



Our Space Planning Service maximizes the potential of any room, taking into account flow, function, and aesthetics to create a space that feels both inviting and practical.

The SWOT Analysis



STRENGTHS

- Highly skilled and experienced designers with a passion for creating beautiful and functional spaces
- A collaborative approach to working with clients to ensure their vision is realized

WEAKNESSES

- Limited physical locations may limit accessibility for some clients
- High-end pricing may not be feasible for all potential clients

OPPORTUNITIES

- Growing demand for interior design services, particularly in the luxury market
- Expansion into new geographic regions to increase accessibility and reach new clients
- Introduction of new products and services to meet the evolving needs and preferences of clients

THREATS

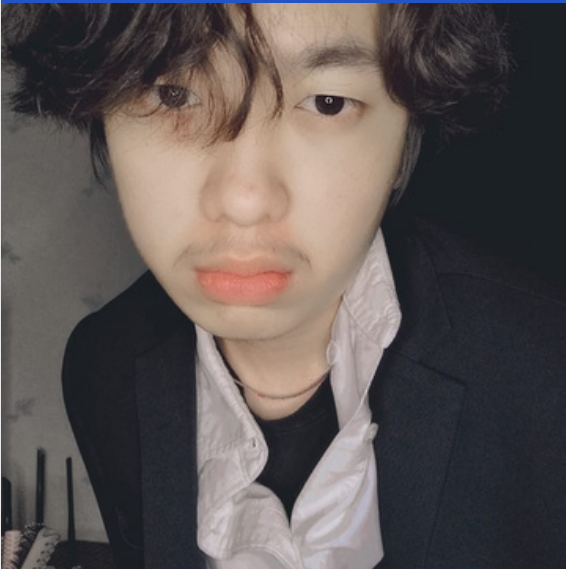
- Competition from established and emerging interior design firms
- Economic downturns or market fluctuations that may affect demand for high-end design services

CONCLUSION

We strive to improve at Luxe Living Interior to better serve clients with personalized and high-quality design solutions.

Our Team

CEO and Creative
Director



M Evan Julian

Lead Designer



Im Na-yeon

Project Manager



Chou Tzu-Yu

Marketing Manager



Park Ji-Hyo

Financials

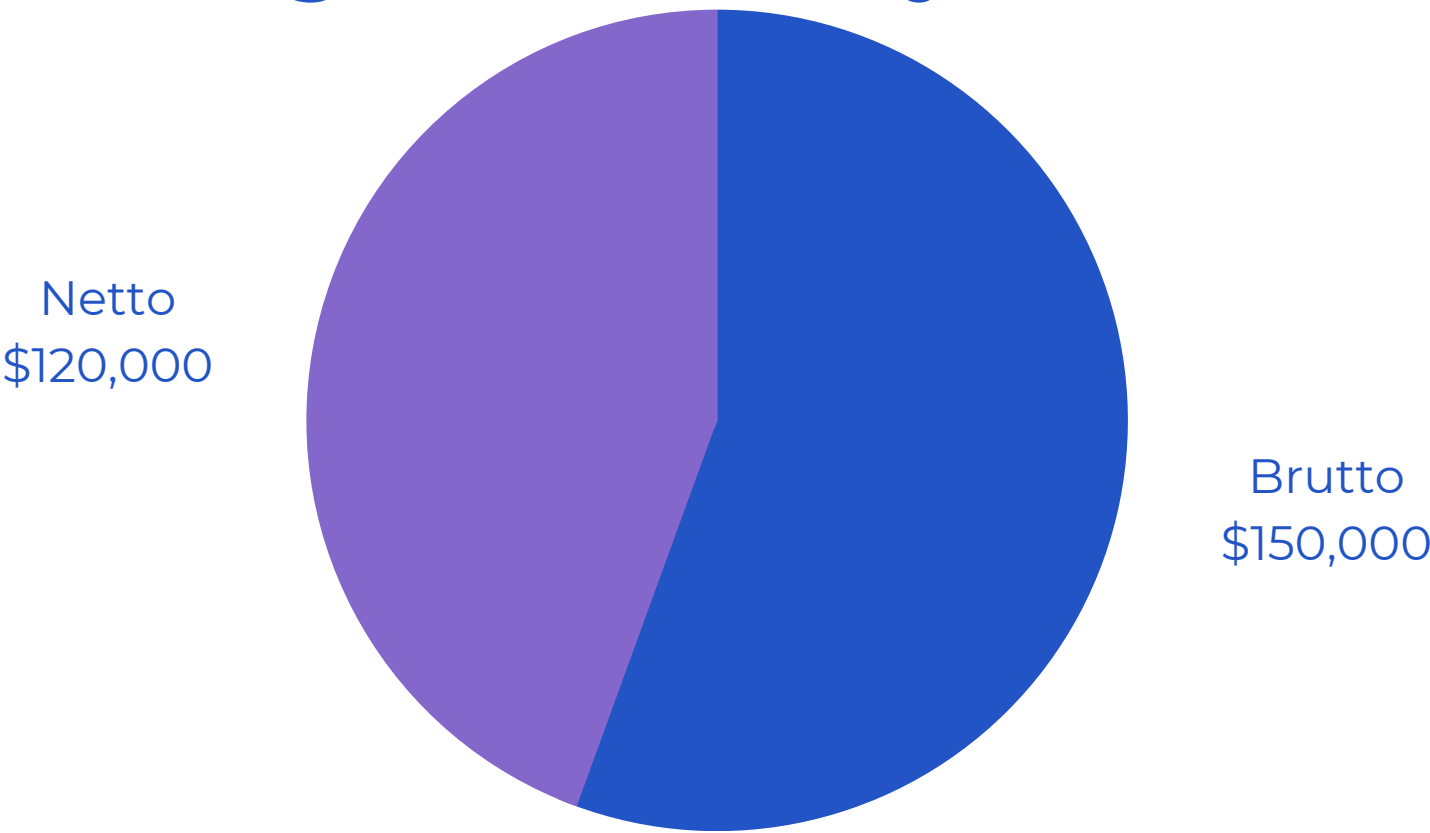
Start-up costs:		
	Office rent and utility deposits	\$5,000
	Furniture and equipment	\$10,000
	Legal and accounting fees	\$3,000
	Website design and development	\$2,000
	Marketing and advertising expenses	\$2,500
	Total start-up costs	\$22,500
Operating costs:		
	Office rent and utilities	\$1,500/month
	Employee salaries and benefits	\$10,000/month
	Materials and supplies	\$2,000/month
	Marketing and advertising expenses	\$1,500/month
	Insurance and legal fees	\$500/month
	Total monthly operating	\$15,500
Revenue projections:		
	Average project fee	\$20,000
	Estimated number of projects per month	3
	Total monthly revenue	\$60,000
	Total Cost	\$98.050

Financial Planning

Budget Plan

- Project Name: Residential
- Renovation Project Project
- Duration: 6 months Start Date: June 1, 2023
- End Date: December 1, 2023

Budget Summary



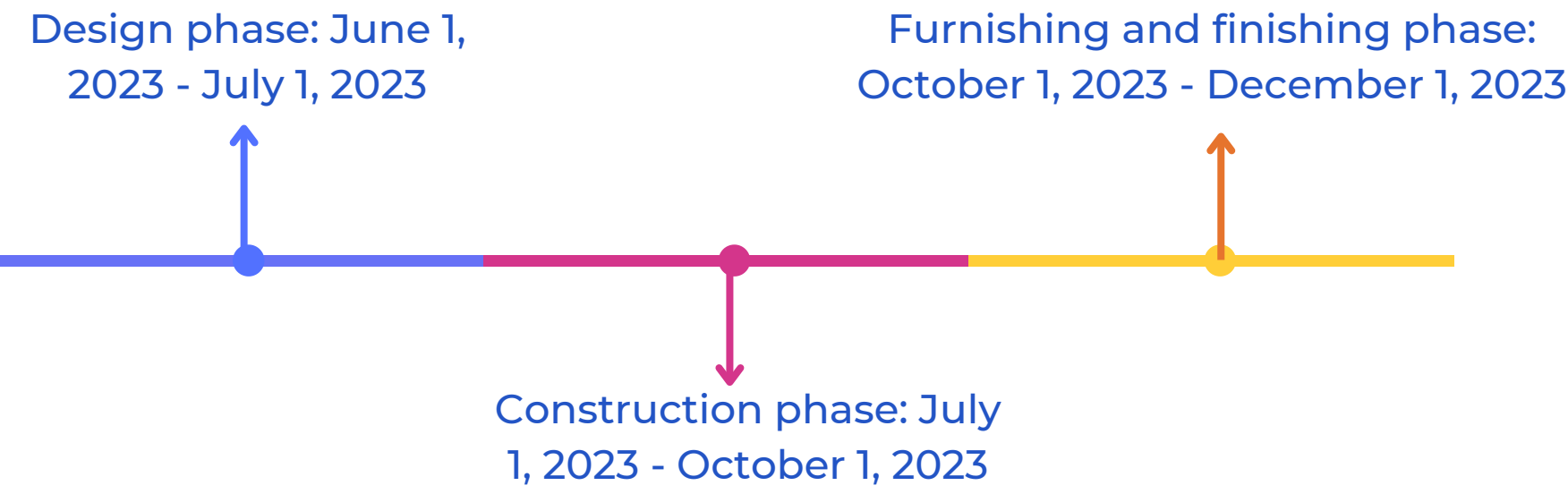
Expenses

- Design fees: \$30,000
- Construction costs: \$70,000
- Materials and furnishings: \$20,000
- Permit fees: \$5,000
- Miscellaneous expenses: \$5,000

Profits

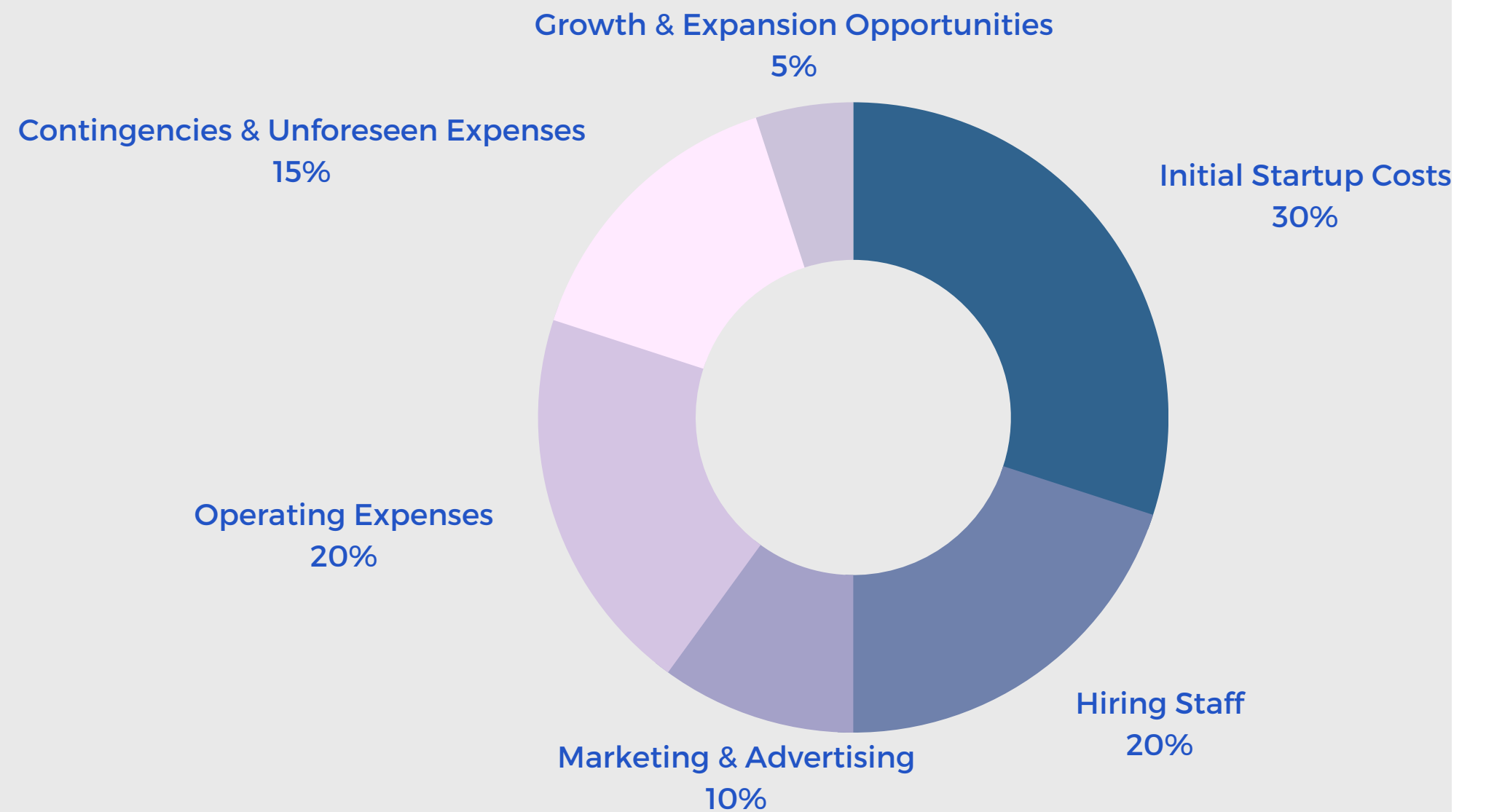
- Projected profit: \$30,000

Timeline



Fundraising

- 30% For initial startup costs (e.g. office space rental, equipment, software)
- 20% For hiring staff (e.g. designers, assistants, administrative support)
- 10% For marketing and advertising (e.g. website development, social media ads, print materials)
- 20% For ongoing operating expenses (e.g. rent, utilities, insurance)
- 15% For contingencies and unforeseen expenses (e.g. unexpected repairs or emergencies)
- 5% For growth and expansion opportunities (e.g. attending industry conferences, opening a second location)



Marketing Strategy



Target Audience

High-end homeowners: Our ideal residential clients are individuals who have a discerning taste for high-quality design and are looking for unique, personalized design solutions that reflect their personalities and lifestyle.

Commercial clients: Our ideal clients are businesses looking to create a visually appealing, functional, and inspiring work environment that reflects their brand identity and values. They may be looking to design a new office space, a retail store, a restaurant, or a hospitality venue.

Marketing Budget

- Website design and maintenance: \$2,500 per year
- Social media advertising: \$500 per month
- Email marketing software: \$100 per month
- Industry events and associations: \$1,000 per year

Marketing Channels

- Website: A well-designed website that showcases our portfolio, services, and client testimonials.
- Social Media: We will use social media platforms like Instagram and Pinterest to share our work, interact with potential clients, and build our brand.
- Email Marketing: We will create a mailing list of potential and existing clients and use email marketing to stay in touch, share our latest work, and promote our services.

Marketing Objectives

- Increase website traffic by 20% in the next six months.
- Increase social media followers by 500 in the next three months.
- Obtain at least two referrals per month from satisfied clients.
- Attend at least two quarterly industry events to network and build our brand.
- Convert at least 50% of potential clients who inquire about our services into paying clients.

Conclusion

Our interior design business is dedicated to providing our clients with high-quality, personalized design solutions.

With our focus on collaboration, communication, and attention to detail, we aim to exceed our client's expectations and create beautiful, functional spaces that transform their lives. We understand the importance of staying competitive and have developed a comprehensive marketing strategy to target our ideal clientele. Our team's expertise in the industry,

Our commitment to innovation and creativity positions us as a leading interior design business. We are excited about the future of our business and look forward to continuing to deliver exceptional design services to our clients.



Thank You!

Our hope for the future of our interior design business is to continue to provide innovative and personalized design solutions that exceed our clients' expectations and build long-lasting relationships with them.

Because, we're here to help

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