

## Business Plan

### Part A – The Venture

The name of our business is **Infinite Design** and we are an interior design company. We are different than our competition because we are entirely hands-on with our client. They will start with a survey that helps them pick out their colour scheme, wood types and general idea. (Is it a living room, dining room, kid's bedroom, guestroom, master bedroom, or nursery, etc.) We stay in the budget and involve them in every step of the way. Also, if the customer chooses, we can set up the furniture, **if they are local**. The home base of our business is Midale, SK, and we will be travelling the surrounding area. (Midale, SK. to Oxbow, SK. Midale, SK, to Regina, SK.) The work will be done in our own personal homes. This is the perfect space to do this, because we don't need a big shop, and all the furniture will be sent directly to the customer's home. (Unless it is fragile and needs extra care, then it will be stored at our homes until the client's home is ready for it.) We will not need to rent or buy building space. The only equipment we will need, is a colour printer, work phone, and computer. Work phone may be optional, as we can just use a cellphone.

### Part B – The Product or service

We are not selling anything, but are providing interior design services. Most furniture will be bought online, while some may be bought in store. The special features include being affordable and having a hands on experience in the interior design world. The reason we are different from our competitors, is that we focus more on the comfort and functionality of the room for the customer, rather than a 'magazine' room, that doesn't have a welcoming feel. We focus on developing a room that the customer dreams of. One of our main focuses is to make the room have a 'feeling.' Is the room supposed to be 'homey?' Is it supposed to be 'masculine?'

### Part C – Marketing and Prices

Our main buyers will be people who don't have an eye for interior design, and aren't good with budgeting, or have a low budget. We hope to supply them with the home of their dreams, but staying in their budget, but supplying them with quality designs. Prices include the following: we are first given a budget to stick by, and if something might go over, we ask the customer first. For the initial consultation, it is \$50.00. **(The drive would be a business expense.)** Some things will not cost, as they are small, and don't require services. This would include phone calls, emails, etc. The customer would have to pay for us to piece together furniture sets. This would \$15.00/h. For the next visit to conference and see the room again, it would \$15.00/h. For furniture set up, it is \$30/h per person. This is optional. Furniture will be marked up based on its price, so that we are making a profit. Ads and promotions include posters. Posters could be hung up at the post office, bank, convenience store, and local restaurant. We will provide our services outside of our location. The farthest east we will go is Oxbow, Saskatchewan, and the farthest west we will go is Regina, Saskatchewan.

Career Education  
Youth Biz – Planning Sheet

**Part D – Workers**

Infinite Design is co-owned by Rebecca Bleasdale and Jennifer Wiebe. It is owned 50/50, as we both do equal work. We will have two part-time employees with back-ups ready, in case they are busy. With heavy lifting and setting stuff up we will have at least two employees. We will pay them \$15/h per person for their services. They will need to know safety precautions, like lift with your legs, and not your back, and know how to handle furniture without inflicting damage.

**Part E – Day-to-Day**

The hours of Infinite Design are 9:00 am to 4:00 pm, with a one hour lunch break at 12:00 pm. We will not work on Sundays or holidays. We will buy the supplies from online shops or local stores. Supplies include paint, wallpaper, rugs, curtains, furniture and linens, etc. To provide information for our customers, we will have information booths at tradeshow, and of course, our posters, brochures, and website.

**Part F – Money Plans**

Start-up costs include the following: \$500 to cover the printer, and we have a computer already. The funds needed for the start-up would come from our savings and would be split 50/50. (Each person contributes \$250.) Our goal for the year is to do 10-15 jobs a year, give or take.

**Part G – Why this Business Idea?**

We chose this business idea because it is original and unique. We were interested in making interior design more accessible to lower budgets, and to make it more hands-on with the customers. We wanted them to be able to have a say in the way their homes are designed, and to be happy with the outcome. Infinite Design's goal is to be for the people not the price.