

Business Plan for Interiors by Hala

Disclaimer: *This business plan is for academic purposes only and represents a hypothetical situation. It is not intended for actual business use or public distribution.*

- I. Business Summary
 - A. Owners: Hala Ayoub (Sole Proprietor)
 - B. Location: Houston, Texas
 - C. Business Formations: Sole Proprietorship
 - D. Business Description: Interiors by Hala will provide full-service residential interior design based on modern, wellness-oriented spaces. Concept development, space planning, material selection, and furniture and finish purchase are among the services provided.
 - E. Owner Expertise: Hala Ayoub is an Interior Design student at Houston Community College with hands-on expertise in residential and small commercial projects. Skilled at creating mood boards, material palettes, and digital inspiration boards to help clients visualize their ideas. A solid foundation in space planning, furniture and equipment selection, and client communication. Experienced in AutoCAD, SketchUp, and Adobe InDesign, with strengths in visual storytelling, collaboration, and attention to detail.
- II. Market Research
 - A. Information Sources: Houston Chamber of Commerce, U.S. Census Data, Houzz, ASID Industry Reports
 - B. Market Need: Houston has a succeeding real estate market and a growing population of health-conscious, remote-working professionals who need home upgrades. Estimated clientele: 500 or more homeowners in the Midtown area.
 - C. Competition: Main competitors include Luxe Spaces, Urban Nest Interiors, and ModVida Studio. Most cater to higher-income groups, while Interiors by Hala aims to serve middle- to upper-middle-income clients.
 - D. Existing Sales Data: Residential interior design firms in the Houston metro area report an average annual revenue of \$150,000-\$400,000, according to ASID benchmarks for 2023.
 - E. Industry Trends: Increased interest in sustainable design, biophilic interiors, and home office remodeling. There is an increased demand for virtual design consultations and 3D visualization.
- III. Marketing Plan
 - A. Market Focus: Young professionals, growing families, and middle-class homeowners looking for affordable design with upscale aesthetics.
 - B. Services:
 1. Full interior design packages
 2. Virtual design consultations
 3. Custom color/material palette
 4. Furniture purchase and installations

- C. Pricing Structure: Flat-fee packages for rooms (\$2,000–\$8,000), plus hourly consultations at \$125/hr. Products sold with a 25% markup.
 - D. Delivery Charges: Clients pay directly for third-party white-glove delivery services.
 - E. Promotion and Advertising:
 1. Website
 2. Instagram
 3. Collaboration
 4. Direct mail
 5. Google business
 - F. Seasonal Concerns: Design work may slow during the winter and holiday seasons, but marketing efforts will increase to provide seasonal discounts.
- IV. Operational Plan
- A. Organizational Structure: Sole proprietor with part-time virtual assistant and contract-based freelance CAD technician.
 - B. Hiring Needs: Freelance support for rendering, bookkeeping, and social media; job descriptions demonstrate flexibility and task-based contracts.
 - C. Record Keeping: QuickBooks for daily accounting; project folders stored digitally on Google Drive.
 - D. Employee Benefits: N/A
 - E. Vendor Relations: Vendors include local showrooms and reps from brands such as Sherwin-Williams.
 - F. Customer Relations: CRM tools will be used to track communication, with post-project feedback requested to improve service.
 - G. Personal projections:
 1. Year 1: 1 part-time virtual assistant
 2. Year 2: Add 1 junior designer if growth targets are met.
- V. Financial Information – Start-Up Cost Analysis

Initial, One-Time Expenses

Item	Estimated Cost
Office furniture	\$2,500
Office equipment (laptop, printer, phone)	\$3,200
Remodeling office space	\$1,500
Initial inventory (samples)	\$800
Lease deposit (shared co-working space)	\$2,000
Licenses & permits	\$500

Item	Estimated Cost
Catalogs & samples	\$350
Misc. office equipment (fridge, coffee maker, etc.)	\$300
Subtotal: \$11,150	

Ongoing Expenses at Start-Up

Item	Estimated Monthly Cost
Stationery	\$50
Utilities	\$100
Phone & Internet	\$120
Website/domain fees	\$40
Drawing supplies	\$75
General office supplies	\$60
Insurance premiums	\$150
Marketing materials	\$200
Subtotal (Monthly): \$795	

Professional Expenses (Annual)

Item	Estimated Cost
Accountant (taxes only)	\$600
Insurance agent consult	\$300
Cleaning & janitorial	\$400
Transportation (gas & maintenance)	\$1,200

Subtotal: \$2,500

TOTAL ESTIMATED START-UP COST:

\$11,150 (initial) + \$9,540 (12 months ongoing) + \$2,500 (annual) = **\$23,190**

Works Cited

1. “Meet the Nation’s 4th Largest City.” *Greater Houston Partnership*, 20 May 2019, www.houston.org/.
2. ASID. “American Society of Interior Designers | ASID.” *Asid.org*, American Society of Interior Designers, 2019, www.asid.org/.
3. US Census Bureau. “Census.gov.” *Census.gov*, 2022, www.census.gov/en.html.
4. Piotrowski, Christine M. *Professional Practice for Interior Designers*. Hoboken, New Jersey, Wiley, 2014.