

NICOLINE.COM

RENT YOUR STAGING

EMAIL US

Nicoline@gmail.com
www.nicoline.com

VIA SOCIAL

@nicoline.comm
Instagram

VISIT US

Calle Division Street
29630 Marbella, Spain

T A B L E O F C O N T E N T

Brief
Executive summary
Product and Services
Swot
Customer analysis
Target market
Competitive analysis
Distribution Strategy
Action plan
The office
The warehouse
Team
Philosophy
Trends
Budget, income, expenses
Pricing strategic
Logo
Advertising, social media plan
Class exercise

BRIEF



STAGING ING

RENT YOUR STAGING

We were asked to present a proposal on what our future company in a marketing prospective would include by showing the steps and stages moving forward to get a full picture of the responsibility it takes to start a business and the risks included.

EXECUTIVE
SUMMARY

COMPANY

NICOLINE.COM

Your brand voice is about projecting your brand's personality through the communications you distribute. Creating a brand voice can help you recognize the tone you want your brand to convey to your audience.

NICOLINE.COM

PRODUCT & SERVICE

OUR SERVICE

The service Includes everything from setting up new electricity to framing wall art and after taking everything down.



Service description

CLIENT MEETING

When ordering a staging, we set up a meeting where we can show the client mood boards and previous staging that they might like. After we go visiting the site, to get a full picture of the design layouts.

PLANING/ DESIGNING

After getting a real look at the site, we go home and look at the floor plans and start to plan and select the furniture pieces that we want to use, or furniture that needs to be sent to the production to get fixed or made.

CLIENT AGREEMENT

If the client wants to be involved in the design process this is the time we would have a follow-up meeting, where after budget approval, we have made a 3d render or 2d top view of the potential plan of the space, with a list of all the furniture and samples for the client to see or and feel if they like the quality.

MOVING TEAM

When agreeing on the designs, we send the list of all the furniture that needs to be made or fixed. When they are finished being made, the team goes to pick them up from the warehouse and package them to be brought to the location.

STAGING

The designer will be at the site instructing the moving team and electrician on what needs to be done and where things need to be placed. The designer will then go over everything and place the small details and give it the finishing look.

SWOT



STRENGTHS

- Fast
- Lower prices
- Huge design variety
- Low competition today
- 3 different staging packages
- Everything is online
- I own the nicoline.com domain

WEAKNESSES

- Unexperienced
- Unknown
- Low number of referrals
- Limited social media and ad budget
- Small team
- Don't speak Spanish
- Small showroom

OPPORTUNITIES

- Lack of competitive professionals
- Client purchases the furniture

THREATS

- Increase in competitors
- Decrease in the housing market
- Do it yourself culture

HOW MUCH IS THE CLIENT INVOLVED

CUSTOMER ANALYSIS

*We will make your home sell with
our design*

A potential client would be someone who's trying to see their property and they have already taken out their furniture or wants a selling point to the home when trying to sell the home. So the client wants the staging process to be easy, fast, and as cheap as possible because the client wouldn't be living in the home while it's staged, it would only be like a showroom.

Some clients don't wanna be involved in the design process they just want the house to sell. Others insist on knowing what every piece of furniture is being placed, we will provide both options for the client so they feel safe in choosing us.



CLIENT

SUPER INVOLVED

CLIENT

I NEED TO HAVE
AN IDEA

CLIENT

FREE TO DESIGN
WHAT WE LIKE

TARGET MARKET

WHERE DO WE GET OUR CLIENTS AND
HOW TO WE GET IN CONTACT WITH
THEM

*Our customers can find us
through a partnership with
realtors, banks.. and we
will be recommended or we
are the first search when
googling “staging”*

PRIMARY TARGET

Realtors

Property owners

Banks (repossessions)



COMPETITIVES

These are the competitors in [Marbella] are the moment, and what they offer as a company.

COMPETITORS IN MARBELLA

competitors

RENTCHESTER.COM

RENT CHESTER

ANNSAND.COM/

ANNA AND

TANIAMARBELLAINTERIORDSIGN.COM

TANIA MARBELLA

VIAINTERIOR.ES

VIA INTERIOR

EIREINTERIORS.COM/

EIRE INTERIORS

OSINTERIORISMO.COM

OS INTERIORISMO

DISTRUPTION



WHY ARE WE DIFFERNT

We are different than the other staging companies because we offer a visual presentation of what the staging styles are, meaning if you don't want to have a sit-down talk with the designers there will be an aesthetic staged picture of different styles you can choose from with the exact needs of the space. You can choose if you need a kids boy room in a small scale there will be at least 20 showrooms to choose from.

We work faster than any other companies in the staging business in Marbella. In just 10 days we will have your house designed, staged, and ready to sell, and we include the package option to rent the furniture long term. When the house gets sold we will then remove the furniture, we are very customizable to the client's needs.

ACTION PLAN

FIRST

Marketing

SECOND

Collaboration

THIRD

Freelands

FOURTH

*Office &
Warehouse*

FIFTH

social media



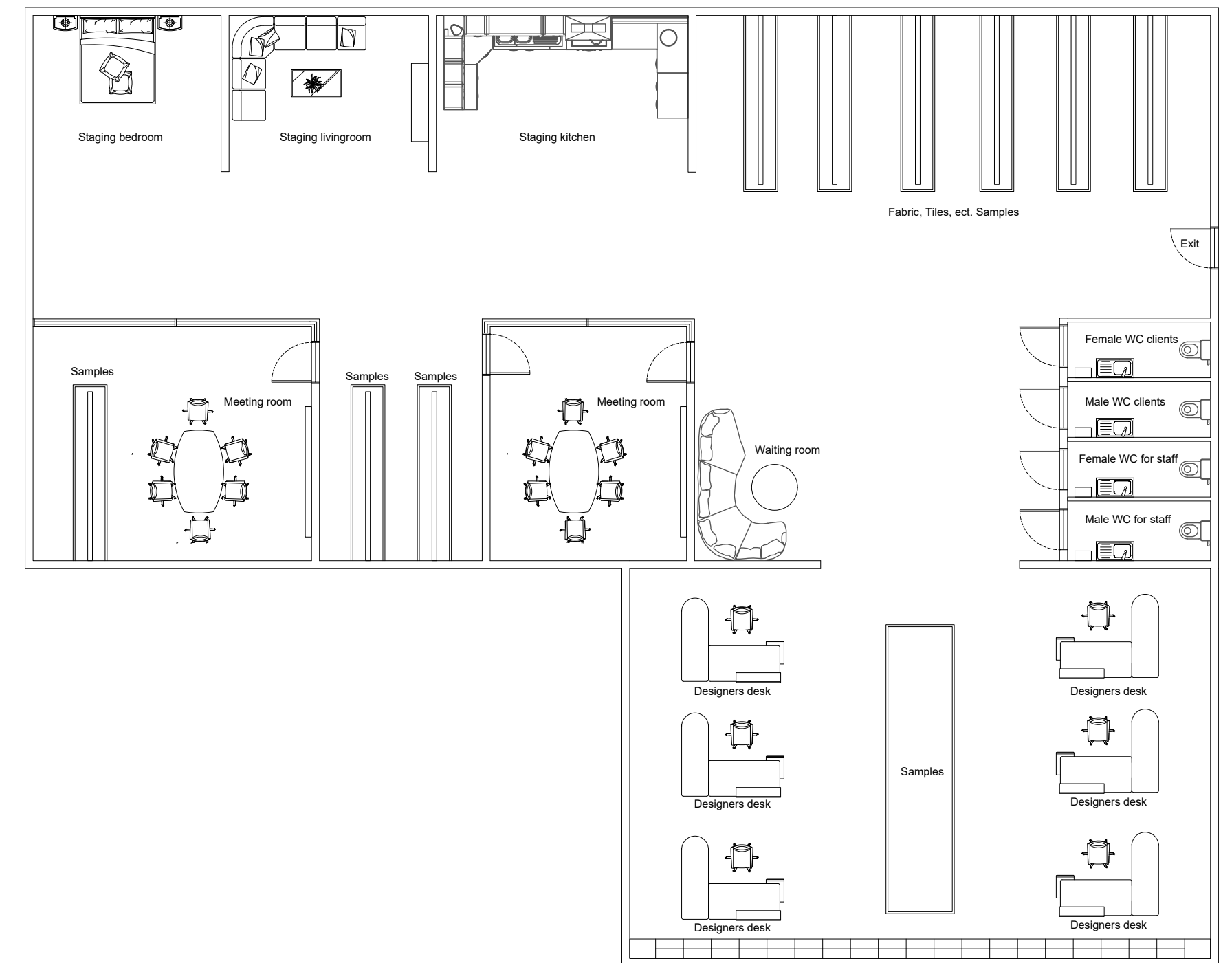
THE OFFICE

The office is for all the designers to work and a place for clients to come and to have meetings.

For the office we need a public area where we can bring clients to show samples and have a wall full of staging setup like a display wall. We need 2 meeting rooms where there's space for 6 people. We need a work area for every designer which would include a desk to set at and storage space for their work to be stored. The office also needs a little kitchen and bathroom for the staff and clients.

WORK AREA / STORAGE / MEETINGS/BATHROOMS

nicoline.com



THE WAREHOUSE

What needs to be included inside the warehouse for it to be successful

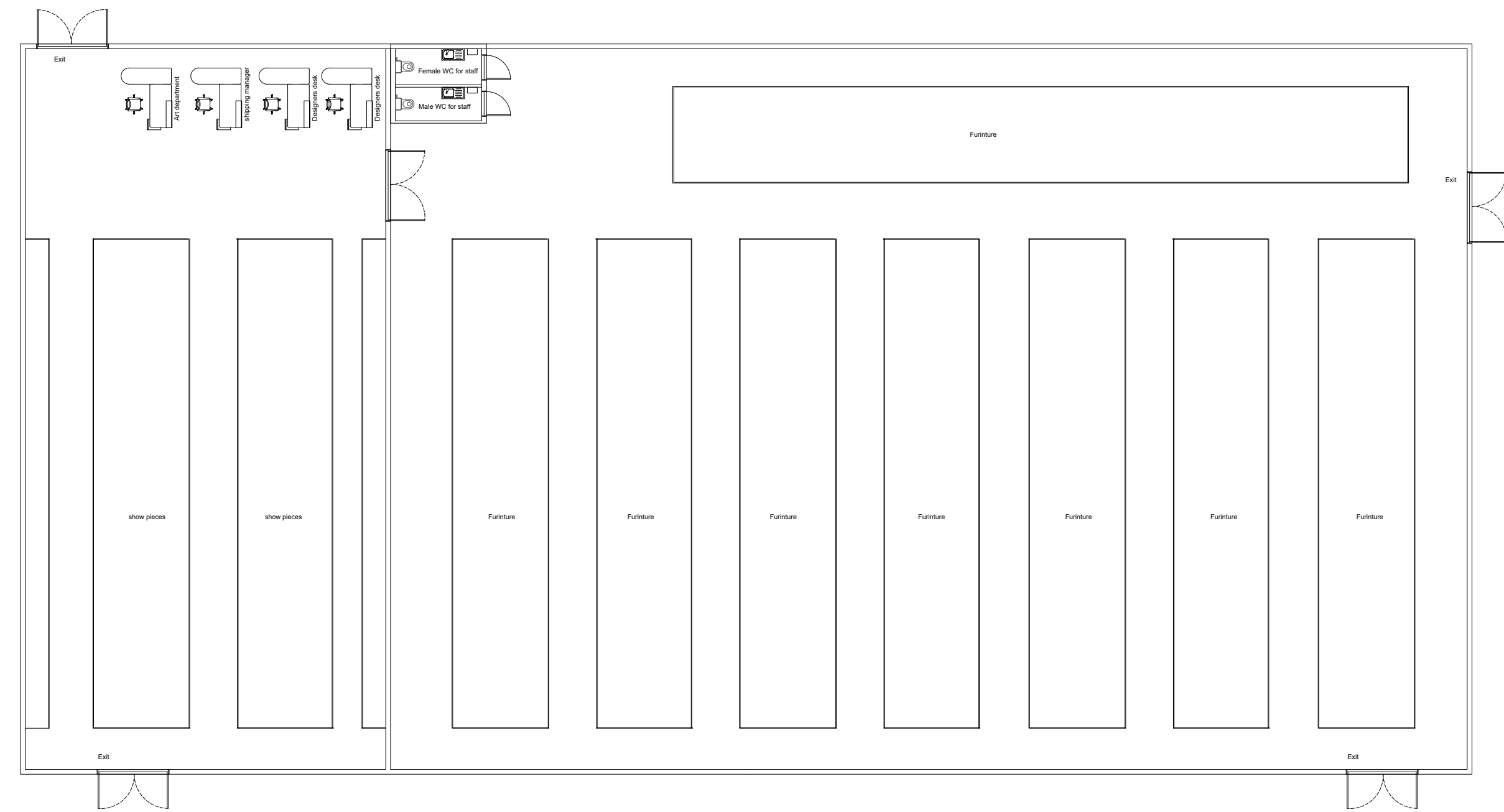
A space for all the furniture can be shown on a single display so it's easy to see what it looks like in proper lighting so we know that the materials and size of the furniture are right for the space. Its also a place to bring the customs in to show what pisces we have to offer and what they want to change, the

Big storage space for all the furniture in large amounts can be displayed

Space for the moving trucks to park and insert the furniture in an easy and functional way

Space for the art department to make art on big scales

STORAGE / DISPLAY / PRODUCTION



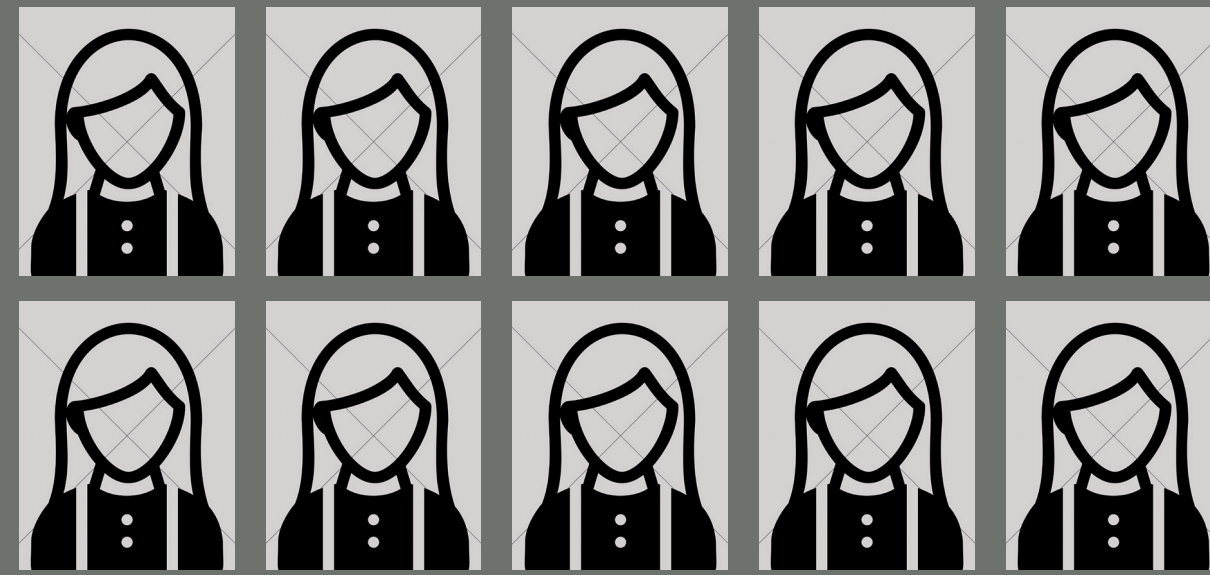
TEAM



POSITION
INTERIOR DESIGNER



POSITION
SHIPPING MANAGER



POSITION
PRODUCTION MANAGER



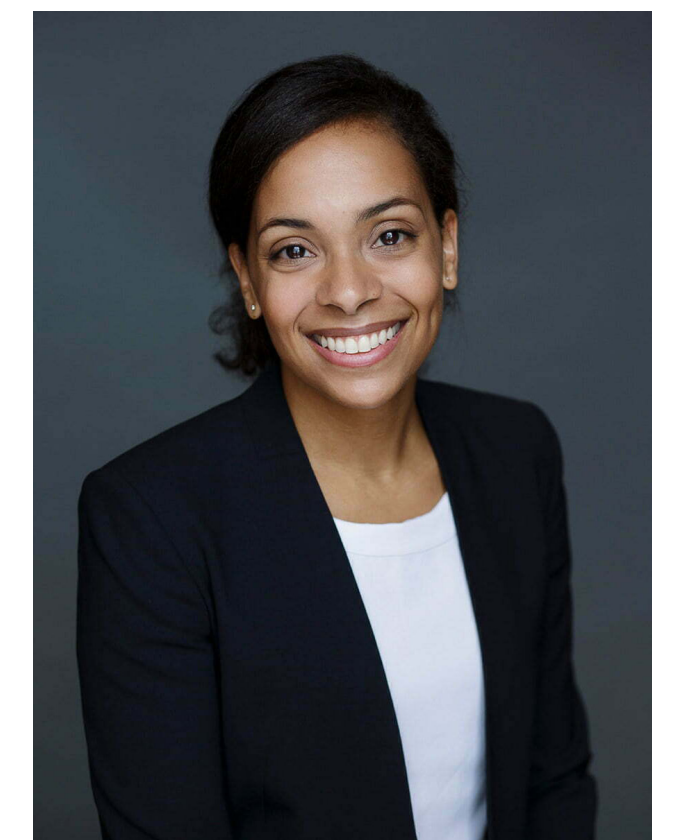
TEAM



FOUNDER

My team would include 9 other interior designer to talk with clients and design and pick out furniture from the warehouse. A team of production with expertise in textile and painting and a art department. I would also need a shipping/moving team to move all the furniture back and forth.

MY RIGHHAND



STAND FOR

Fast
Ethically Made
Sustainable
Seasonal
Creative
Selling
Cons
Atten
Spring
Fast deadlines
Sustainable
Seasonal



The company Nicoline.com have so many creative designers and goals like being the fastest, but we have to do that sustainably which is a big priority in the company.

SUSTAINABLE

FAST PAST

ETHICALLY MADE

SEASONAL

CREATIVE

DESIGN

Design trends are constantly changing. Being able to keep up with and implement them, is an important talent for designers to have at the company and we evolve and change our designs and can adapt to all the different projects. Good design has to adapt to the current state of technology and will continue to over time. If all designers had followed existing trends, we wouldn't have experienced the same leaps and advances in design that we have.

SUSTAINABLE TRENDS

DESIGN TRENDS



HAND-CRAFTED

DIY- Hand craft the item and get the production team to make it from raw materials.

REUSE

Re-use an item we already have, that we might not use, take it to the warehouse and develop the design into a fit for the trend.

BUYING

Buying the item is the last option. We want to save money and be sustainable when designing, trends have a pattern of coming and going, buying the item will just be a waste of money if it cant be reused.

BUDGET, INCOME & EXPENSES

One time cost

category

Office/warehouse furniture	4,000.00
Creating website	3,000.00
Other	3,000.00
Total	10,000.00

Income

Staging package

	Price	Sold
Platinum - Living room (700 €)	2,100.00	3
Platinum - Kitchen (300 €)	900.00	3
Platinum - Master bedroom (500 €)	-	0
Platinum - Regular bedroom (350€)	4,200.00	12
Platinum - Outdoor (600 €)	-	0
Platinum - Bathroom (300€)	2,400.00	8
Gold - Living room (500 €)	2,000.00	4
Gold - Kitchen (200 €)	600.00	3
Gold - Master bedroom (300 €)	12,000.00	4
Gold - Regular bedroom (250€)	2,500.00	10
Gold - Outdoor (400 €)	800.00	2
Gold - Bathroom (150€)	1,200.00	8
Silver - Living room (200 €)	1,200.00	6
Silver - Kitchen (75 €)	225.00	3
Silver - Master bedroom (150 €)	-	0
Silver - Regular bedroom (75€)	525.00	7
Silver - Outdoor (200 €)	-	0
Silver - Bathroom (50€)	-	0

Sold Furniture

	7,000.00	
Total monthly income	37,650.00	73

Running cost

category

	Monthly
Social media ads & SEO	4,000.00
Staff insurances	20.00
Payroll staff	4,000.00
Rent - warehouse	1,000.00
Rent office / showroom	700.00
Warehouse & office insurances	200.00
Inventory financing	400.00
Administration & acoution	100.00
Security/alarm system	25.00
Electrician	100.00
Water	10.00
Wifi	25.00
Rent car	250.00
Car insurances	20.00
Car gas	80.00

Purchase furniture

	5,000.00
Total monthly cost	15,930.00

Profit/loss	21,720.00
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THE SECRET TO BUDGETING IS THAT IT NEEDS TO BE HONEST. NOT WHAT YOU THINK IT SHOULD BE OR WISH IT COULD BE, BUT WHAT IT REALLY IS.

Budget forecast

P/L (Profit / loss)

Income

Running cost

PACKAGE

nicoline.com

PLATINUM

Platinum is the highest and most exclusive deal in the staging setup it will include everything to be customizable to the house, meaning that will produce everything needed in the house, from custom artwork that matches your wall with the right size and color ski. The platinum also includes high-end designer furniture pieces that will look luxurious in the home

The large package just means the square meters of the room you want to be staged in a large, size so it needs a large furniture package.

LARGE PACKAGE

GOLD

Gold is our medium selection, the package can include designer or vintage furniture. It what sells the most, it is the perfect in-between it has modern furniture with huge selection and diversity.

The medium package just means the square meters of the room you want to be staged in medium size.

MEDIUM PACKAGE

SILVER

The silver package is the cheapest option, but don't underestimate sliver, the package is not designer but has a lot of amazing furniture, that fit a budget, or if you don't want the whole house to be a gold or platinum package you can choose the sliver option for smaller rooms or if your house is smaller.

The small package just means the square meters of the room you want to be staged in a small size

SMALL PACKAGE

LOGO

NICOLINE.COM

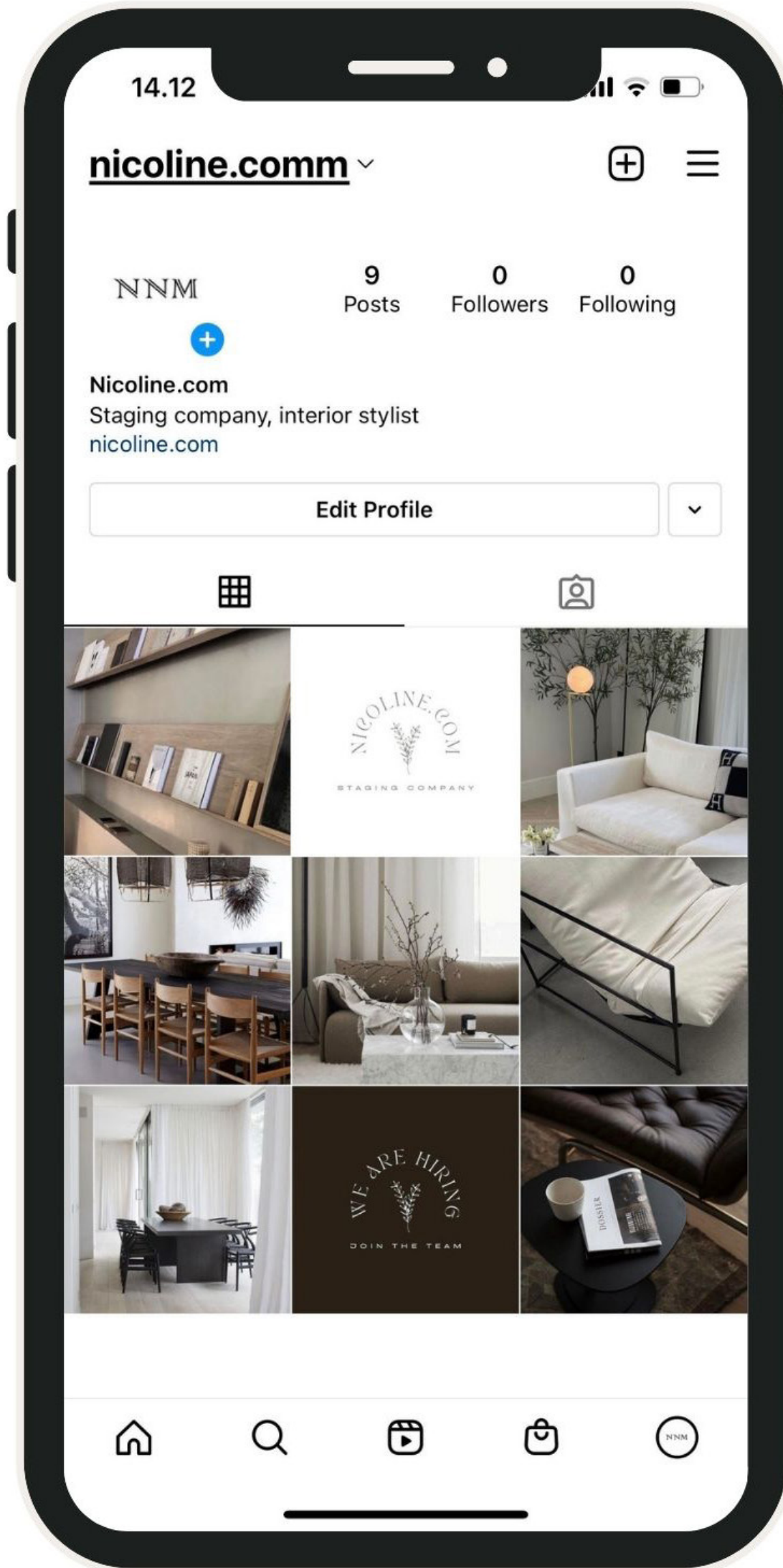
NICOLINE.COM

NICOLINE.COM

For the logo I wanted nicoline.com to be the logo, so the logo is written, the name should be something you recognize, and reading the name as the logo, will make clients remember what to google.

SOCIAL MEDIA

NICOLINE.COM



NICOLINE@GMAIL.COM

Instagram

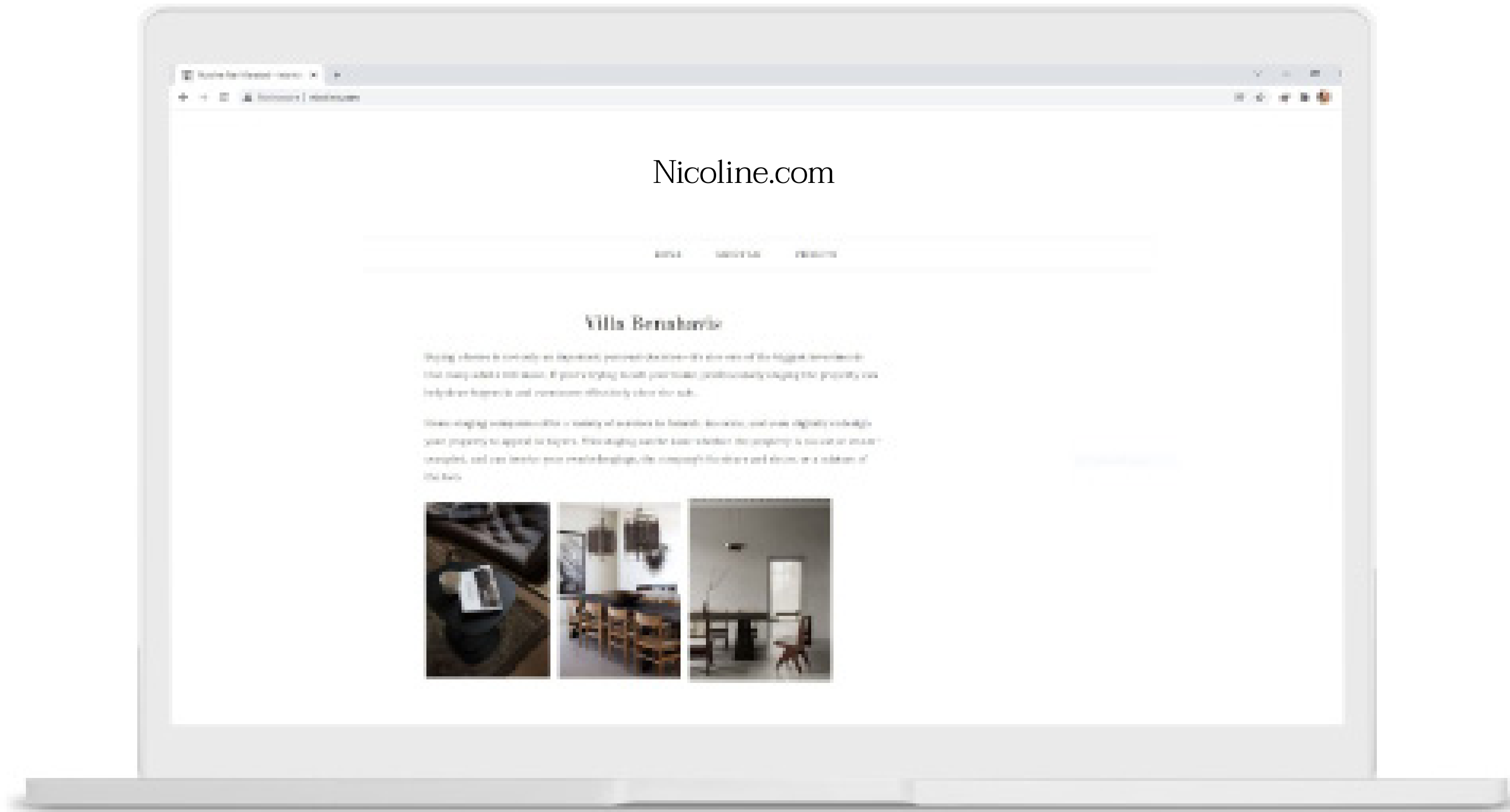
Nicoline.com

THE STAGING COMPANY

We want the main social media to be our instagram, where we show visual representation how we stage the home - the process, the styles and the pricings will all be advertised on our nicoline.com instagrm platform

NICOLINE.COM

Nicoline.com website



CLASSES QUESTIONS



Are you in good health?

Yes, I'm in great health both physically and mentally

Do you have all the energy to make it succeed?

Yes, I believe that I have a great chance of succeeding, I have great passion and don't mind working over hours and sometimes can stop working when I do what I love, and I have a great foundation meaning I have supportive parents who would help me be both financially stable but also bring ideas to the project to make it even better.

Are you a self-starter?

Yes and no, I am good and knowing what needs to be done and making a list and getting organized that is why but I am still at a stage in my life where I'm figuring out time management and how long things take to make and correct, but you get that through practice.

Do you enjoy others?

I believe I'm good with people, I'm an empath and a very understanding person and can put myself in someone else's shoes but I like people to an extent, I like to work and I need focus and I don't do that by putting in my headphones with music or just silence and if that's not accessible I have a harder time being around people.

Are you a leader?

Yes, I would say I can be very stubborn and know what I want and I will find a way to get it and I will let people know if they aren't executing a good project, I can also put people in their place if things are not going as they should, of course very nice but I will stand my ground.

Are you ready for the responsibility?

Yes, I'm very independent and I want to create my own, and I know I can do it even though it's a big responsibility, it's just about starting

Are you well organized?

Yes, I always know where my things are even technically I'm very organized and will know exactly where I placed an image or a file, and I like an organized space and organizing people and the tasks they have to do, I easily enjoy giving out tasks

Do people have confidence in you?

Yes, I have a lot of people having confidence in my design and what I do, to the point where they are asking me when I graduate so I can do a project

Are you a good communicator?

Yes, I would believe I'm good with words and giving me a clear understanding of what I mean.

Have you had any business training?

No, I haven't had any educational experience in business, but have grown up with both of my parents being enraptured and have seen their businesses grow and have learned from them and their way of speaking and giving orders around and have heard many business conversations having daily when leaving at home.

GLASS EXERCISE

1

Staging houses

What do we do?

RESEARCH THE COMPANY BEFORE YOU WORK

What is Nicoline.com

Nicoline.com is a staging company meaning we have a big warehouse full of furniture to use for a staging and designer will get a project and go selecting the furniture for that home and will get it ship and they will make sure everything is perfect and i placed the way it was meant to be placed

Homes often dont sell when the owner has removed all there furniture and the value of the house selling is much lower, so real estates will have many clients for us to stage from them to sell and the person buy often end up loving the design and wants to keep it and that will also be an option

Key goals and needs

- Big storage space for the furniture
- Fast and ansaging designer
- Detail and art department
- Strong shipping team

Key pains and constraints

- Time is limited
- Furniture can break on the way

How fast can we stage a house?

- It all the depends on the m2 of the building but on average 10 days is a standard time and that is from start to finish

Key activities and tasks

- Go see the building to get a idea of the space and take measurements
- Go back to design at the office
- pick out or order furniture
- inform shipping team what to pack and ship
- unload and stage

GLASS EXERCISE

2

Find ways to create my company

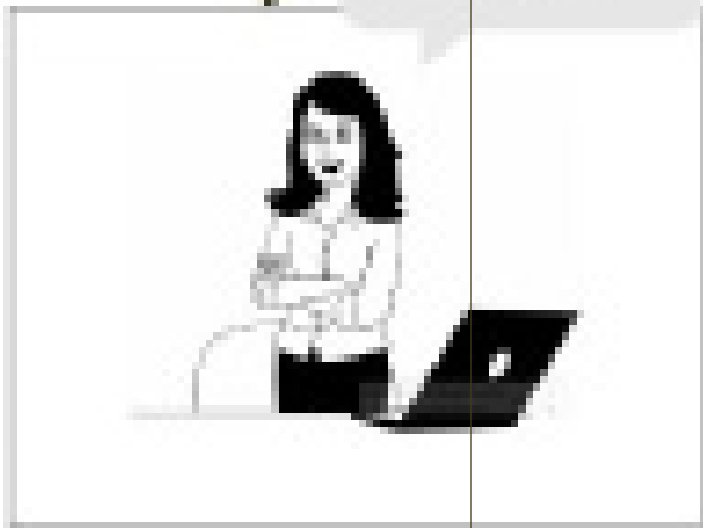


Warehouse for all the furniture to be shipped

<https://www.stellantis.com/en/press>

Cost	Low cost commercial property for small commercial units
Where	Not too far from the factory in a cheap location. Not too far from the main road.
Space/Volume	100

Space to expand staff in the future



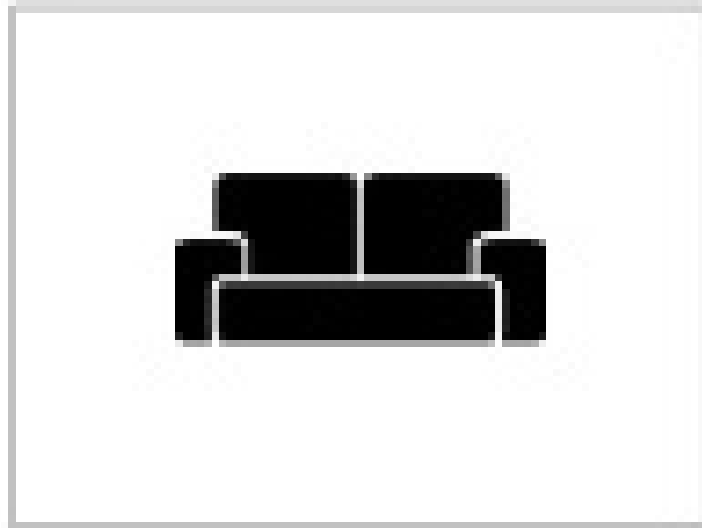
Office for the designers

<https://www.stellantis.com/en/press>

Cost	Low office in a cheap area that can be converted to a warehouse
Where	In a cheap area that can be converted to a warehouse. Not too far from the main road.
Space/Volume	100

Development to have a space for the design and a space that can be converted to a warehouse and storage in the future

2. Company needs



Buy the furniture for the design

Quantity	10000 units
Frequency	To have a lot of stock in a warehouse of every kind of a home furniture like sofas, chairs
Style	In developing / need to have a very simple style to allow for a quick change of design



Shipping cost

Low cost

Where	1
When	1
What	1

I will have to get the company and make sure I can get the design and make sure I can get the design and make sure I can get the design



Staff - The design/budget

Where	In the factory or in a cheap area that can be converted to a warehouse
When	I will be working for free if the company is running and will have to pay my own costs if the company is not running
What	They need to get the design and make sure I can get the design and make sure I can get the design