

# **Business Plan for Thant Design Studio, LLC**

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## **I. Business Summary**

### **Business Description**

**Thant Design Studio, LLC** is a residential interior design firm specializing in contemporary, functional, and personalized interiors. The firm will focus on creating thoughtful spaces that balance aesthetics, comfort, and practicality, with an emphasis on materiality, lighting, and human-centered design. Services will include space planning, furniture and finish selection, kitchen and bath design, styling, and design consultation.

### **Mission Statement**

Thant Design Studio seeks to create meaningful interior environments that improve the way people live through innovative, functional, and timeless design solutions.

### **Business Goals**

- Establish a successful startup interior design firm serving residential clients.
- Build a strong client base within the first three years.
- Develop a recognizable brand known for modern, detail-driven design.
- Expand services to include boutique hospitality and small commercial projects in the future.

### **Business Formation**

The business will operate as a **Limited Liability Company (LLC)** to provide liability protection while allowing flexibility in management and taxation.

### **Services Offered**

- Residential Interior Design
- Space Planning
- Kitchen and Bath Design
- Furniture, Fixtures and Equipment (FF&E) Selection
- Color and Material Consultation
- Styling and Accessorizing

- E-design / Virtual Consultations
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## **II. Market Research**

### **Target Market**

Target clients include:

- Young professionals
- Families renovating homes
- Homeowners seeking custom interiors
- Clients interested in contemporary, curated spaces

### **Industry Overview**

The interior design industry continues growing due to increased demand for personalized spaces, home renovations, and wellness-centered environments. Many homeowners now seek professional design guidance to improve both function and aesthetics.

### **Competitive Analysis**

Competitors include:

- Independent residential designers
- Full-service design firms
- Online design platforms

### **Competitive Advantage**

Thant Design Studio will offer:

- Personalized one-on-one service
  - Contemporary, thoughtful design solutions
  - Affordable customized packages
  - Strong attention to detail and client relationships
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## **III. Marketing Plan**

### **Brand Identity**

- Business Name: **Thant Design Studio**
- Brand Style: Contemporary, refined, warm, creative
- Logo and visual identity consistent across all materials

## **Marketing Strategies**

### **Digital Marketing**

- Professional portfolio website
- Social media marketing through Instagram and Pinterest
- Online portfolio showcasing projects and renderings

### **Networking**

- Join International Interior Design Association
- Build relationships with contractors, vendors, and realtors
- Attend trade shows and design events

### **Client Development**

- Referral incentives
- Consultation packages
- Email newsletters and promotions

### **Advertising**

- Social media ads
- Google business listing
- Printed promotional materials and business cards

## **Market Research / Target Market Analysis**

### **What Business Are We In?**

Thant Design Studio is in the business of improving the quality of life through interior environments that combine function, comfort, and contemporary aesthetics. The firm will provide residential interior design services with a focus on personalized solutions that help clients create beautiful, practical, and meaningful spaces. A firm like this is needed in

today's market because many homeowners want professional guidance to create cohesive spaces but may not have access to highly personalized design services at approachable pricing.

## **Target Market Analysis**

### **1. Demographics**

The primary target market includes middle- to upper-income homeowners between ages 30–60, young professionals, growing families, and empty nesters interested in renovation or customized interiors. The business will primarily serve residential clients in the greater Houston area and surrounding suburbs. Many target clients have disposable income and value investing in their homes for comfort, function, and resale value.

### **2. Psychographics**

Target clients value good design, quality materials, comfort, and individuality. They appreciate contemporary or timeless aesthetics, are interested in curated spaces, and often prioritize wellness, organization, and lifestyle-driven design. Many are busy professionals who want expert help making decisions and managing the design process.

### **3. Industry Type**

Thant Design Studio will operate in the residential interior design industry, initially focusing on full-service residential design, space planning, kitchen and bath design, and furnishing selections, with future opportunities in boutique hospitality and small commercial design.

### **4. Benefits**

The firm offers clients several benefits:

- Personalized and client-focused design solutions
- Functional and aesthetically cohesive spaces
- Professional guidance through the design process
- Time savings and reduced stress for clients
- Access to curated furnishings, materials, and design expertise
- Increased property value through thoughtful improvements

### **5. Product Usage**

Clients may use services for full renovations, single-room redesigns, kitchen and bath updates, furniture planning, and consultations. Some clients may need full-service design

from concept through installation, while others may use consultation or e-design services for smaller projects.

## **6. Competition**

Existing competition in the Houston market includes established residential firms such as:

- Laura U Interior Design
- Marie Flanigan Interiors
- Studio Thomas James
- Kirksey

Competition is strong, but Thant Design Studio can differentiate itself through personalized service, approachable pricing, contemporary aesthetics, and attention to detail.

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## **Marketing Plan**

### **Overview of Services**

Services offered include:

- Residential Interior Design
- Space Planning
- Kitchen and Bath Design
- Furniture, Fixtures and Equipment (FF&E) Selection
- Styling and Accessorizing
- Virtual Design Consultations

These services are needed in the market because many homeowners seek customized solutions that balance beauty, functionality, and budget.

### **Specific Market Focus**

The firm will focus primarily on clients seeking contemporary residential interiors, especially homeowners renovating primary living spaces, kitchens, bedrooms, and custom home interiors.

## **Target Market**

Primary market:

- Homeowners ages 30–60
- Professionals and dual-income households
- Design-conscious families
- Clients seeking customized but approachable design services

Secondary market:

- Boutique hospitality clients
  - Small business owners needing light commercial interiors
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## **The 4 Ps of Marketing**

### **Product**

The product is professional interior design services tailored to clients' functional and aesthetic needs. The firm will provide customized solutions rather than one-size-fits-all design.

### **Place**

Services will initially operate through a home-based studio, serving clients locally in Houston and virtually for e-design clients. Online platforms and a digital portfolio will expand reach.

### **Promotion**

Promotion strategies include:

- Instagram and Pinterest portfolio marketing
- Professional website and online portfolio
- Networking through International Interior Design Association
- Referrals and word-of-mouth marketing
- Collaborations with contractors and real estate professionals
- Participation in local design events

- Social media advertising and email marketing

## **Price**

Pricing will be competitive and based on project scope. Fee structures may include:

- Hourly consultation rates
- Fixed fees for smaller projects
- Flat-fee room packages
- Percentage-based fees for furnishings procurement

Pricing will reflect professional value while remaining accessible to target clients.

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## **Marketing/Business Goals**

- Secure first 5–10 clients within the first year
  - Build strong brand awareness locally
  - Develop a professional portfolio of completed projects
  - Generate repeat and referral business
  - Grow revenue steadily while expanding services
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## **IV. Operational Plan**

### **Location**

Initially operated as a home-based studio to reduce overhead costs.

### **Hours of Operation**

Monday–Friday

9:00 AM – 5:00 PM

Consultations by appointment.

### **Equipment and Technology**

- Laptop/Desktop Computer
- Design Software (AutoCAD, SketchUp, Adobe Suite)

- Printer/Scanner
- Materials Library
- Measuring tools
- Office furnishings

### **Business Operations**

Services will follow this project process:

1. Initial Consultation
2. Programming and Concept Development
3. Schematic Design
4. Design Development
5. Documentation and Specifications
6. Procurement Assistance
7. Project Installation/Styling

### **Suppliers and Resources**

- Furniture vendors
- Finish and textile suppliers
- Lighting manufacturers
- Local contractors and installers

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## **V. Financial Information (Start-Up Cost Analysis)**

### **Start-Up Costs**

<b>Item</b>	<b>Estimated Cost</b>
Business Registration/LLC Filing	\$300
Business License/Permits	\$150
Professional Insurance	\$800

<b>Item</b>	<b>Estimated Cost</b>
Laptop/Computer	\$1,500
Printer/Scanner	\$300
AutoCAD Subscription	\$1,955
SketchUp Subscription	\$349
Adobe Creative Cloud	\$660
Website Domain & Hosting	\$300
Branding/Logo Materials	\$500
Office Furniture	\$1,200
Materials Sample Library	\$800
Marketing Materials	\$500
Business Cards/Stationery	\$150
Phone/Internet Setup	\$300
Contingency Fund	\$2,000

**Total Estimated Start-Up Costs**

**\$11,764**

**Funding Source**

Initial funding will come from:

- Personal savings
- Possible small business loan if needed
- Reinvestment of early profits into business growth

**Projected Revenue (Year One Estimate)**

- 8 full design projects at \$4,000 average = \$32,000
- Consultations and smaller services = \$8,000

**Projected Revenue: \$40,000**

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### **Conclusion**

Thant Design Studio, LLC is designed to be a flexible, client-focused interior design business with strong growth potential. Through thoughtful planning, strategic marketing, and careful financial management, the business can develop into a successful and sustainable design practice.