

Berkshire ID
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I. Executive Summary

Berkshire Interior Design, also known as Berkshire ID, will sell locally made items to local consumers that need interior design work in offices and homes. This business will fill the need of local people wanting local furniture. New homeowners will be our clientele, along with people that want a more modern vibe to their outdated homes. Our business will be competing with other design companies, but we will succeed because we are selling locally made products rather than products from all over or department stores. Our team is made up of highly intelligent young females that collaborate with real state agents and carpenters.

II. The Business

A. Description of the Business

Berkshire ID is an interior design business that only uses products that are made here in the Berkshires or the surrounding area. All our suppliers are local and every one of them would receive a profit from every client we have. People would buy our service because Berkshire ID will be the only design business selling products that are not only made in America but in the community and buyers will be satisfied with the high quality and will feel better knowing where the products are coming from and that they're supporting their local businesses. Berkshire ID will also expand our brand by collaborating with realtors, landscaping businesses, or florists that will not only add appeal but will increase our client count through referrals. The business will have a storefront that will allow clients to come in and look at our showrooms and have a meeting about what exactly they're looking for in their homes.

B. Target Market

Berkshire ID's target market is new and current homeowners. While our business specialize in changing nothing into something, it also looks to take an old outdated look and add a modern day vibe. Hannah and Emma are looking to have the showroom on the Main Street of Pittsfield, making it accessible to people in North Adams and also in Sheffield. Berkshire County is our target area, while also traveling as far as New York and Connecticut. The new homeowners of today's high tech world are going to be of a rather young age, wanting a modern vibe to their home at the lowest cost possible. This is what is going to set our business apart from the others. Hannah and Emma hope to make it so a low cost does not mean low quality. Our plan to achieve this is by tricking our customers into the sense that they are getting a good deal on say a chair by adding extra cost in an hourly rate and installation fee. Our plan is to also gain customers through social media, seeing as it's on the rise lately and also local papers to also

attract the older generations. This will only be the beginning of our advertising though. As our business begins to make more money we will invest in billboards and TV commercials and on air advertising. We plan on advertising will a story to tell that people can relate to, making them more likely to invest their money in us. Interior design businesses usually are geared towards the higher-class people and with our business we want to break that norm and make it affordable for everyone. Affordability will cause more business and make it easier to give our customers better deals.

C. Competition

In creating this business we have found some near by competition that includes Leah Luczynski Interior Design Company, which is a full service residential and commercial interior design firm that serves Berkshire County and surrounding areas. This would be are closest competition within multiple miles. There is another similar interior design company in Sharon Connecticut, but that is not really in our area of business so it wont effect our sales as much as the other one. Some of the services that the interior design company offers, based out of Pittsfield is space planning, kitchen and bath design, furniture layout, and color selection. These would be almost the same services we would offer causing extreme competition. What sets our business apart from her business is the fact that were are using all local products, making an economic difference in our community. She gives free consultants, and our hope is to do they same in our business. The products and services that would be presented to our customers would all be local making it more appealing to our clients. Our hope would be to try and work out prices making it so that they would be similar to the other interior design companies around.

D. The Team

The team consists of Emma and Hannah and their employees. Emma and Hannah are the owners and the bosses, and in the gallery there would be a secretary that would be running it and taking appointments with clients. The company would also be collaborating with various realtors, architects, lawn care companies, and more.

E. Skills and Experience

Hannah is currently taking an independent business class and Emma is taking an independent history of photography/art class that could contribute to the businesses success. The Entry to Entrepreneurship class is also an advantage that most businesses or businesses owners won't have. There are also family connections that would be brought to the table, such as Emma's mother being a local lawyer, and Hannah's father being a local real estate agent; both of who have worked together in the past. There are also relationships with furniture makers already, and not to mention the modern and youthful taste the duo would be able to establish.