

Business plan

I. Business summary

A. Provide name(s) of owner(s) or board of directors members: Thoa Nguyen

B. Give location of business: Katy, Texas

C. Identify type of business formation (legal structure): Interior design firm

D. Describe business, including types of services to be performed:

- Design consultation
- Space planning
- Produce construction documentation
- Custom cabinetry
- FF&E Selection

E. A summary of the owner's and/or manager's expertise in running the business.

We manage each project from concept to completion and handling order procurement and installations with a keen eye for detail and efficiency, and staying on the budget.

We have a knowledge of contract documents, specifications, knowledge of design, prepare documentation, follow the national and local building codes, and accessibility requirements. Moreover, we do have a strong understanding of the ratios and proportions requirements for human-focused design. The most important is we care more about client's style and needs.

II. Market research

We know the interior design industry needs the connections and we want to have connections with reliable people who will deliver exactly what we ask for. The smartest thing that we can do is to build good relationships with suppliers, contractors, carpenters, distributors, and realtors. The goal is we need them to find clients for the company, market ourselves, and establish relationships with suppliers of materials and furniture.

For the market, residential and commercial are two types that designers usually work on. Residential design basically focuses on the space planning and specifying of materials and furnitures. On the other hand, commercial covers a wide diversity of specialties, like entertainment, restaurant, retail store. Normally, commercial jobs are often much bigger in the scope of work.

Lately, there are more residential and commercial projects which have been applying for permits for either new build or renovation. With the statistics of the city and area about the construction and design field, I believe that we can share the market as long as we offer quality work and competitive prices, people would give us the chance to work with them.

III. Marketing plan

We start to interact with the customers through social media to find more opportunities for the market of interior design services. By using Facebook, Instagram, Houzz, Pinterest, and other platforms to connect with the target customers. Try to reach out to them by manipulating feedback directly and fast. Attracting the clients by adding more information about the expertise of the company. Besides, show the projects that we have finished with the information about the project and the feedback from the clients. Moreover, we can also present parts of the process. Lastly, try to get more local clients. When we connect with our local community and contractors more, we will gain more relationships to find and build the network.

Services that we will offer includes:

- Hourly consultations before, during, and after home design projects
- Create detailed Autocad Drafting for space planning, material layout, elevations for the spaces
- Space planning using existing furniture or new furniture proposal
- Give the consultations for paint, furniture, window treatments, and more
- Build custom cabinetry for closets, home offices, kitchen cabinets, etc.

Services and/or products will be priced which are based on the quotes from contractors, vendors, and the quantity of the jobs.

The advertising and promotional activities that will support the business that is the positive reviews on social media platforms. Clients will know why they consider your company as an option more than others. We can simply ask our past clients to share their feedback or rating on our website.

IV. Operational plan

The organizational structure of the business is flat which consists of the workers and the owner. The business owner is a general supervisor who wears multiple hats, plays an active role in each function of the business, also the main designer. The workers are accountants, other designers, the salesperson, and an IT.

The job descriptions need to indicate the qualifications necessary for the performance of the job and the conditions under which the work is performed. It summarizes and organizes the information for the organization's job-related actions.

Records of work will be kept and controlled by the salesperson and/or the project manager.

Making a decision that best fits the business and employees. Need to consider these factors:

- What is the cost-share?
- What is covered?
- What is the plan type?
- How much are deductibles, co-pays, co-insurance, and premiums?
- What benefits do the company and the employees absolutely need?

V. Financial information

The initial funding is \$50,000.

We will need the basic supplies and equipment such as computers, telephones, and fax. In addition, investing in professional softwares. For example, AutoCAD may cost from \$800 to \$1,200.

For the samples, try to negotiate with sales representatives, so they can give some of the sample books for free, particularly if they see the potential that our company can sell their product.

Estimate monthly fees:

Office Rental - \$1,200 monthly

Telephone - \$80 monthly

Office Equipment - \$5,000

Software - \$2,500

Postage - \$600

Advertising - \$900

Start-up expense items:

1. Initial, essential one-time expenses:

- Office furniture (desks, file cabinets, shelves, etc.) - \$5,000
- Office equipment (computer, printer, copy machine, telephones, other electronic

equipment) - \$8,500

- Remodeling of office/studio space - \$9,500
- Utility and lease deposits - \$2,000
- Licenses and permits - \$3,000
- Catalogs and samples - \$4,000
- Miscellaneous office equipment (coffee maker, radio, camera, small refrigerator, etc.) - \$8,500

2. Ongoing expenses needed at start-up:

- Stationery - \$800
- Utilities - \$400

- Phone, fax, cell phone - \$200
 - Internet provider - \$150
 - Web site/domain fees - \$175
 - Drawing supplies - \$300
 - General office supplies - \$500
 - Marketing materials, such as brochures, direct-mail items, and so forth - \$300
3. Professional expenses on an annual basis:
- Possible consultant fees, such as accountant, attorney, insurance agent - \$1,200
 - Cleaning and janitorial fees - \$3,000
 - Transportation - \$6,000
 - Additional items or expenses that may be needed to initiate a design practice, as required - \$5,000