

## Center for Interior Design (CID) & Karelian Design

### Introduction

Center for Interior Design (CID) and Karelian Design are companies founded by Iana Permyakova. The CID has been functioning on the market for more than 14 years which has safely earned trust of its customers. CID provides full range of service for interior design for both public project and private interiors. They also design projects, 3D visualization, architectural supervision and decoration of premises. However, Karelian Design is more creative in designing product base on traditional Karelian materials, for the past one year. The company aimed at attracting new customers and promote their products. Also, both company need to operate to be known one of the best across Russia and Europe in terms of interior design.

Here are the problems have been addressed successfully.

**Problem:** Conduct a marketing research on the Center for Interior Design and Karelian Design companies' entry to the international market with remote orders

**Solution:** Formidable marketing research have been documented to assist CID & Karelian Design to for their entry into international market. Which is analyzing of interior design trends in Germany, Italy and France

### How it works:

- 1) Monitor the operation of international interior design companies in France, Germany and Italy.
- 2) Follow the quality of their product i.e. standardization.
- 3) Analyze the medium used by international interior design for reaching their clients/customers abroad.
- 4) Designed appropriate financial model for entry into international market.
- 5) Step-by-step plan for the company's entry to Etsy
- 6) Step-by-step plan for creating an online school with an approximate budget

**Problem:** How can we attract new customers to our noble company?

**Solution:** Creating of banner for online advertisement for Russian and European customers

**How it works:**

- 1) Selected appropriate color for the company for designs.
- 2) Created attractive banner for CID & Karelian design.
- 3) Organized meeting for CID & Karelian design with other expertise from Europe. An interview was done with Miroslava Tooichikana from Germany.

**Problem:** How can we popularize the product of Karelian Designers?

**Solution:** Design English website for CID & Karelian design and promote product of Karelian Design on Social Media Platforms to attract customers.

**How it works:**

- 1) Put the new website on the domain.
- 2) Run contextual advertising.
- 3) Request form available for customers to contact CID & Karelian Design.
- 4) Promote product of Karelian design on Facebook and VK to attract not only Russian speakers but also English speakers from Europe.
- 5) To get more followers on social media platforms to share their interior products and run promotions with followers
- 6) Attract more clients/customers

**Conclusion**

The team managed to achieve our goal, comprehensive survey have been than on how international interior companies in Germany, Finland, Italy and France operate and deliver service to clients abroad. CID and Karelian design now know the current trends of industry to be competitive wise with the rest of the similar companies in Europe. The companies now have new flies and banners to enable them to attract new clients. On the other hand, the companies also have an English content website and social media platforms for promoting the good products from their end to customers. The team strongly believe that CID & Karelian Design will be successful when they enter international market

The team major goal is to promote Karelian design as a global trend!!