

# BUSINESS PLAN

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# Business Summary

- AESTHETICALLY APPEALING LLC IS A DESIGN FIRM BUSINESS THAT IS ALL ABOUT BEING DIVERSE AND SATISFYING CUSTOMER DESIGN DESIRES. WE OFFER DIFFERENT TYPES OF DESIGNS FROM INTERIOR DECORATING TO REFURBISHING SMALL COMMERCIAL AND RESIDENTIAL SPACES. OUR GOAL IS TO HAVE OUR CLIENTS FEEL LIKE THEY HAVE AN EXPRESSION OF THEIR DESIGN INTEREST OUTLINED IN THEIR SPACE. LOCATED IN HOUSTON, TEXAS, AND OWNED BY STEPHEN TELUS, A LICENSED INTERIOR DESIGNER.

# Market research

With Aesthetically appealing being a commercial and residential design firm, we tend to broaden our target our audience towards all ages. More so gen x, Millennial and gen z. We tend to favor commercial design more because of the fact that there is more to do in terms of design. As a designer I can be more flexible with how spaces will be drafted out and my job as the business man is to give my clients the best and most comfortable design. As a business man,

Aesthetically appealing we enjoy collaborating with like minded clients which can make the whole process great and enjoyable. We do offer floor plan ideas for the client to look at while in meetings, selected furniture and finishes etc just like AMB, or "The Design firm- interior designers" But what we like to do over here at aesthetically appealing is be as hands on with our clients.



**Work cited** : “AMB”

[www.ambarchitects.com](http://www.ambarchitects.com)

“The design firm”

<https://www.thedesignfirm.com/>





# Marketing Plan

At Aesthetically appealing we are predominantly on the commercial design side of things but we also offer residential design. From remodeling homes and spaces to building a whole new space of a strip center. Some of our best services we offer is one free business meeting to decide if we would be a good match and moving forward you will be charged, we offer sketched and printed layouts of the floor plan for you to see.

We do charge by the hour for commercial due to it usually being a bigger space typically and also time consuming, however for residential I charge a flat fee based on materials such as paint, furniture, finishes etc. Weather it's commercial or residential you will be charged labor, delivery fee for products to be shipped to location for project. If it is commercial we sum up materials and divide it by projected profit and that is your hourly rate. For residential the flat fee is product, materials and labor plus sq ft. And meetings also for either commercial or residential is an additional charge. You can find our Ads on Google and Instagram "Aesthetically Appealing."

# Operational Plan

*To set up an appointment, just call our number at 888-255-9792 or go on our website at [AestheticallyAppealing.com](http://AestheticallyAppealing.com) and you can set up a consultation to see if we'd be a good match for business.*

*When in the process of a project, we keep control of our records by having online and physical files at our firms to keep everything organized. When projects are done we will display everything on our website with consent of client.*

*To apply for Aesthetically appealing you would go to the website and go down the bottom and type "careers." The hiring of personnel will require at least one year of experience with interior design. The job descriptions are Designer manager, designer assistant, decorator, designer.*

*Employee benefits will be Paid time off, 401k, fifty cent hourly raise every three months. Yearly anniversary two dollar raise, \$250 bonus for referring somebody. With promotion comes one dollar raise.*

*We have an exclusive delivery team that we pay a portion of our total earnings to for servicing our products and delivering them to project site. While a contract company does the work for us as we hire them. The reason why we have our own delivery team is because they help us save the time and headaches of having to scatch and claw to hire a delivery person. We pay for the supplies ourselves and a portion of our profit comes from that one little aspect.*

# ***Financial Information***

- Initial, essential one time expenses

Office furniture- \$300

Office equipment- computer:\$400

Printer: \$400

Telephones: \$1,299

Cameras:\$1,700

Catalogs and samples: \$65

Refrigerator: \$2,200

- Ongoing Expenses needed to start-up

- Stationery: \$50/mo

- internet: \$50/mo

- Phone: \$35/mo

website/domain fee: \$18/yr

drawing supplies: \$50-\$200/mo

insurance premiums: \$30/mo

## Professional expenses on an annual basis

First meeting with client is free, \$60 fee after that

Delivery vans and Uhauls : \$25,000, \$80-160/mo for gas.