

THE BUSINESS OF INTERIOR DESIGN



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Why Interior Design???

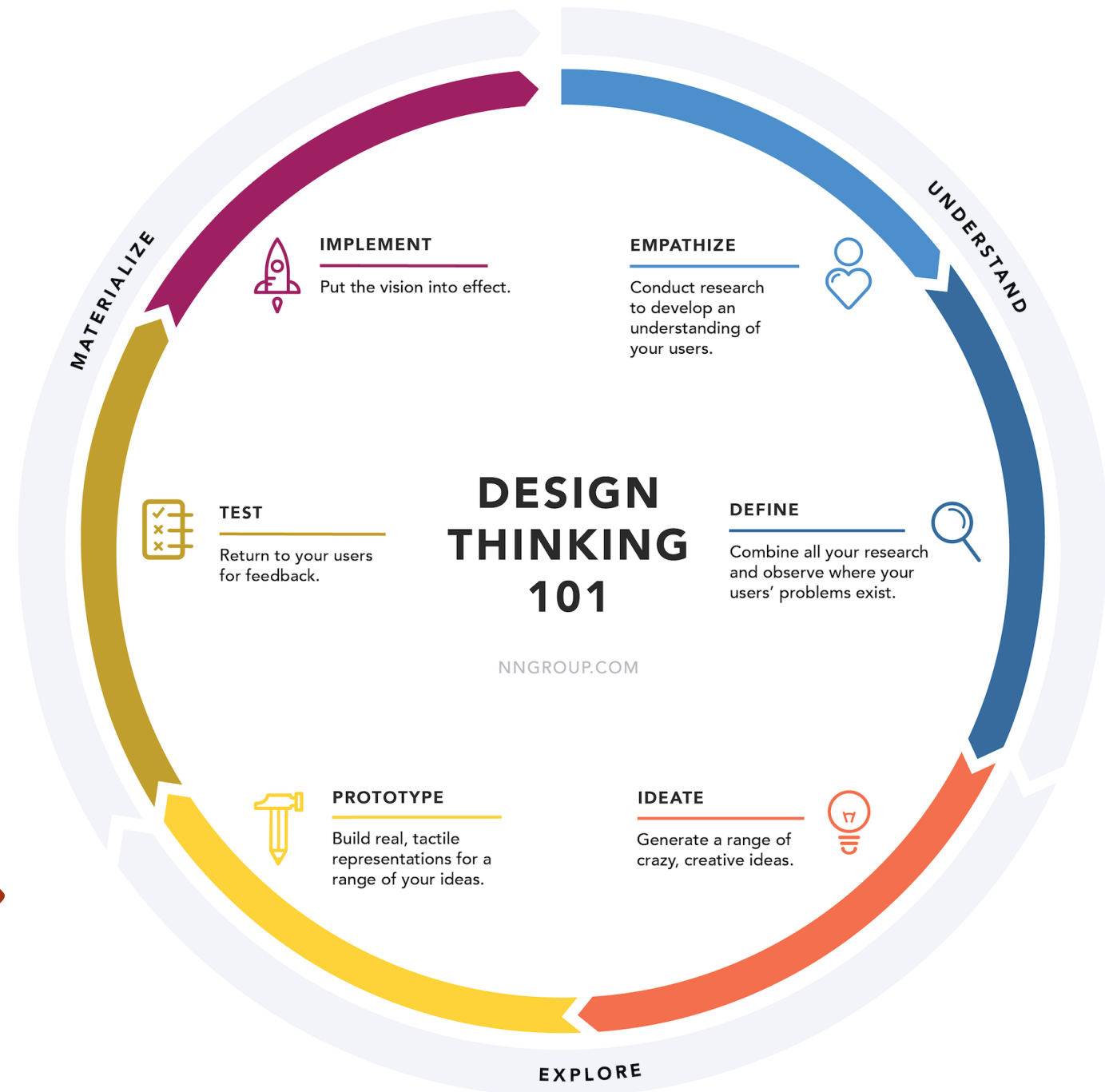


Design is **empathy** in proffering solutions.

empathy breaks down barriers and promotes the design of products and services that are **human centred**.

What is empathy?

“..a deep understanding of the problems and realities of the people you are designing for.”





WE SPEND ABOUT 90% OF
OUR TIME INDOORS



THE BUILDINGS WHERE WE LIVE,
WORK, LEARN AND RELAX
PROFOUNDLY IMPACT OUR HEALTH,
WELL-BEING AND PRODUCTIVITY.

THE ULTIMATE
GOAL OF OUR
BUILDINGS &
COMMUNITIES:
**TO CREATE A
POSITIVE HUMAN
EXPERIENCE.**

INTERIOR DESIGN MATTERS
BECAUSE **EMPATHY MATTERS**



It is the art and science of enhancing the interior of a building to achieve a healthier and more aesthetically pleasing environment for the people using the space.

(Wikipedia 2019)

What is Interior Design?



INTERIOR DESIGNER

Interior design is the art and science of understanding people's behavior to create functional spaces within a building.

4-6 years in Education

VS

INTERIOR DECORATOR

Interior decoration is the furnishing or adorning of a space with fashionable or beautiful elements.

No Formal Education required

Interior Design **VS** Interior Decoration

Interior designers may decorate, but
Interior decorators do **not design**

Considering Interior Design as a Business??



The Why...

- EVALUATE YOURSELF
- Why would your client choose you over another?
- What problems will you be fixing?
- What capital do you have to invest
- Are you even ready to be an entrepreneur??



The Who...

- Identify your client. Who are you serving?
- Do your market survey
- Get feedback
- Redefine



The How...

- Make it Official
- Develop a working Business Plan
- Build your team
 - Borrow
 - Hire
- Develop a sales plan and Start Selling



The When...

- In upscaling your business, you must adhere to the “why” of your existence.
- Integrating technology to be more efficient when your operations expand
- Be sensitive to Trends synonymous to your market?
- Keep Growing



LESSONS LEARNED....

SO FAR

Cashflow

Curiosity

Discipline

Flexibility

Fearlessness

Optimism

Paperwork

People

Reputation

Resilience



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