

AK DESIGN

Interior Design Services

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Our company develops and designs living spaces. We do residential projects. Not only design houses, but we also design apartments and condominiums. We always make clients satisfied with the money that they invest.

Our company's attention is on the clients, their vision, their lifestyle, and the budget. The experience of the design team allows the company to offer creative and functional solutions to the projects. The firm has completed multiple projects in the Downtown Houston area, including condos, apartments, and houses with excellent feedback from the clients. The company is supported by a team of talented designers and project managers who work tirelessly to execute the projects, with an attention to details.

All the best,

Thoa Nguyen,

Director, AK Design

Target Market Analysis

Our company develops and designs living spaces. We do residential projects. Not only design houses, but we also design apartments and condominiums. We provide design services, such as, design consultation, space planning, produce construction document, choosing FF&E, and custom cabinetry. We have finished multiples residential projects in Houston area and received excellent feedback from client on social media. We always make clients satisfied with the money that they invest.

Segmentation of the target market is very helpful when we design personalized products for each segment that will provide to the specific needs and requirements of each segment. We have divided our target market into the following segments:

- Young people, the age of the group is from 26 to 35. These are usually young people who have a stable job with a high salary, mostly living in the metropolitan and being closer to their workplace. Most likely, this group buy their first house and is keen on hiring an interior designer who can give them a professional and modern consultation. This group includes outgoing people and enjoys to have gathered at the home. The group is a contemporary and minimalist lifestyle.
- The builders, the age of the group is from 45 to 65. This group includes people who are retired or are going to retire. People in the group who already have a home and they are willing to spend their money on remodeling their house for the post-retirement life. Mostly, they live in the countryside with landscaping surround them. This group is an active person and enjoys the natural light. The lifestyle of this group is rustic, bohemian, or transitional.

The client is looking for a design firm and interior designers that help them to avoid costly mistakes, get the style that they want, and make it on time. Understand that, our company with a strong and professional design team. With the multiple styles that clients can look for on the portfolio of the company, thus, clients can find the style that is right for them. With organization and time management, our team always satisfies the client and finishes the work efficiently.

After doing research and understand the competition between other interior design businesses. Our company needs to consider about we should offer the values and make our company different. We can offer a free consultation for a small house or a discount on the furniture and materials with us due to we have a trade account with the vendors. On the other hand, the team with designers who earned the NCIDQ certificate set the company apart as competent. From that point, we prove our ability to design safely for codes and regulations. Showing clients how our company saves their time from dealing with many people and money.