

INTRODUCTION

Welcome to Urbanaura Interiors, where we transform spaces into stunning and functional works of art. We are a team of passionate interior designers dedicated to creating unique and personalized environments that reflect the individuality and style of our clients.

OVERVIEW

Urbanaura Interiors is a design firm specializing in creating unique and innovative interior spaces. With a team of talented designers and architects, Urbanaura aims to transform ordinary spaces into extraordinary ones that reflect the personality and style of its clients.

The firm offers a wide range of services, including residential and commercial interior design, space planning, furniture selection, color consultation, lighting design, and project management. Whether it's a small apartment or a large office space, Urbanaura has the expertise to bring visions to life.

One of the key strengths of Urbanaura is its ability to create customized designs that suit the specific needs and preferences of each client. The team takes the time to understand the client's lifestyle, taste, and budget to develop a design concept that is both functional and aesthetically pleasing.

Urbanaura also stays up-to-date with the latest trends and technologies in the interior design industry. This allows them to incorporate cutting-edge materials, finishes, and techniques into their projects, ensuring that their designs are modern and timeless.

The firm prides itself on its attention to detail and commitment to quality. From the initial concept development to the final installation, Urbanaura maintains a high level of professionalism and craftsmanship. They work closely with clients throughout the entire process to ensure that their vision is realized.

In addition to their design services, Urbanaura also offers consultations and workshops for individuals looking to enhance their own interior design skills. These educational offerings provide valuable insights and practical tips for creating beautiful and functional spaces.

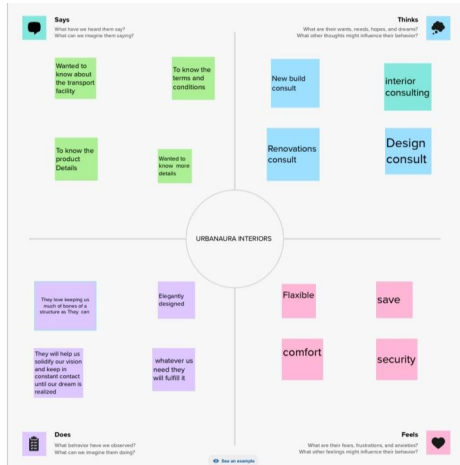
Overall, Urbanaura Interiors is dedicated to creating exceptional interior spaces that inspire and delight. Their passion for design, commitment to quality, and personalized approach make them a top choice for clients seeking unique and innovative interior solutions.

PURPOSE

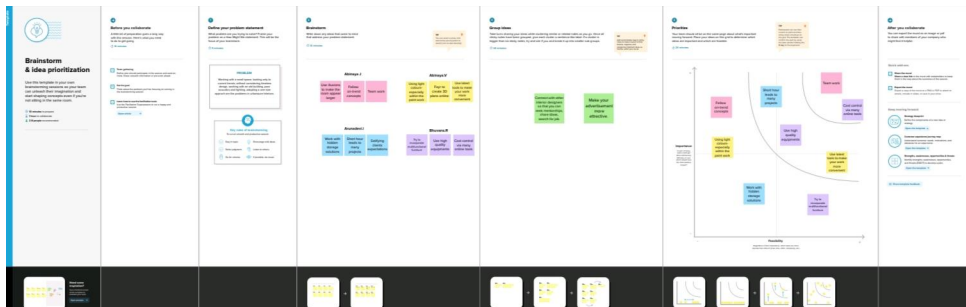
The purpose of Urbanaura Interiors is to create unique and innovative interior spaces that reflect the personality and style of its clients. The firm aims to transform ordinary spaces into extraordinary ones by offering a wide range of design services, staying up-to-date with industry trends and technologies, and maintaining a high level of professionalism and craftsmanship. Additionally, Urbanaura provides consultations and workshops to educate individuals on enhancing their own interior design skills. Overall, the purpose of Urbanaura Interiors is to inspire and delight clients with exceptional interior solutions.

PROBLEM DEFINITION & DESIGN THINKING

Empathy Map



Ideation & Brain storming Map



Profit and loss A/c

Urbanaura Interiors	
Profit and Loss	
Basic Account	
From 01/04/2023 To 30/03/2024	
+ Add Temporary Note	
ACCOUNT	TOTAL
Operating Income	
Total for Operating Income	0.00
Cost of Goods Sold	
Labor	30,00,000.00
Total for Cost of Goods Sold	30,00,000.00
	Gross Profit
	-30,00,000.00
Operating Expense	
Other Expenses	5,000.00
Rent Expense	4,36,000.00
Total for Operating Expense	4,41,000.00
	Operating Profit
	-34,41,000.00
Non Operating Income	
Total for Non Operating Income	0.00
Non Operating Expense	
Total for Non Operating Expense	0.00
	Net Profit/Loss
	-34,41,000.00

Balance Sheet

Urbanaura Interiors	
Balance Sheet	
Basic Account	
As of 30/03/2023	
+ Add Temporary Note	
Collapse all	Expand All
ACCOUNT	TOTAL
Assets	
Current Assets	
Cash	
Petty Cash	10,000.00
Total for Cash	10,000.00
Bank	
ICICI Bank-001	23,80,000.00
Total for Bank	23,80,000.00
Other current assets	
Advance Tax	-5,000.00
Employee Advance	-15,00,000.00
Prepaid Expenses	5,54,000.00
Input Tax Credits	0.00
Input CGST	18,000.00
Input SGST	18,000.00
Total for Input Tax Credits	36,000.00
Total for Other current assets	-9,15,000.00
Total for Current Assets	14,75,000.00
Total for Assets	14,75,000.00
Liabilities & Equities	
Liabilities	
Current Liabilities	
Salary payable	-22,64,000.00
Unearned Revenue	70,80,000.00
Total for Current Liabilities	48,16,000.00
Total for Liabilities	48,16,000.00
Equities	
Capital Stock	1,00,000.00
Current Year Earnings	-34,41,000.00
Total for Equities	-33,41,000.00
Total for Liabilities & Equities	14,75,000.00

ADVANTAGES AND DISADVANTAGES

Advantages of preparation and maintenance of accounts

1. *Unique and innovative designs: Urbanaura Interiors strives to create interior spaces that are tailored to the personality and style of its clients, setting them apart from generic designs.*

2. *Wide range of design services:* The firm offers a diverse range of design services, allowing clients to choose the level of involvement they desire and ensuring that their specific needs are met.

3. *Up-to-date with industry trends and technologies:* Urbanaura Interiors stays informed about the latest trends and technologies in the interior design industry, enabling them to provide modern and cutting-edge solutions.

4. *High level of professionalism and craftsmanship:* The firm maintains a strong commitment to professionalism and craftsmanship, ensuring that every project is executed with precision and attention to detail.

Disadvantages of preparation and maintenance of accounts

1. *Higher cost:* Due to the unique and innovative designs, as well as the high level of professionalism and craftsmanship, the services provided by Urbanaura Interiors may come at a higher cost compared to other interior design firms.

2. *Limited availability:* Urbanaura Interiors may have limited availability due to their focus on providing personalized services. This could result in longer wait times or difficulty in scheduling projects during peak seasons.

3. *Reliance on client input:* As Urbanaura Interiors aims to reflect the personality and style of its clients, it heavily relies on their input and involvement. This may require clients to have a clear vision or be actively involved in the design process.

4. *Limited reach:* Urbanaura Interiors may have a limited reach in terms of geographical location, as their services may be restricted to specific areas or regions. This could limit accessibility for potential clients outside of their service area.

APPLICATION

Urbanaura is a fantastic interior design company known for their innovative and modern design solutions. Whether you're applying for a job or seeking their services, I can certainly assist you with the necessary information.

If you're looking to apply for a job at Urbanaura interiors, I recommend visiting their official website or reaching out to their HR department directly. They may provide specific instructions on their website regarding the application process, including any required documents or forms. It's always a good idea to tailor your application to highlight your relevant skills and experiences in the field of interior design. This could include your education, previous work experience, knowledge of design software, and any certifications you have obtained.

If you're seeking their services for your home or business, I suggest contacting Urbanaura directly through their website or by reaching out to one of their representatives. They will be able to provide you with more information on their design process, portfolio, and pricing. It's always a good idea to have a clear idea of your budget, timeline, and specific requirements for your project when discussing with them.

CONCLUSION

Overall, Urbanaura Interiors offers unique and innovative designs, a wide range of design services, stays up-to-date with industry trends and technologies, and maintains a high level of professionalism and craftsmanship. However, there are some potential disadvantages to consider such as higher cost, limited availability, reliance on client input, and limited reach in terms of geographical location. Ultimately, the decision to work with Urbanaura Interiors will depend on the individual's budget, availability, design preferences, and location.

FUTURE SCOPE

Urbanaura interiors has a bright future ahead with numerous opportunities for growth and success. The field of interior design is constantly evolving and expanding, offering new avenues for design professionals and companies.

Here are some potential future scopes for Urbanaura interiors:

- 1. Diversification of Services: Urbanaura can explore expanding its services beyond residential and commercial interiors. They could consider venturing into areas like hospitality design, retail spaces, healthcare facilities, and even set design for film and television. This diversification can open up new markets and clients for the company.*
- 2. Sustainable Design: With the rising awareness and emphasis on sustainability, there is a growing demand for eco-friendly and energy-efficient design solutions. Urbanaura can position itself as a leader in sustainable interior design, incorporating environmentally friendly materials, energy-efficient systems, and sustainable practices into their projects. This can attract environmentally conscious clients and set them apart from competitors.*
- 3. Technology Integration: The integration of technology into interior design is an area that continues to grow. Urbanaura can explore incorporating smart home technology, virtual reality (VR) and augmented reality (AR) experiences, and other cutting-edge technologies into their designs. This can enhance the user experience and provide clients with innovative solutions.*
- 4. Global Reach: As communication and travel become increasingly accessible, Urbanaura can expand its reach beyond its current location and target international clients. They can develop a strong online presence, showcase their portfolio globally, and establish collaborations with international partners to tap into diverse markets and establish a global reputation.*
- 5. Wellness-oriented Design: With the growing focus on health and well-being, there is a demand for spaces that promote wellness. Urbanaura can explore incorporating elements such as biophilic design, mindfulness spaces, and ergonomic solutions into their designs. This can cater to clients who value spaces that prioritize mental and physical well-being.*

It's important for Urbanaura to stay updated with industry trends, utilize technology effectively, and continue to offer innovative and personalized design solutions. By staying adaptable and responsive to

market demands, they can position themselves for long-term success and growth in the dynamic field of interior design.

- *Remember, the future is always full of possibilities, and with Urbanaura's creativity and expertise, they have the potential to make a significant impact in the field of interior design.*