



EMBELLISHED DESIGNS

Business Plan



Section I-A. Firm Names



The name of my company is Embellished Designs, the name came to me one day when I was working on a project. The definition of embellished is when something is made more attractive because of its added decorative details or features. All my projects are detail-oriented, and my goal is to always make every space beautiful. So, because of that, I decided to name my business Embellished Designs. When creating my logo, I wanted something simple and modern, this reflects my style as a designer. I wanted my clients to be able to see my logo and understand what I do, sometimes logos get crazy and they're hard to read. Another thought I had when creating my logo is how you would see it in a magazine, or on a business card, if the colors and lines are all over the place, that can take away from what I am trying to promote.

For my team, I will have a business partnership with an Architectural Firm. I will oversee the designers, and they will oversee the architects, together we would hire contractors, and people in marketing, accounting, landscaping, and even real estate. John / Jane Doe would bring their knowledge of architecture and infrastructure to create these luxury homes. This means we will not have to seek an architectural firm to help us with clients, everything will be in-house. This is beneficial for us and our clients, this makes home building easier and will essentially give us more clientele. Both John / Jane Doe and I will be bringing a lot to offer in the success of this business.

Section I-B. Address and Building Info

14 S Main St, Greenville, SC



Reasons for Location:

1. It's a great location, in downtown Greenville
2. Lots of foot traffic so, lots of possible walk-ins and free publicity
3. Great size for a small business just starting up

List of Areas

- 5 offices
- Shared bathrooms
- 1 closet storage area (common to all tenants)

This building is in downtown Greenville, SC. The area that is open for lease is the ground floor. I relate well with the exposed brick as well as the hardwood floor, I have an industrial style and these elements will make it easier to design the space. The neighborhood also reflects my identity, the shops, and restaurants located nearby are very modern and on-trend.

Section I-C. Legal Structures and Business Information

For my company, the legal structure will be a general partnership I will own half and my colleague will own the other half. I will oversee the interior designers, accounting, and marketing departments, my colleague will oversee our architects, contractors, and our project managers.

The advantages and most important facts about general partnerships are how much easier and inexpensive they will be compared to other legal structures. Having a general partnership can make it easier to apply for loans from the bank, than if were just one of us, this can be important when first starting our business. Another great advantage of a general partnership is that partners do not have to pay unemployment taxes on partners income.

Some of the disadvantages are that profits are split in half, based upon our partnership agreement. Disagreements can also make this process difficult depending on my colleague and I's work relationship. Another disadvantage is that we might have to obtain licenses or file other registrations to do business, depending on the state.

Some of the legal filings and licenses we will need are, a DBA Obtainment, which will essentially verify our official business name, giving us access to open accounts and gain a sense of professionalism. We will need to register for taxes and acquire an EIN, a federal tax ID number to file an annual information return with the IRS, or an SS-4 Form. We will also need to obtain a business license which will protect our business legally and boost our credibility. We will also need the list of forms for our employees, Form I-9 Employment Eligibility Verification, Form W-4 Employee's Withholding Allowance Certificate, Form W-2 Employer's Wage and Tax Statement, Social Security and Medicare Reporting, Form 1099 Informational Form, Unemployment taxes, and Worker's compensation insurance.

Section I-D. Business Description

At Embellished Designs, we specialize in Residential Design, but we do take on some commercial projects. We're a one-stop shop, we have custom home builders and a team of designers who specialize in helping our clients with tile, flooring, furniture, appliances, and drapery selections. We work with many vendors to find what best suits our clients. After interviewing three companies located here in South Carolina, I have found what services my company will provide to best suit our target market. I interviewed an architectural design firm and two interior design firms, commercial and residential to seek out what services they're providing their clients. From these interviews, I have realized that clients want to be able to do it all in one place. Clients tend to stress and later regret decisions they've made when working with several companies to complete a project. For example, some clients tend to have a hard time when communicating with a builder and a designer from different companies. Clients seem to have a better time when a company offers architectural and design services through the same company. Clients also hate having to go to many stores to find the selections they want instead of their designer leading them through selection meetings and presentations. After interviewing owners and design leads about their companies, I learned about everyone's roles and responsibilities. With these accounts, I have come up with the role and responsibilities I will have in the company. My role as part owner and principal designer of Embellished Design will be to oversee all design projects and micromanage those who work within the company such as marketing, accounting, etc. I will lead my own design projects and will select which designers will manage each project and client. I will oversee the retail store within the facility. There will be hand-selected employees to run this showroom during scheduled hours. I will work side by side with my co-owner to work with clients from start to finish. As my company grows, I will need to work with other companies and vendors to best satisfy my clients such as flooring, tile, furniture, etc. My clients will want the best materials and installation according to their projects. These vendors will help me find what will best suit my clients and introduce new trends in their specific areas. For example, custom furniture vendors will bring me their latest fabrics and will specify which fabrics will best suit certain projects.

Companies Interviewed

1. Tribus
2. LS3P
3. Dillard Jones

Section I-E. Credentials

I have received my BFA Bachelor of Fine Arts at Converse University. Converse's Interior Design program is NASA and CIDA-accredited. These accreditations are given to programs that meet the requirements and expectations of the profession and that its students will have the education and skills expected when entering the workforce. After graduation, I started working full-time for an Interior Design Firm in Greenville, South Carolina. I started out as a Senior Designer, I worked for this firm for two years before I received a position at a commercial firm located in Greenville. I took the position, there was more money and responsibility in this position. In this position, I was the right-hand man to the lead designer and after a year I became their lead designer. I loved this position and received loads of experience and opportunities, I even got to travel. After working in this position for three years I decided to open my own business with one of my closest friends who also worked for that company. He and I opened Embellished Designs, we're a residential design firm, he takes care of the architectural aspects and I do the designs. We have been in business for one year and we're slowly thriving, our team is growing and so are our projects. We started out doing small new builds and large remodels, but in the last six months, we've done four major new builds and have signed 5 other contracts. We've begun to hire designers and architects so that we can take on larger, scaled projects. For our business, we registered for taxes and acquired an EIN, a federal tax ID number to file an annual information return with the IRS or an SS-4 Form. We also obtained a business license which protects our business legally and boosts our credibility. We also received the list of forms for our employees, Form I-9 Employment Eligibility Verification, Form W-4 Employee's Withholding Allowance Certificate, Form W-2 Employer's Wage and Tax Statement, Social Security and Medicare Reporting, Form 1099 Informational Form, Unemployment taxes, and Worker's compensation insurance. We had to receive our DBA Obtainment so that we could use Embellished Design as our company name. All that to say that in the last seven years I have grown as a designer, and I have received tons of experience and knowledge over the years. I went from being an assistant in my senior year of college to now owning my own business. I have learned many lifelong lessons about business and professional practices, I have familiarized myself with the legal structure and business formation of this industry, and this information will help me further when establishing my own business.

Section I-F. Mission and Philosophy

Our design philosophy here at embellished designs is, “Architectural design is a tool that creates visual meaning; A concept that becomes a design process, leaving room for flexibility, multipurpose, and collaboration with other disciplines to provide maximum functionality. The Design should always be a method of contribution, keeping in mind the need and not the trend. Nevertheless, successful design requires thorough research combined with unconventional thinking. Ideas should provide a connection between the viewer and the image, between the real space and the imagination.” **Our mission is to enhance the lifestyles of our clients through interior design. We strive to positively influence the lives of our clients through every detail here at embellished designs.** Details are more than the fine lines; they are the design.

Section II-A Location

14 S Main St, Greenville, SC [29601](#)



Zoning Information:

C-2: Local commercial district

The C-2 district is intended to provide a limited range of general retail, business, and service uses as well as professional and business offices, but not intensive business or industrial activities, to persons living in surrounding neighborhoods.

Occupancy Type:

Business Group B

Reasons for Location:

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This building is in downtown Greenville, SC. The area that is open for lease is the ground floor. I relate well with the exposed brick as well as the hardwood floor, I have an industrial style and these elements will make it easier to design the space. The neighborhood also reflects my identity, the shops, and restaurants located nearby are very modern and on-trend. The location of the building will bring in many potential clients and would also give my business a lot of publicity which would also create more

potential clients by word of mouth. This space is also great for a small business starting out, because of its small space it doesn't seem overwhelming for a business just starting, we can take things a little slower and slowly start to grow. There is enough room for me and my small team to do our work here. This way I would not be leasing out more space than I need for a business just starting out. There is room for architects, designers, and our marketing/accounting team. We also have room for collaborative spaces and client meeting spaces. I loved the space's unique character, as I previously stated I can appreciate the industrial style and this space has that rustic character that my team and I need.

Images:



Section II-B. Competition

Greenville, SC is a very competitive area for businesses, especially for design and architecture. Some of our main competitors as a residential design firm that caters to clients' needs in design and architecture, would be Tribus Interior Design, InSite Designs, and Design for Downtown. When researching these firms and their services I have found that we have many similarities. We're all full circle design firms, we try and complete all of our services in "house". We help our clients with building services and design services, we also lead our clients through selection meetings such as furniture, lighting, tile, flooring, cabinets, etc. Although we're very similar, our styles are very different, most of these companies specialize in traditional-style homes with some modern design. They do this by keeping their builds more traditional and transitioning some of their furniture and accessories to more modern designs. Our business will branch out of that traditional home style, that the Greenville area tends to gravitate toward. Embellished Designs does more than just traditional design, we can execute any design our client desires. We specialize in many styles such as Cape Cod, French Country, Colonial, Victorian, Tudor, Craftsman, Cottage, Mediterranean, ranch-style, and Contemporary. We also seek out what is going to be best for our clients and their homes. It is in the details; we take that extra step and make sure that we take care of every little detail.

Our clients Mr. and Mrs. Watkins have come in seeking a new build in Stone Lake, in South Carolina, they're requesting a cape cod-style home, and they've also asked for a scenic view throughout the space. For these clients, we will give them our architectural and design services for this build. We want to execute this project by finding what exactly it is that our clients want for their new home, we will allow our architects to find what plans will best work for the Watkins being their requests and consider what's going to work best with their age/health. Our designers will also find what design will best suit and be the most sustainable for the Watkins. For example, the Watkins are in their 50s and they want this home to be their forever home, they want it to accommodate them and their continuously growing family. So, we will need to incorporate an elevator in case of their inability to use the stairs and we will need to incorporate a bunk room for their many guests.

Another one of our many clients is Alicia Torres, she is seeking a remodel or revamp of her current home in Greenville, South Carolina. Because none of her remodelings is structural, she will just need our design services to redesign the spaces. We will help reselect tile, paint, and furniture selections for this remodel. Her main concern was that she would like to sell her home after the remodel to find

something that would better suit her. With this information, my team used what knowledge they have about upcoming trends and what is doing well in the market to best execute this project. With all the remodeling my team has completed Ms. Torres's home has almost doubled in market value.

Section II-C. Industry Trends

Trends are sometimes hard to predict, especially when it comes to the design business. Some trends that are very popular right now, are all the DIY (do it yourself) products that manufacturers have created for the budget-friendly consumer. These types of trends can affect my business in two ways, it can negatively affect my business by taking away certain types of clients, meaning those who think they can do it themselves at a less expensive rate. These trends can also bring in clients, meaning the clients who have tried to do it themselves and have seen the numbers and decided they'd rather spend the money for their projects to be done by professionals. **Another trend that can tremendously help my business is wall tile, this can be in bathrooms or in quaint/intimate spaces. This has become very trendy because it can take a space to a new level, it gives the space dimension and character when done correctly. Clients are loving these trends, and when clients see this executed correctly, they understand the level of detail that we do. These trends set our firm apart from others, our designs reflect our level of detail.**

Section III Marketing Analysis

Detailed Services & Fees

At Embellished Design we take you through the process step by step. We mainly focus on high-end residential design, in new builds and remodels. We would begin with a consultation; in this meeting, our clients would speak to a designer and an architect to see what exactly that client is wanting. In this initial meeting, we would speak on the needs and wants of the project, and we will get an idea of the budget for said project, we would then sign contracts and later break ground on said project. After this initial meeting, we will begin the design process, we will meet frequently to go over the architectural changes and the status of the project. We will begin to space plan and choose selections for flooring, colors, tile, appliances, cabinetry, plumbing fixtures, lighting, furniture, drapery, and accessories. Once the structure is complete, we will begin to install appliances, cabinetry, plumbing fixtures, lighting, furniture, and drapery. We would finally finish the project by installing all the accessories and presenting the home to the homeowners.

Our billing is as follows:

Total annual salaries	\$120,000
Total fringe benefits 20% of salary	\$24,000
Total overhead expenses 30% of salary	\$36,000
Total Expenses	\$180,000
Total profit goal (15% of revenue)	\$20,000
Total Net Revenue (income goal for a year)	\$200,000
Direct labor \$120,000 x .60	\$72,000
Indirect Expenses	\$
Indirect labor \$120,000 x .30	\$36,000
Payroll taxes and benefits	\$25,000
Overhead Expenses	\$40,000

Total Indirect Salary and Expenses	\$101,000
Total of Direct Salaries and Indirect Expenses	\$180,000

The DPE Multiplier would be:

Direct Salary divided by direct salary	1
Total Indirect expenses divided by direct Salary	1.40
Adding profit: \$20,000 divided by direct salary \$72,000	.27
Total DPE multiplier	2.67

Section III-B Target Market

At Embellished Designs, our target market is mainly high-end residential design. We also focus on commercial and hospitality projects; however, this is not our main target market. We look to those who are looking to embark on their second or third home, for full-time use or vacation time. We concentrate on new builds and large remodels. Our clientele mainly consists of real estate, financial services, telecommunications, and big businessmen. Our demographic age group is between the ages of 45 to 65. With a young demographic we can run into a series of issues, including finances, with an older demographic this is not as much of an issue. We target wealthier demographic areas within the Carolinas, such as Bluffton, Mt. Pleasant, Hilton Head, etc. Some of the common characteristics of potential clients are that they're looking to build their new vacation home in a wealthier demographic, they're between the ages of 45 to 65, they're looking to remodel a large portion of their home, they're wanting more of a modern aesthetic, and they're detail-oriented, just like Embellished Designs.

Section III-C Advertising and Promotional Activities

Some promotional activities that would attract the target market for Embellished Designs are internet marketing and social media marketing, design competitions, publication in magazines, referrals, and photo portfolios. Social media marketing is vital to a new starting design business, and we intend to use it to promote our firm to those in need of design services, by posting images and videos of our entire process from selections, walk-throughs, and installation. It is also important that we consistently update our website with our newest designs and projects. We intend to incorporate new and innovative designs and step-by-step processes to be completely transparent with our clients. We will also have easy online scheduling and our clients will have easy access to communicating with our team. Design competitions are a great way to not only present our work and gain clientele but also to see what work our competitors are producing. Publication in magazines is an enormous way to get your name out there in the design industry, especially when your designs are shown in high-end design publications. This is a way to show off past work and gain clientele. Referrals are one of the most important ways to earn advertising, when a client loved your services so much that they refer you to others, that says a lot about your business and what you have to offer. Photo portfolios are also important to our company, we're proud of our work, and what better way to earn clients than by showing our talents? We will have a photo portfolio on our website, in-house, and on our social media sites.

Section IV-A Organizational Structure / Hierarchy Chart

Bookkeeper – Oversee the company’s financial data and compliance by maintaining accurate books on accounts payable and receivable, payroll, and daily financial entries and reconciliations. They will perform daily accounting tasks such as monthly financial reporting, general ledger entries, and record payments and adjustments.

Design Intern – Drafting, and preparation of sample boards. Preparation of specifications lists for the FF&E, maintenance of the library, and other tasks assigned by the design director.

Junior Designers – Interview clients and gather information for each project. They prepare preliminary drawings and other documentation preliminary project specifications, and any other tasks assigned by the senior designer or project manager. May be responsible for all phases of smaller projects.

Senior Designers – The lead designer meets with clients to determine their needs, prepares, and directs others in the completion of design documents, and is responsible for order entry supervision and installation supervision

Marketing / Communication Director – They’re to set the tone for messaging and portray an organization’s values. They’re responsible for establishing relationships with media outlets, developing strategic marketing plans, and handling public relations issues that arise internally or externally.

Principle Designer (myself) – The owner of the design firm. They provide the vision and direction of the company, they’re the direct link to clients, and are responsible for most initial client contacts and presentations to obtain new design work. The principal is to take on the day-to-day management and administrative responsibilities.

Design Director – Responsibilities include administration, management, and design. Administrative duties include planning, hiring, firing, assigning work, and preparing contracts. Preparing management control reports, establishing policies, and attending management meetings. Training and developing staff and conducting to the standards for all design work that leaves the office.

Project Manager – Primarily involved in the administrative management of projects. Must be able to communicate and keep all projects organized.

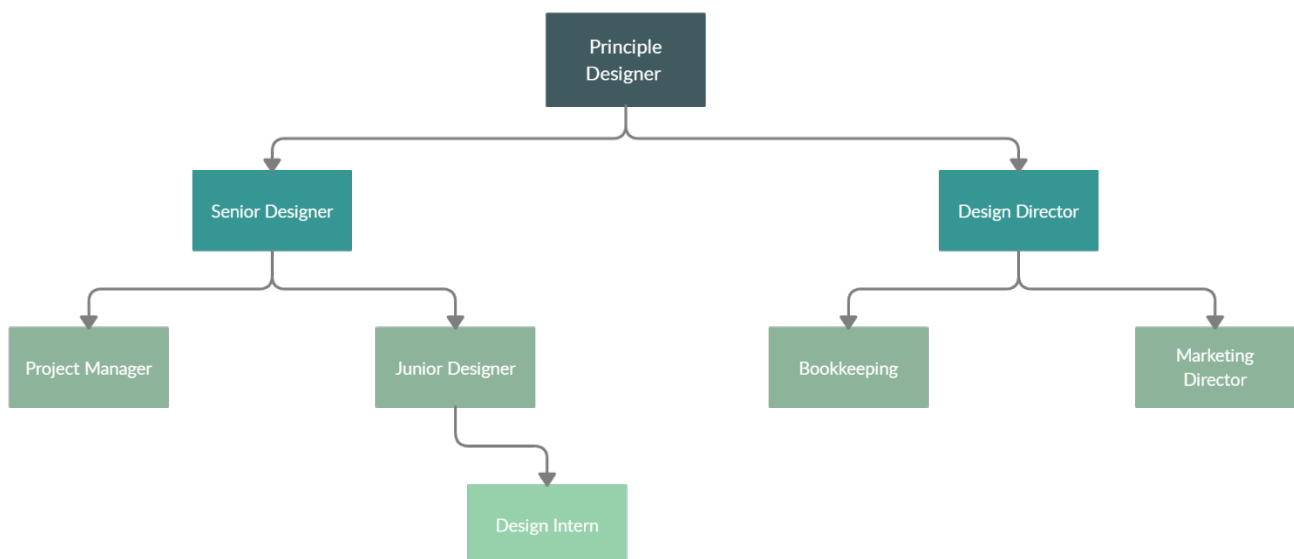
Voluntary benefits

- Health Insurance
- Life Insurance
- Supplemental Insurance
 - Dental
 - Disability
 - Vision
- Retirement Plan
- Paid Holidays, Vacations, and Sick Leave
- Employee Purchase Discounts
- Payment of employee professional association dues
- Payment of NCIDQ or other testing and licensing fees
- Reimbursement for employee use of personal automobile
- Payment for employee educational enhancements

Required Benefits

- Unemployment taxes
- Social Security Insurance
- Workers' Compensation Insurance

Hierarchy Chart



Section IV-B Hiring Procedures and Policies

When hiring applicants for positions at our firm we must incorporate different hiring processes. Applications and resumes are a have important part of our hiring process. Someone's resume can tell us a lot about their skills and experience. This is especially important when hiring designers, marketing, accounting, etc. Another important step for us when hiring designers is to see their portfolio, this shows us exactly what we can expect of them, someone can claim they have expert skills in certain software, and their portfolio is going to display that level of expertise. We believe that an in-person interview is the best way to get to know the applicants, it's harder to understand them on a personal level through a computer screen. When we do our interviews, we select questions that will best suit which job we're hiring for. We do structured interviews, to best understand the applicant and how they will suit our company. We like to ask behavioral-based questions in which the answer can be given by discussing the specific situation, task, action, and the results of the situation described, We also find it important that the appropriate people conduct the interviews, for example, say we're hiring another accountant, we would let the head accountant lead the interview and one of us owners would be there to tell them about our company's background, vision, mission, etc. However, if this were an interview for a new designer, we wouldn't need the head accountant there, we would need the lead designer and one of us owners there to conduct the interview.

Our Policies

- at-will employment – an employee can terminate the employment relationship at any time and for any reason, if it's lawful.
- Anti-harassment and non-discrimination – Prohibit harassment and discrimination in the workplace.
- employee classifications – clearly defines employment classifications, such as full-time, part-time, exempt, or non-exempt, etc.
- leave and time off benefits – addresses our rules and procedures regarding holidays, vacation, sick, ad other types of time off benefits, or leave.
- meal and break periods – informs our employees of the frequency and duration of such breaks as well as any rules or restrictions related to break periods.

- timekeeping and pay – inform our employees of the method for recording time worked and the importance of accurately recording their time.
- safety and health – describe safety and emergency procedures and require employees to report work-related injuries immediately.
- employee conduct, attendance, and punctuality – employees must be ready to work at their scheduled start time each day and provide procedures for informing the company of an unscheduled absence or late arrival. Policies on standards of conduct, drug and alcohol abuse, disciplinary action, confidentiality, conflicts of interest, and workplace violence.

Our documents

- hiring forms
- receipt company property
- handbook acknowledgments
- leave of absence
- reasonable accommodation requests
- performance and discipline
- business expenses

Section IV-C Employee and Client Records

At Embellished Designs, we must ensure that we stay on top of our employee records and maintain our client records. We go by EEOC Regulations, which require employers to keep employment records for one year, or one year from the date terminated. ADEA recordkeeping requirements claim that employers must keep all payroll records for three years. This protects us in case a charge is filed against us. We use a Cloud-Based Human Management System (HCM) Solution to store all our HR data. It keeps data updated across all areas of employee management, it manages all our HR services such as payroll, benefits, etc. all on one platform, and their employee self-service provides our employees access to their payroll information and other important information. According to the South Carolinas state regulations, each agency shall establish and maintain an official human resource file for each employee which should include, employment application, all human resources actions reflecting the employee's work record and all performance evaluations, as well as an employee's official human resources file should be available for the employee's review upon request.

As for client records we handle and maintain their information by storing any paper-based copies of their records in lockable storage cabinets, shredding or securely archiving any documentation that is no longer required, we always log out of the electronic Client Information Management systems immediately after using it, all computers are password protected, client plans and activities are placed in folders or locations away from the general public, any requests for information should be provided only to appropriate personnel with the individual's permission, and all staff is given instruction on the correct handling and storage of client information.