

Aniya Jackson

Professional Practice

Business Plan

Due November 26th, 2023



Jackson Interiors

Luxury Designs for Low Income Housing

Business Summary

Jackson Interiors is the sole proprietorship Interior Design business owned and operated by Aniya Jackson. We provide interior design services such as room remodels, new homes, and renovations at a low rate. Our mission is to provide low income families and young adults who want to live on their own but have a small budget, with the feeling of a luxury and lavish life through their designs. We are located in Downtown Houston and open from 9am-6pm on Monday to Friday. If these services interest you please contact us for an inquiry through email or phone provided on our website. We look forward to making your home glamorous!

Market Research

Houston is ranked the 5th worst metropolitan city and Texas the 6th worst state in terms of affordable housing. The more people move here the higher homes get. Low Income is 80% of the medium income, very low income is 50%, and extremely low income is 30%. Based on Houston's HUD of 2020, a family of 4 qualifies for low income housing if they make \$59,600 annually (\$4,967 monthly); for an individual \$41,700 annually (\$3,475 monthly).

There are so many young adults trying to move out of their parents homes but can't afford a home themselves at their current stage in life; there are plenty of families who want to have a home of their dreams but don't have the budget. With this business I want to cater mainly to those two demographics. In this profession many designers cater to older clients because of that's usually the demographic of people that can afford design services or hire someone to do it. While most younger people like to DIY home designing, there are others that have a hard time visualizing what they want; that's where I come in. We'll provide luxury looking materials, finishes, furniture, decor, with our design service while also charging an affordable price based on the budget we are given. We'll give the full experience of designing a space but with a tighter budget and more hands-on activity.



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Challenges:

- **Income source:** This is a low income company, because of this we may have a hard time maintaining large profits.
- **Liability:** I will be the sole proprietor so if anything bad happens it will fall on me even if it was not my doing.
- **Competition:** There is a business called “Houston Affordable Designs” so i believe they will probably be our competitor within this market
- **Clients:** In any customer service job it is best to make sure the client is happy but sometimes you may not be able to please them no matter how hard you try.
- **Suppliers:** This will be a big task because we must find suppliers of good quality items and materials but at a low cost. The best way to do this is to have a good relationship with them; NETWORKING.



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Marketing Plan

We want to be a part of the market for small projects, not so much big ones. Bigger homes cost more money and while our goal is to make your space luxurious the hard truth is that it's going to be a small space. In order to get clients however we will advertise and promote via the internet and colleges. Since we are mainly trying to gain the attention of young adults and low income families its best we advertise on the internet and at community spaces. For example, filming a vlog of the day in the life of the job, placing flyers on college campuses and home furnishing stores, even the YMCA. After getting some initial clients it will eventually become word of mouth recommendations, as that is how most interior designers get projects, so that way we can expand more.

GOOGLE IS OUR FRIEND. At the end of the day everyone googles everything so making sure our business is properly set up on google my business maps will help out a ton; also having google ads. The downside to these things is that they will cost us no matter what, which is why designers stick to word of mouth clients, it doesn't cost them anything, they are just recommended to someone and then they get that client. Client recommendations can become a referral program also, giving free samples or discounts to them and whoever they refer.



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Operational Plan

Management Structure

1 Owner - Aniya Jackson

1 Designer - Another designer will be needed as the workload may be too much for just me

1 Advisor - Someone to help with the structure of the business; someone who has more experience within a firm

2 Associates - Will accompany us to look at materials and furniture based off the clients wants and keep notes of what we have picked to bring to the client

1 Social Media Manager - curates our promotional videos on the internet as well as keeps up with emails concerning potential advertising opportunities

When we start out there will only be me, the advisor, and 1 associate. This is a good way to start because the more employees you have, the more money you have to take away from the business. I hope that in 3 years we get to the point of adding the other 3 spots. The associates job will be to look through emails and answering calls to see if we get any inquiries for our design services. I think the hardest thing will be starting out with no client reviews because to trust someone with the way you want your home to look is a big trust exercise.



Financial Plan

Initial, one-time expenses

Office Furniture	\$1000
Office Equipment	\$1000
Remodeling of Office	n/a
Initial Inventory	n/a
Utility/Lease	\$28 sf/yr + \$100/month (utilities)
License/Permits	\$600
Catalog/Samples	n/a

Ongoing Expenses (Start up)

Stationary	\$100/month
Utilities	\$100/month
Phone, tax, cell phone	\$359.99/month
Internet	Included with internet
Website/Domain Fees	\$600
Drawing supplies	\$500
General Office Supplies	\$300
Insurance premiums	\$40/month
Marketing materials	\$200



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Professional Expenses (Annual)

Consultant Fees	\$600
Cleaning/Janitorial Fees	\$90/hr
Transportation	\$480/month
Softwares	\$122/month
PT Employee	\$600 per person/month
FT Employee	\$2500 per person/month

In total it would cost around \$20,000 to start and keep the business afloat.



Work Cited

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Office Space: <https://www.mcmanagement.com/downtown/>

Internet/Phone:<https://business.comcast.com/shop/offers?services=All&internetdownloadspeed=All&contractlength=All&price=All>

Insurance Premiums:

<https://www.insureon.com/design-business-insurance/interior-designers/cost#:~:text=Interior%20designers%20pay%20a%20median,client%20property%20C%20and%20advertising%20injuries.>

Cleaning Fees:

<https://www.maintenance-one.com/commercial-cleaning-rates-chart-2022-2023/>

Texas Licensing:

<https://www.forbes.com/advisor/business/business-license-texas/#:~:text=sales%20and%20transportation.-,How%20Much%20Does%20a%20Business%20License%20Cost%20in%20Texas%3F,hundred%20on%20the%20high%20end.>