



Business Plan for Leonor Fleming Interior Design

Location: Greenville, SC

Leonor Fleming



Section I

Business Summary

a) Firm Name and Logo

Name: Leonor Fleming Interior Design

I decided to use my personal name so that my reputation would extend beyond business practice. I know that if I apply my name to anything, it represents who I am as a person and that my standards would be nothing less than superior.

Logo: I decided to do something minimal and sophisticated. The linear lines and geometric shapes contour a building structure, including lighting hanging from above.

Representation: I believe the name and logo represent elegance and confidence in my skills and abilities. The linear lines support a clear-cut direction on what to expect from the business: no hidden agendas or curved blind spots. The company is centered on honesty and integrity.

Owners: Leonor Fleming Interior Design is a sole-proprietor business that hopes to one day become an LLC. In the early years of operation, I will do most of the work myself to save money. I have a fifteen-year background in accounting and administration, so these skills will come in handy while managing a business (even if it is managing myself for a while). I am motivated enough to follow through with my passion for owning my own design practice. Once I have established a good client base and need assistance keeping up with the demand, I will secure employees I believe are qualified for the positions that are none other than family and close friends.

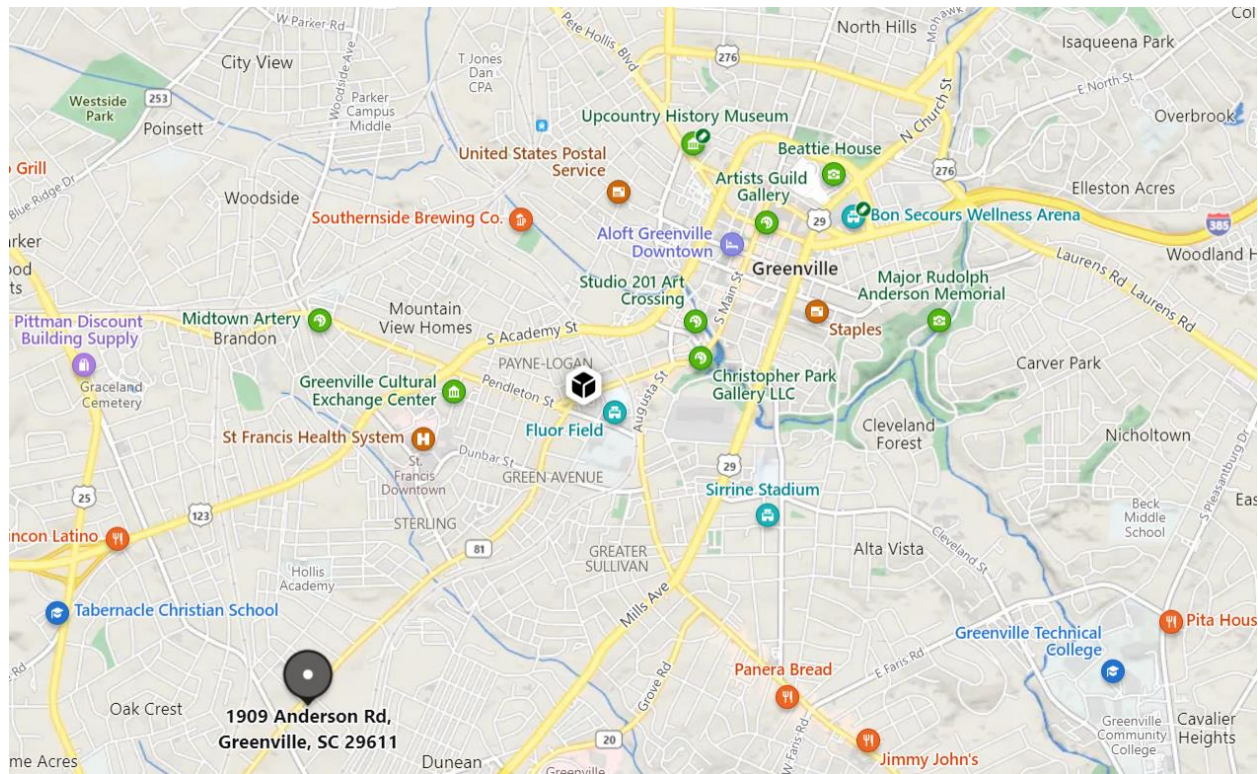
Paul Fleming (spouse) will be the co-owner and on-site contractor. Paul has experience in management, quality control, and shipping and receiving, and Paul's skills and physical strength are what will qualify him for this role and position.

Francisco Calvario (father) will be the on-site project manager and contract hiring manager. Francisco has a background in engineering, painting, and small contract work and is a great business negotiator.

Tiffany Anderson (a colleague and friend of 16 years) will be the office manager. Tiffany has worked in Human Resources and Recruiting for over 20 years, and her professionalism and communication skills are the best I have ever witnessed. Tiffany also brings a positive attitude and does not mind getting her hand dirty from time to time.

Emma Shirley (Tiffany's daughter) will handle any real estate side as she is a licensed realtor. Emma's friendly demeanor and access to property information will be valuable to project selections.

b) Address and Building



1909 Anderson Rd., Greenville, SC 29611

Leonor Fleming Interior Design will be located within the detached three-car garage and upstairs loft. The first left garage will be converted into a lounge waiting area to host client meetings and offer lounge seating. The lower level will also have a functioning powder room and kitchenette for guests and employees to use when necessary. The upstairs loft will serve as the office space where most of the business operations and design work will take place. In planning for the property's location, there are fundamental reasons for the selected location choice.

1. The address associated with the property is an existing residential property I own. Since the location is an already invested asset with sizable equity, the economic advantages are substantially beneficial. I want to ensure Leonor Fleming Interior Design begins on the right financial platform with little monetary and structural risk.
2. The office's location will offer convenient proximity to my current dwelling space for immediate responses to family and household responsibilities. Leonor Fleming Interior Design is also separate from the residential part of the property, so it will appear favorable

among professionals and clients while avoiding access to private spaces within the residence.

3. The proximity to Downtown Greenville is undoubtedly an excellent and well-known area to locals and visitors, and the perception of a downtown business offers substantiality and wealth. The closeness to shops and restaurants also provides alternatives to off-site business meetings and outings.



Exterior Before



Exterior After



Interior Before



Interior Inspirational Ideas

c) Legal Structures and Business Formation

Leonor Fleming Interior Design will be a Limited Liability Company (LLC). Under South Carolina law, an LLC must contain the words “Limited Liability Company,” or the abbreviations “L.L.C.,” “LLC,” “LC,” or “L.C.” Therefore, the full name of the company will be Leonor Fleming Interior Design, LLC. Because the company must be distinguishable from other names and business entities already on file with the South Carolina State of Secretary, I verified that the business name is available. To ensure the name remains available, I will file and mail an Application to Reserve a Limited Liability Company Name to the South Carolina Secretary of State Corporations Division and pay the applicable \$25.00 filing fee.

Registered Agent

Every South Carolina LLC must have an agent for service of process in the state. This individual or business entity agrees to accept legal papers on the LLC's behalf if it is sued. The registered agent may be a South Carolina resident or a business entity authorized to do business in South Carolina.

Articles of Organization and Operating Agreement

A South Carolina LLC is created by filing Articles of Organization with the Secretary of State. The South Carolina Secretary of State charges a \$110 fee to file the Articles of Organization.

An LLC operating agreement is not required in South Carolina.

Licenses

No state-wide license is required in South Carolina or for Greenville County; however, Greenville County requires businesses to file a business registration application. No fee is associated with the registration, but proper registration is required by law.

Every person who engages in business in South Carolina as a retailer must obtain a Retail License before making any retail sales that are taxed as a Sales & Use Tax. A non-refundable \$50.00 fee is required when applying for the licenses listed below. These licenses do not expire, but your license should be updated if your business location changes.

Advantages and Disadvantages of LLC

Advantages:

- A limited liability company is limited to a member's investment, thus protecting personal assets
- There is more flexibility on how profits and losses are allocated among members
- Special meetings are not required

Disadvantages:

- Members who manage the firm must pay self-employment tax because they are not employees
- The loss of a member might result in the dissolution of the LLC
- If the company does business in other states, it may have to register with those other states

d) Business description & General Services

Leonor Fleming Interior Design, LLC will specialize in historical renovations for residential design and furnishings, along with community outreach projects. The company will operate as an entire service establishment with employees who have special skills and credentials. Leonor Fleming Interior Design, LLC aims to locate, renovate, design, and furnish old residential spaces, better known as “flipping houses.” The company's wide range of specialties includes a designer, managers, contractors, and a realtor.

As the Principal designer, my role will be to design, plan, pick out all materials and finishes, communicate with architects and engineers, and oversee the financial budgets for each project. Other employees will manage and operate all the day-to-day responsibilities and bring in new clientele.

Leonor Fleming Interior Design, LLC will work with local distributors such as plumbing, electrical, flooring, roofing, textiles, furniture, equipment, and fixtures. One critical component that sets us apart from other design firms will be the option to purchase the renovated property that is designed and fully furnished, and this will allow for a hassle-free, move-in-ready docile that is convenient and cost-effective.

e) Credentials

The education and licenses outlined below support extensive knowledge and up-to-date design practices that benefit the consumer and overall health and safety of those who occupy a space designed by Leonor Fleming Interior Design, LLC.

Education

Bachelor of Fine Arts in Interior Design with Honors, CIDA Accredited

Department of Arts and Design, NASAD Accredited

Converse University, Spartanburg • May 2023

Master of Historic Preservation

Department of Environment and Design

University of Georgia, Athens • May 2025

Licenses

Contractors Licenses #1234567- Greenville, Tech • May 2027

Certifications

- NCIDQ – National Council for Interior Design Qualification (Annual Renewal)
- LEED – Leadership in Energy and Environmental Design (Biannual Renewal)
- CK – Certified Kitchen Designer
- CB – Certified Bathroom Designer
- LC – Lighting Certified

Membership

- ASID – American Society of Interior Designers
- IIDA – International Interior Design Association
- IDEC – Interior Design Educators Council
- NKBA – National Kitchen and Bath Association

f) Mission & Philosophy**Mission Statement**

Leonor Fleming Interior Design, LLC provides convenient, cost-effective residential and commercial design solutions using the highest quality standards and products to enhance sustainability and historical restoration.

Vision

Leonor Fleming Interior Design, LLC's vision is to fulfill the unique needs of each individual and proposed space. The goal is to use repurposed, purposeful, functional, and eco-friendly design elements that benefit all individuals and spatial environments.

Philosophy

Leonor Fleming Interior Design, LLC focuses on residential spaces, healing milieus, and community outreach that offers durable and sustainable physical environments for a better, productive, and healthier society and planet.

Section II

Market Research

a) **Location**

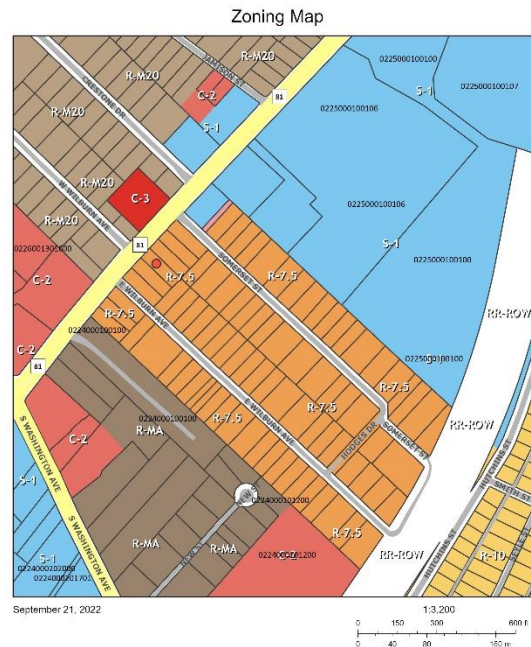
Greenville County, SC – Property Report

Legal Address: 1909 Anderson Road
Greenville, SC 29611

Parcel ID: 0225000204200

Zoning: R- 7.5 Single Family Residential

Occupancy: R2 – Multi-unit Non-Transient
Business Accessory



Location Choice Details:

- 1. *Economic advantages* – The location is associated with our residential property; therefore, no severe financial risk is anticipated in regards to location.
- 2. *Convenience* – The location is in close

proximity to my dwelling space and gives immediate access to household and family responsibilities. **Personal obligations within the home and to my family are at the forefront of what drives Leonor Fleming Interior Design, LLC. The culture of the business to the foster a family oriented atmosphere where home and work life are equally balanced. This convenience allows for meal preparations, children’s homework, and quality time spent with my husband and two young children.**

- 3. *Downtown Area* – The location is less than 2 miles from Greenville’s Historic West End, which provides other business meetings and outings options. **West End was established as a historic district in 1993 and grew after two significant events in the 1850s. Furman University was founded in 1852 on fifty acres of land in the West End, and the first train**

on the Greenville and Columbia Railroad arrived in 1853 also in the West End. These two factors led to both commercial and residential development of the area.

b) Competition

According to Yellow Pages, Greenville, South Carolina is home to one hundred thirty-one Interior Design companies, which specialize in both Commercial and Residential Design. This count includes architectural firms, furniture departments, and paint suppliers; therefore, the actual amount of Interior Design Firms is significantly lower. The size also narrows down when given a particular geographical area.

According to Google Maps, roughly seven companies offer interior design services in the downtown area. Still, my research concludes that no organizations like Leonor Fleming Interior Design, LLC offer interior design services. What makes the company unique is the convenience of real estate, remodeling, and interior design at a middle-level price point. Nonetheless, below are three companies worth mentioning as competitors within the area.

1. Design for Downtown- Taylors, SC, specializes in historical home remodeling and interior design. This family-owned company operates in remodeling and designing already purchased residential spaces with a team of six employees.
2. Tribus Interior Design- Downtown Greenville, SC, specializes in home building, construction, and interior design services in SC, NC, and GA. The team of twelve partners with Dillard Jones Architectural Firm and has been servicing the Greenville area for seven years.
3. Fowler Interiors- Downtown Greenville, SC, has offered high-end residential interior design services. The family-operated company was created by Tracy and James Fowler and is now carried on by brothers Dustin and Nate Fowler, who have over twenty years of experience together.

Previous Clientele

1. Sarah Nelson: Residential Interior Design Consulting

Sarah is a friend of nine years, and we met in a class when we were both carrying our first child. Our children are around the same ages, and we have remained close over the years and often vacation with one another. Before Sarah moved into her current dwelling, she utilized the following design services:

- Property Selection
- Kitchen Finish Selections
- Space Planning

2. Bobby's BBQ: Commercial Interior Design Consulting

Tay and Sarah Nelson are the owners of Bobby's BBQ Restaurant and long-time family friends. Before building the structure, the Nelsons requested a visual plan to propose to financial institutions to start their company. Once they built the structure, Leonor Fleming Interior Design, LLC was hired to space plan and select materials. When seeking approval to extend the building structure, the Nelsons again contacted the company for visual renderings to show the city their plans for the restaurant.

- Construction documents for building extension
- Space Planning
- FFE Selection
- Visual Renderings & Videos for City Approval

c) Industry Trends**What is In***Nature-inspired Surfaces and Objects*

With more time spent indoors, people are finding a way to connect with nature more than ever. The need has inspired and increased use in natural surfaces such as stoneware, terracotta, marble, and travertine. These materials are being applied in traditional areas (kitchens and baths) and across the board in furniture and decorative items. These organic materials' raw, porous, imperfect nature adds depth, soul, and visual intrigue while mimicking the outdoor environment's calm, restorative ambiance. This lure to nature has also spiked interest in large trees at home.

What is Out*Open Floor Plans*

Considering recent developments and the spread of COVID-19, many people spent an incredible amount of time at home working remotely, attending school virtually, and taking a step back from the busy hustle and bustle of chasing the American Dream. Open floor plans proved problematic for privacy and quiet spaces with the need for multi-purpose spaces. The demand to escape and have a place of solitude is evident more than ever, resulting in the “open floor plan trend” fading away.

Section III

Marketing Plan

a) Detailed Services & Fees

Leonor Fleming Interior Design, LLC will offer services to both Residential and Commercial clientele. Services include but are not limited to Design Consultations, Real Estate Services, Full or Partial Renovations, Space Planning, Schematic Programming, Project Management, FFE Selections, Demolition, Waste Removal, Construction Documents, and 3D Renderings. Below is a list of detailed services and fees for each demographic.

Residential

Initial Consultation:	First 30 minutes free \$195 per hour after (2 hours max)
Additional Consultations:	\$195 per hour
Real Estate Services	6% of Purchase Price
Full Renovation & Full Design Services	Varies on Client's Budget & Scope of Work
Partial Renovation & Full Design Services	Varies on Client's Budget & Scope of Work
A la Carte Services:	
Space Planning & Reconfiguration	Flat Rate of \$450 \$195 per hour beginning at the 4 th hour
Schematic Programming	Flat Rate of \$450 \$195 per hour beginning at the 4 th hour
Budgeting Strategies	\$195 per hour
Project Management	\$250 per hour
Material Specifications	\$195 per hour
Furniture Selection	36% Markup from Sale Price
Furniture Delivery & Installation	\$225 per hour (within 1-hour drive) Over 1-hour drive will include travel rates
Equipment, Fixture & Décor Selections	\$195 per hour
Demolition Services & Waste Removal	\$250 per hour + \$500 per filled dumpster
Construction Documents	\$1,500 per page

3D Renderings:

Digital Floor Plans	\$500 per image
Digital Exterior View	\$1,200 per image
Digital Interior Space	\$1,500 per image
Digital Landscaping	\$700 per image
Hand/Painted Floor Plans	\$750 per image
Hand/Painted Exterior View	\$1,450 per image
Hand/Painted Interior Space	\$1,750 per image
Hand/Painted Landscaping	\$950 per image

Commercial

Consultations:	\$250 per hour
Real Estate Services	6% of Purchase Price
Full Renovation & Full Design Services	Varies on Client's Budget & Scope of Work
Partial Renovation & Full Design Services	Varies on Client's Budget & Scope of Work
A la Carte Services:	
Space Planning & Reconfiguration	Flat Rate of \$450 \$250 per hour beginning at the 4 th hour
Schematic Programing	Flat Rate of \$600 \$250 per hour beginning at the 4 th hour
Budgeting Strategies	\$375 per hour
Project Management	\$375 per hour
Material Specifications	\$350 per hour
Furniture Selection	36% Markup from Sale Price
Furniture Delivery & Installation	\$325 per hour (within 1-hour drive) Over 1-hour drive will include travel rates
Equipment, Fixture & Décor Selections	\$250 per hour
Demolition Services & Waste Removal	\$375 per hour + \$700 per filled dumpster

Construction Documents	\$2,000 per page
3D Renderings:	
Digital Floor Plans	\$650 per image
Digital Exterior View	\$1,600 per image
Digital Interior Space	\$2,000 per image
Digital Landscaping	\$950 per image
Hand/Painted Floor Plans	\$900 per image
Hand/Painted Exterior View	\$1,850 per image
Hand/Painted Interior Space	\$2,250 per image
Hand/Painted Landscaping	\$1,200 per image

b) Target Market

Leonor Fleming Interior Design, LLC's primary market will be first-time home buyers interested in a fixer-upper to uniquely meet the client's style and aesthetic with a budget and environmentally friendly atmosphere. The secondary market will be large commercial, non-profit organizations looking to renovate an existing building for community-centered support, which is cost-effective and functional. Markets outside of this scope are also extended to other individuals and organizations.

Most projects will be larger in scale but will fit within the agreed budget determined by both Leonor Fleming Interior Design, LLC, and the client. The primary *demographic* will be the Upstate of South Carolina and surrounding regions. The *age* group will vary from project to project by generally will consist of mid-thirties to upper forties. Regarding residential projects, the *income* range will be from middle-class (60,000) to upper-middle-class (150,000). Concerning commercial projects, there would be no income range; however, budgets will range from \$100,000 to \$1,000,000 depending on the funding available from donors and charitable contributions. As aforementioned, the *industry* group is made up of both residential and commercial clients. Leonor Fleming Interior Design, LLC will attract the culture and characteristics of resilient, passionate, open-minded, flexible, creative, and economically conscious individuals.

Typical Clients*Residential*

First-time home seekers looking to fully renovate their future home to their unique design style that fits within their budget.

Commercial

Non-profit organizations looking to fully renovate an existing structure for community and enrichment for the disenfranchised that fits within the given budget.

c) **Advertising and Promotional Activities**

The following five (5) strategies have proven increased business consciousness and will be implemented by Leonor Fleming Interior Design, LLC. In addition to this marketing plan, Leonor Fleming Interior Design, LLC will hire a Public Relations Executive to manage all social media outlets, schedule and secure marketing events, and drive community outreach.

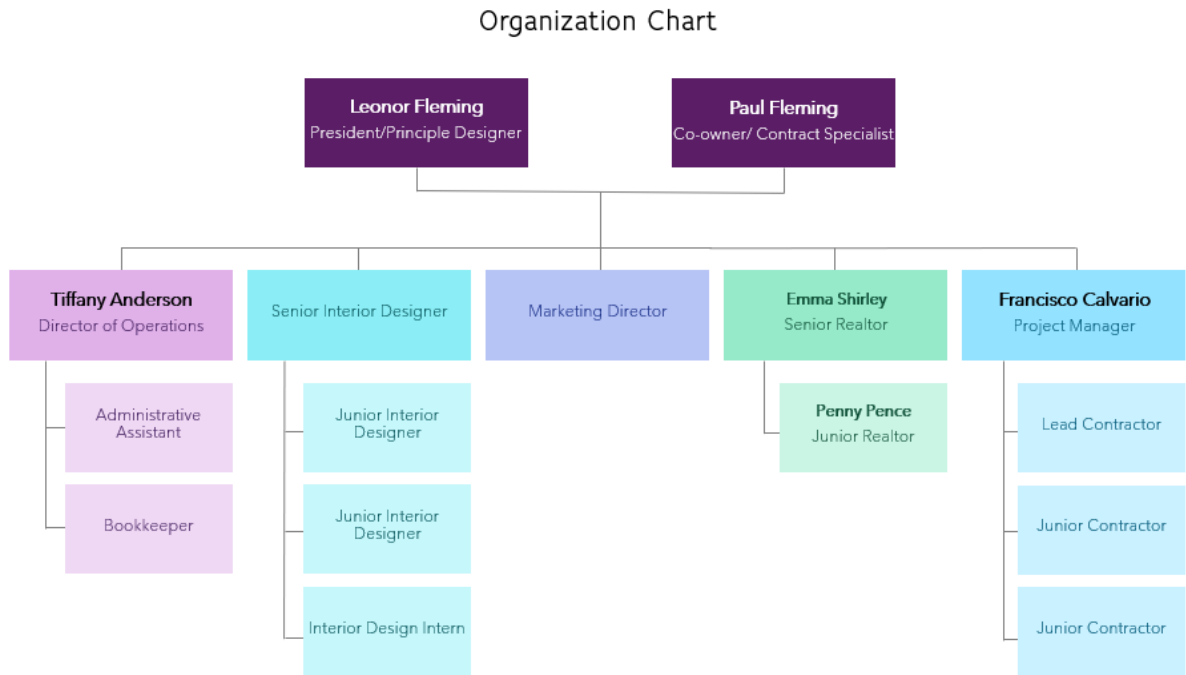
Goal: To increase client awareness of Leonor Fleming Interior Design, LLC (the company) and attract additional clientele

1. **Internet/Social Media-** The company will hire a web designer to create a business website that will be updated regularly. The website shall include services, images of previous works, client testimonials, and contact information. The company will also establish social media outlets such as Facebook, Twitter, Instagram, LinkedIn, and YouTube that the company's Public Relations Executive will regulate.
2. **Promotional Materials-** The company will create graphic imagery to apply to stationery, letterheads, business cards, and promotional materials such as postcards, brochures, promotional giveaways, and signage to showcase at events or offer to potential clients.
3. **Press Release/Open House-** The company will announce its opening on all media outlets and run an ad in the local newspaper to include a drop-in for appetizers and beverages at the company location.
4. **Publicity-** The company will participate in local events and national design competitions that align with the values and services provided by the company.
5. **Community Service-** The company will volunteer its services to charitable and community service work in the local area. The company will also offer seminars and workshops on the latest design topics, trends, and inspirations.

Section IV

Operational Plan

a) Organizational Structure



Roles and Responsibilities

Principle Designer: Owner and face of Leonor Fleming Interior Design, LLC. Runs the entire operation with the assistance of the management team. Approves and finalizes all design aspects, including presentations and selections. Signs all client contracts and legal proceedings.

Co-owner/Contract Specialist: Co-owner and contractor specialist. Will oversee the demolition and construction process and budgeting.

Director of Operations: Responsible for the daily operations of the office. Attracts new clientele and will be the company's primary liaison. Also serves as the HR personnel when needed.

Administrative Assistant: Assisting the Director of Operations, scheduling, placing orders, preparing contracts, event planning, and customer service.

Bookkeeper: Responsible for accounts payable and receivables and end-of-year audits.

Senior Interior Designer: Lead and most experienced Interior Designer and manager of Junior and Intern level designers. Hires all new designers and occasionally meets clients for new work or change orders. Manages all the design administrative duties for the principal designer.

Junior Interior Designer: Assists the Senior Interior designer with research gathering, space planning, furniture selections, and presentations. Trains upcoming designers as needed.

Interior Design Intern: Assisting designers with drawings, sample boards, library organization, sample material orders, picking up finishes or textiles, and entry-level responsibilities.

Marketing Director: Manages company website and all social media outlets. Also assists with developing marketing tools, such as logos, brochures, and advertising.

Senior Realtor: Main point of contact with all real estate listings, showings, contracts, and sales. Manages Junior Realtors and scheduled viewings.

Junior Realtor: Assists Senior Realtor with day to day operations as needed.

Project Manager: Oversees all construction work and code standards. Hires all contractors and is the main point of contact for building questions.

Lead Contractor: Schedules all construction work and secures building materials for each project.

Junior Contractor: Assists and builds according to the work orders.

Employee Benefits

Full Time

Two Weeks Vacation (0-4 years of employment)

Three Weeks Vacation (5-9 years of employment)

Four Weeks Vacation (10+ years of employment)

8 Hours Paid Holidays

5 Sick Days (8 hours each)

2 Personal Days (8 hours each)

2 Floating Holidays (8 hours each)

Life and Short-Term Disability- Paid by the Company

6% Match IRA Plans

The company funds HSA for High Deductible Plans

100% Medical, Dental, and Vision Coverage

Part-Time

Two Weeks Vacation (0-4 years of employment)

Three Weeks Vacation (5-9 years of employment)

Four Weeks Vacation (10+ years of employment)

4 Hours Paid Holidays

5 Sick Days (4 hours each)

2 Personal Days (4 hours each)

2 Floating Holidays (4 hours each)

Life and Short-Term Disability- Paid by the Company

4% Match IRA Plans

Comprehensive Medical Insurance Plans

100 % Dental and Vision Coverage

b) Hiring Procedures and Policies

Leonor Fleming Interior Design, LLC will consist of various hiring procedures including but not limited to: the review of resumes and design portfolios, candidate interview with hiring personnel and principal designer, and a signed offer letter to include a non-compete clause signed prior to employment. Referrals from Interior Design Universities Leonor Fleming Interior Design, LLC has established partnerships with, will aid in recruiting new candidates. Candidates will also be vetted from job postings submitted on Indeed and LinkedIn.

Leonor Fleming Interior Design, LLC shall comply with all federal, state, and local laws, rules, regulations, and codes governing business procedures and interior design practice in the state of South Carolina.

Termination

South Carolina is an at-will state which indicates that either the employer or the employee may end the employment relationship without giving notice or reason at any time. Still, Leonor Fleming Interior Design, LLC will pay out any unused vacation should the employee offer a two-week notice before terminating their working relationship.

Ethics

Leonor Fleming Interior Design, LLC will follow the ASID (American Society of Interior Designers) Code of Ethics and Professional Conduct which contains standards related to five (5) areas of responsibilities: the designer's responsibility (1) to the public, (2) to the client, (3) to other interior designers and colleagues, (4) to the profession, and (5) to the employer. The ASID Code of Ethics and Professional Conduct is detailed online at <https://www.asid.org/resources/about/ethics>.

Dress Code

Leonor Fleming Interior Design, LLC requires that employees dress neatly and appropriately at all times and that they maintain adequate personal hygiene. Any company's success relies on its customers' support and goodwill, so it is essential that Leonor Fleming Interior Design, LLC maintains a professional image. As representatives of this company, employees must adhere to the dress code policy.

The company urges employees to use common sense and sound judgment when selecting their work attire. When in doubt, refer to conservative and formal dress attire. To assist employees, here are a few broad guidelines to follow:

- All clothing should be clean, ironed, and in good condition. Refrain from wearing clothes that have tears, rips, or holes, even if it is the current fashion.
- All employees should maintain an acceptable level of bodily hygiene to ensure that interactions with other staff and clients remain positive and pleasant.
- Work clothes should be professional, so they should not be too revealing or casual.

In general, the dress code for employees is **business casual**. However, sales and marketing staff that have direct contact with the company's clients should follow a dress code of business professionals during client visits and meetings. Contractors busy with physical labor, repairs, and installations are allowed to wear more casual attire, such as jeans, and should also use personal protective equipment at all times.

c) Employee and Client Records

Employee Records

All employee records will be stored electronically with limited access to Upper Management Personal and the Human Resource Officer. All hardcopies will be stored under lock and key in the Human Resource Officer's office.

Below is a list of required employee records and the retention periods mandated by federal law:

- **Resumes, job applications, and hiring tests** – 1 year (no requirement for unsolicited resumes)
- **Form I-9** – 3 years from the date of hire or 1 year after termination (whichever is later)
- **Payroll documentation, including wage and promotion information and timekeeping records** – 3 to 4 years for most documentation
- **W-4s** – 4 years after taxes are due or paid
- **Performance reviews** – 2 years
- **Physical exam results** – 1 year after action is taken based on physical exams
- **Drug test results** – Most recent year's report on file for one year
- **Request for reasonable accommodation** – 1 year after action taken or document created, whichever is later
- **Benefit plans** – 1 year after termination of the plan
- **FMLA documentation** – 3 years after leave ends
- **Termination records** – 1 year from the termination date

Client Records

All client records will be stored electronically with limited access to Upper Management Personal and the Administrator responsible for filing and record keeping. All hardcopies will be stored under lock and key in the Owner/Principle's office. Old client records dating back seven years will be removed and stored in box files in a locked storage closet.

Purpose

The purpose of storing these documents for the specified amount is based on the time the IRS can legally audit the company, where these records can be requested.