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CID & KARELIAN DESIGN TEAM





Center of Interior Design

THE COMPANY "CENTER OF INTERIOR DESIGN" HAS BEEN STABLE ON THE MARKET FOR MORE THAN 14 YEARS.

SERVICES OF THE CENTER OF INTERIOR DESIGN:

- PUBLIC PROJECTS
- PRIVATE INTERIORS
- EXPRESS PLANNING
- TECHNICAL DESIGN
- COMPLEX DESIGN PROJECT
- LANDSCAPE DESIGN
- AUTHOR'S SUPERVISION AND DECORATION OF PREMISES

Public design project



Private interior



Landscape design project



Karelian Design

Karelian design is another creative direction that designers at the Center of Interior Design have specialized in for more than a year now.



Салфетница
600,00



Комод KARELIANDESIGN
25 000,00

KARELIANDESIGN



Кресло KARELIANDESIGN
35 000,00



Карелиан Дизайн
мебель и предметы декора

The main feature of Karelian design is "Karelian style". Specialists create exclusive designer furniture and individual decor items based on traditional Karelian materials: Karelian birch, birch bark, wood, metal, embroidery.



Target audience



- Average check — 600-5000 rubles
- Young people
- 25-35 years old



- Average check — 100 000 rubles
- Families
- 35-45 years old

Assignment

DARYA

ANASTASIYA

PRINCE

MARKETING RESEARCH

- Table on the analysis of competitors of online schools in the field of design and design thinking
- Step-by-step plan for the company's entry to Etsy
- Step-by-step plan for creating an online school with an approximate budget
- Create an approximate financial model for an online school
- Create and conduct a survey of the online school's target audience
- Analysis of interior design trends in Germany, Italy and France

ADVERTISING CAMPAIGN

- Arrange an interview with a designer from Germany
- To prepare a design of a banner for the company

PROMOTION OF SOCIAL NETWORKS

- Creating a company website in English
- Creating a Facebook page in English
- Creating a VK page in English

Our tasks

ETSY IS AN AMERICAN MARKETPLACE THAT SPECIALIZES IN HANDMADE PRODUCTS, VINTAGE AND CREATIVE GOODS.

TO START TRADING ON ETSY YOU NEED TO:

1. Create a store on Etsy
2. Send packages to customers

Etsy



Step-by-step plan for
entering the Etsy
marketplace

SUGGESTION: CREATE AN ONLINE SCHOOL FOR INTERIOR DESIGN AND DESIGN THINKING

- **Step-By-Step Plan for Creating an Online School With an Approximate Budget**
- **Create and Conduct a Survey of the Online School's Target Audience**
- **Table on the Analysis of Competitors of Online Schools in the Field of Design and Design Thinking**
- **Create an Approximate Financial Model for an Online School**

STEP 1. STEP-BY-STEP PLAN HOW TO CREATE A SUCCESSFUL ONLINE COURSE

WHEN OPENING AN ONLINE SCHOOL, YOU NEED TO GO THROUGH A NUMBER OF STAGES:

- choose a niche;
- formulate the goal and mission of the project;
- describe your target audience;
- develop and describe the product (what and how you can learn at your school, in what format classes will be held);
- pack a product for sale (choose a platform for online classes and / or create your own website);
- organize advertising and promotion;
- collect statistics and analyze them.

EXPENSES

- Scenario — from 30 000 rubles
- Design — from 30 000 rubles
- Layout — from 10 000 rubles
- Testing — from 20 000 rubles
- The promotion of the product and attract the target audience — indefinitely

ADDITIONAL EXPENSES

- Voice acting — from 600 rubles per minute
- Video shooting — from 3,500 rubles
- Motion design — from 18 thousand rubles

Step 2. Analyze 25 competitors



A fragment of the table

N	Competitor	Course name	Type	Link to the site	Course features	Price for the main product (excluding discounts)	Duration	Certificate
1	Skillbox	Interior design from scratch to PRO	Straight	https://skillbox.ru	they promise to help with employment; there are homework assignments for 3-5 hours a week; the course does not open further without a completed DZ; communication with the curator in the Telegram chat; there is a diploma project.	88 000 ₺	8 months	+
2	Geekbrains	Faculty of residential interior Design	Straight	https://geekbrains.ru	interior design of individual zones; interior design of a Studio apartment; interior design of an apartment for a large family; interior design of a two-story cottage.	150 000 ₺	12 months	+
3	Geometrium	Basic course in interior design 2.0	Straight	https://geometrium.ru	access to community and offline events; money back within 14-30 days if the first module did not suit you; the best students are promised to give real clients; a complex pricing system for perception; students receive document templates, algorithms that work in the company; you will get acquainted with the SketchUP and AutoCAD programs.	60 000 ₺	6 months	+
4	Interior Pro	Step-by-step course 3 in 1: "profession of Interior Designer»	Straight	https://remont-m.ru	templates for drawings; algorithms for meeting with clients; samples of contracts, TOR, acts, receipts; a checklist with step-by-step development of a design project; bonus master classes on creating an "interior box" and a selling portfolio site.	19 990 ₺	4 months	+
5	Industry Design School	Basics of interior design	Straight	https://industry-design.ru	only one place is available in the tariff with individual support; programs for working with PlanoPlan and Photoshop; in 1.5 months you will create a ready-made design project for your own apartment or house; some packages give you access to offline school events.	30 000 ₺	2 months	+
6	Luxoft Training	Design thinking	Indirect	https://www.luxoft.com	After the training, students will be able to: identify the needs of the target audience, using special methods and tools; identify the needs that the created product will meet; come up with a variety of options for product functions; select the most promising solutions; test hypotheses in collaboration with the target audience.	25 500 ₺	16 hours	+
7	Bangbangeducation	Design thinking as a framework for creating new products and services	Indirect	https://bangbang.ru	You will learn how to: Understand the goals and value of implementing the practice of design thinking; Organize the process and achieve results; Embed design thinking in the development process; Apply different frameworks for data processing, product creation, storytelling; Lead the team through the process and go along with it, foreseeing risks and discovering breakthroughs	37 000 ₺	7 weeks	+
8	IKRA	Power of community: social business and the effect of communities	Indirect	https://ikraikra.ru	At the intensive course, we will go through a well-known algorithm for building a community of employees, in which we will learn to come up with working solutions for each stage using creative techniques. Let's look at how to identify community values using the empathy map, how to create an engaging form of community, how to come up with activities using the capital matrix, and rituals and entrances to the community using tools of lateral thinking.	13 500 ₺	2 days	+

Step 3. Conduct a survey of design students

MAIN CONCLUSIONS:

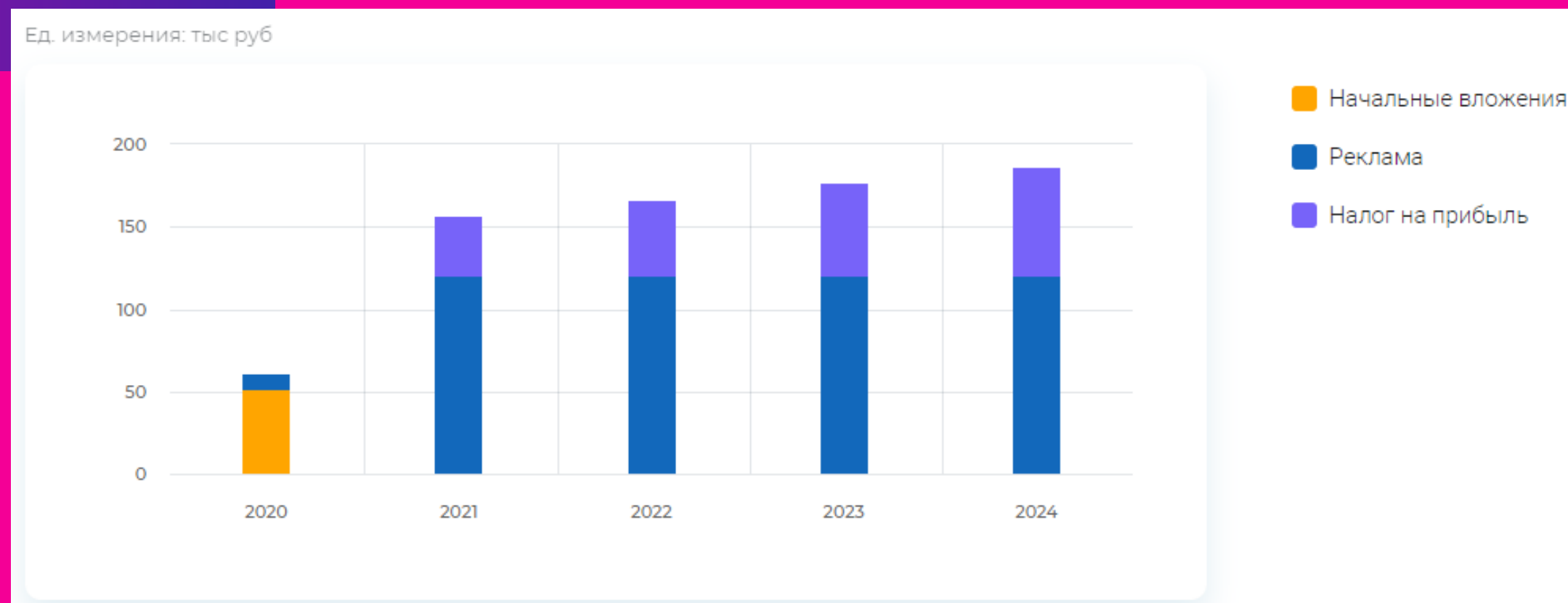
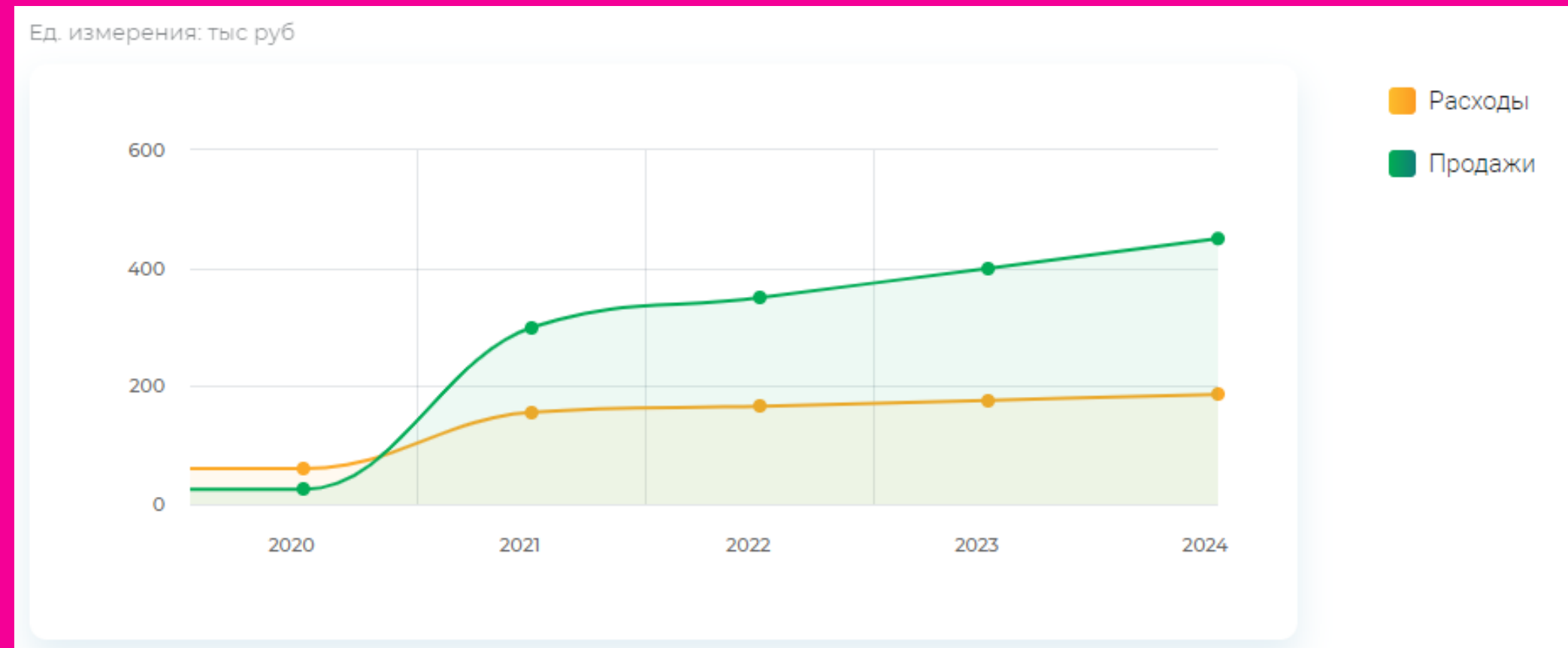
- 76.2% want to take an online course
- 71.4% are not ready to buy an online course for 10,000 rubles
- 58.8% are ready to buy an online course for up to 5000 rubles
- Interesting topics for the most respondents:
 - Interior designing
 - Training in ArchiCAD, SketchUp and Photoshop editors
 - 3D-modeling
 - Sketching and drawing training
 - Design thinking method
- 55% want to take an online course for professional development
- 90% want to take an online course for up to 4 months
- 30% eventually want to get a certificate
- 60% eventually want to get a position in the company

QUESTIONS:

1. Are you familiar with the companies "CID&Karelian design"?
2. Are you Interested in getting additional education (courses, books, etc.)?
3. Would you like to take an online course on interior design/design thinking from the companies "CID&Karelian design" in Petrozavodsk?
4. Are you ready to buy this course for 10,000 rubles?
5. If not, what price is acceptable for you?
6. What topics are you interested in?
7. What is the purpose of the course?
8. What is your preferred course duration?
9. What do you expect after completing the course?
10. Is the online learning format convenient for you?



Step 4. Financial model for creating an online school



- 50,000 rubles is the initial investment
- 10,000 rubles monthly for advertising
- 5000 rubles is the cost
- 5 sales in the first month
- 10% growth annually

Payback period - 5 months

Recommendations



1. Design thinking is quite a promising direction, since there are very few competitors in the market, and the demand from potential customers is high. It is worth paying attention to this area in the first place.
2. You can significantly save money at the initial stage of creating an online school if you make the main aspects yourself (script, design, format, etc.).
3. Should think about involving students of creative specialties in your projects using various competitions and programs.
4. The market for online courses is still not full, so you should take your place and think about creating and promoting your online school. Moreover, an online course is created once, and sales can go on forever.

Kitchen trend: dark kitchen facades



Analysis of interior design trends in Germany, Italy and France

BY COLOR

Soft tones and colors



The use of matte colors



Analysis of interior design trends in Germany, Italy and France



ON MATERIALS



Natural trend: wood, concrete and stone



Analysis of interior design trends in Germany, Italy and France

ON THE PREMISES



Small kitchen

INDIVIDUAL TRENDS IN GERMANY

Marble



INDIVIDUAL TRENDS IN ITALY

Handmade work



Mild form

INDIVIDUAL TRENDS IN FRANCE

Vintage and antique items



CONCLUSION

The main trend in interior design and decor in Germany, Italy and France is minimalism.

Minimalism, which is diluted with various variations of colors and pastel tones, eco-materials, types of surfaces (matte), room layout, individual inclusions of outstanding furniture.

We can assume that all these trends are a further development of the general global trend for minimalism in the interior.

Not only theory, but also practical experience.



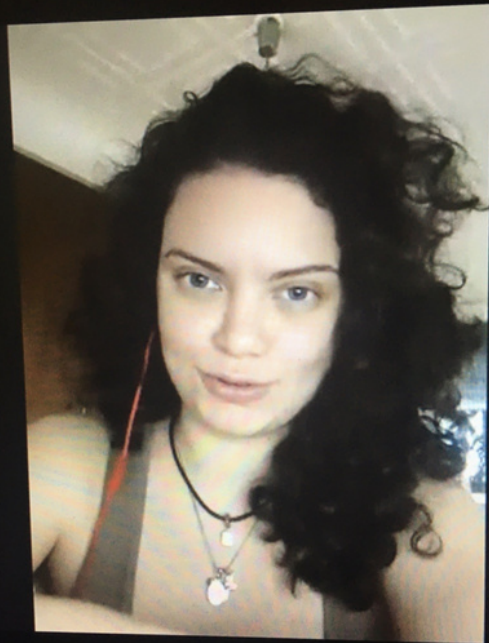
Miroslava Toichkina

The designer of jewelries is from Germany (Frankfurt)

How to start your business in Germany? How to promote your self in social medias? Wich language to use? How to rech target audience? - on this questions is hard to answer bases only on theoretical information, but it is really easy to answer if you faced with all this challenges by you self.



The interview

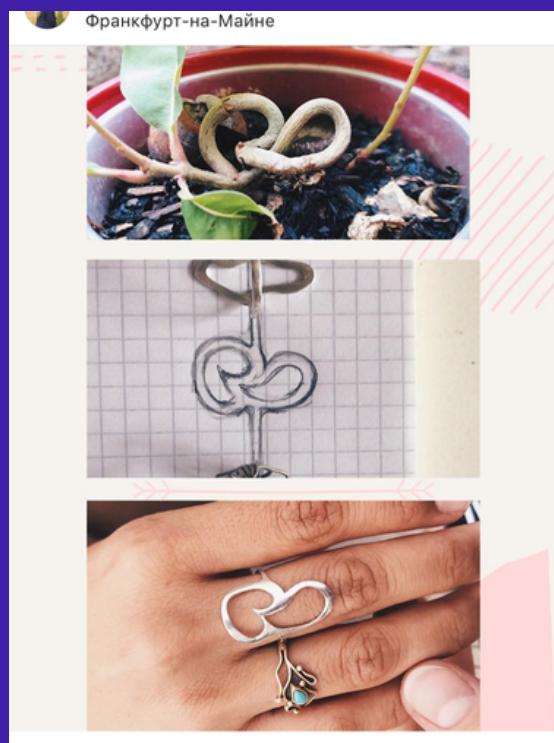


Miroslava has been living in Germany for several years and developing her business. Miroslava is from Karelia and lived in Finland for several years. Two years ago she moved to Germany. Initially, she did photography in Germany and recorded podcasts. Then she started her own business as a jewelry designer. She told us about her life journey and gave us some valuable advices.



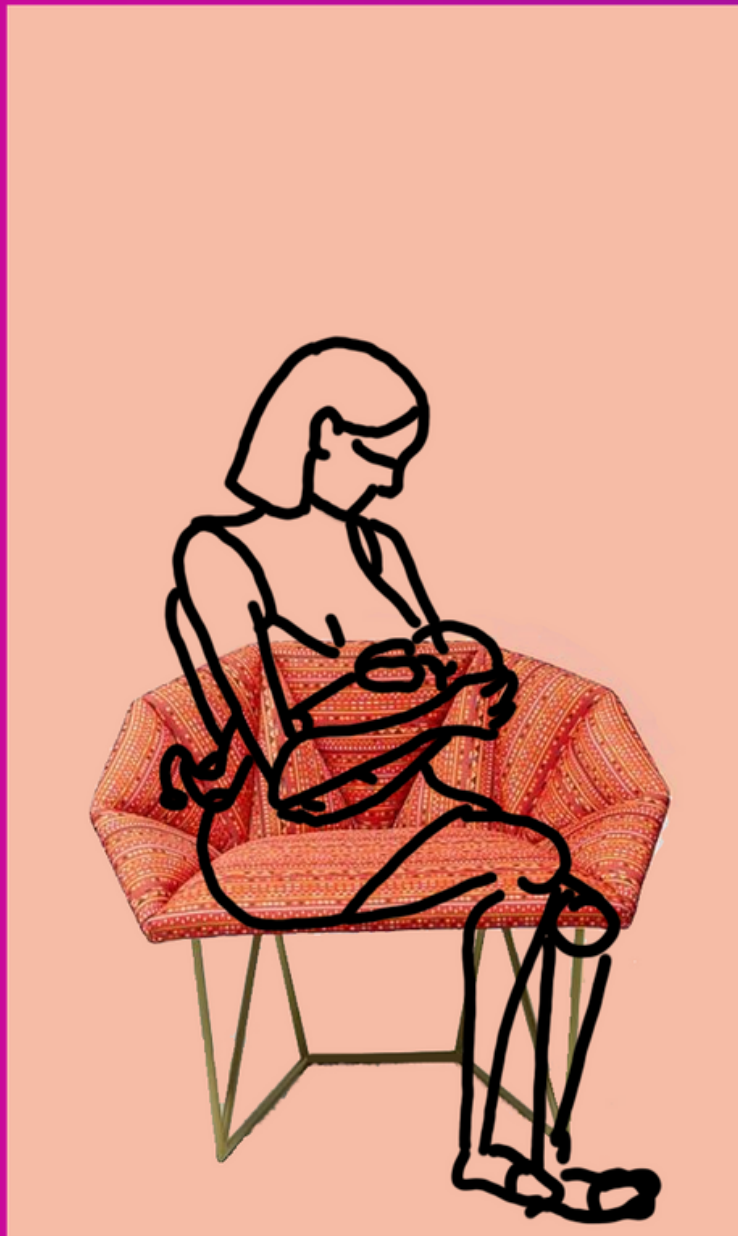
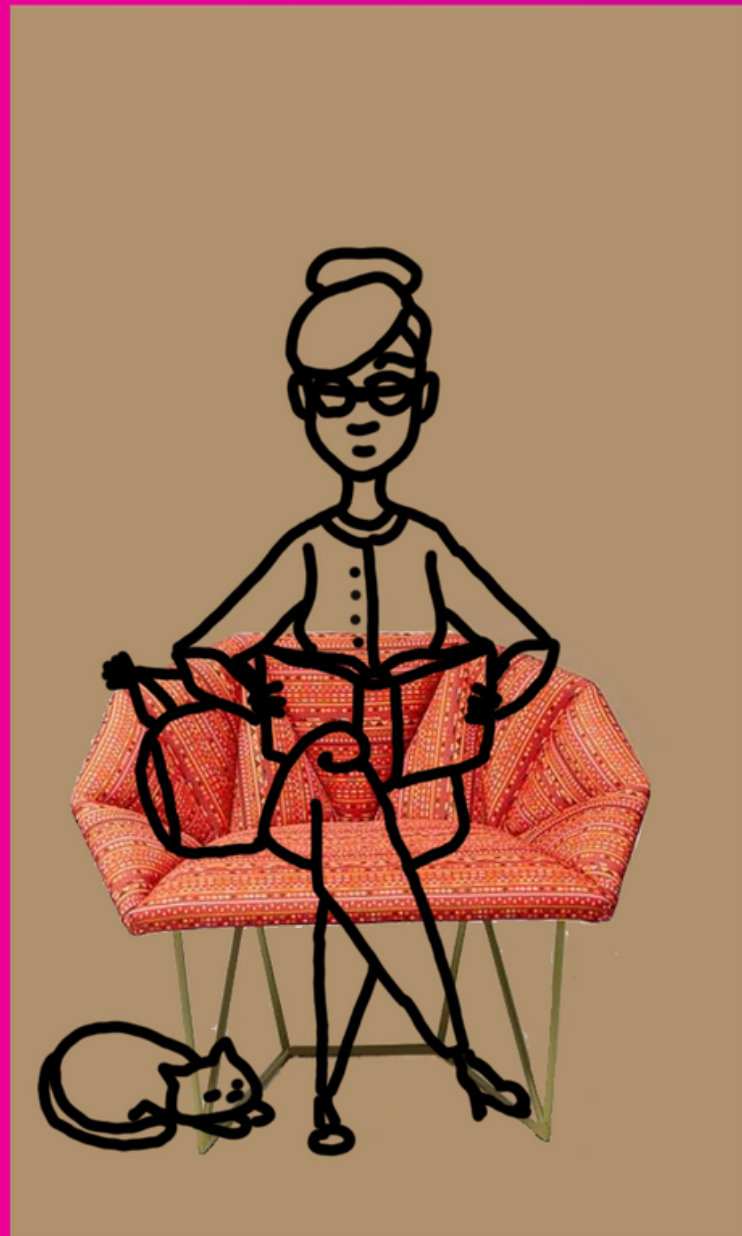
Tips and advances

- In Germany if you have 50-100k of followers you already really successful blogger.
- Use german language to get German audience.
- Use instagram tools to reach target audience.
- German people really like exclusive furniture for house.



Plan for advertisement

Karelian design fits for every life



Creative way

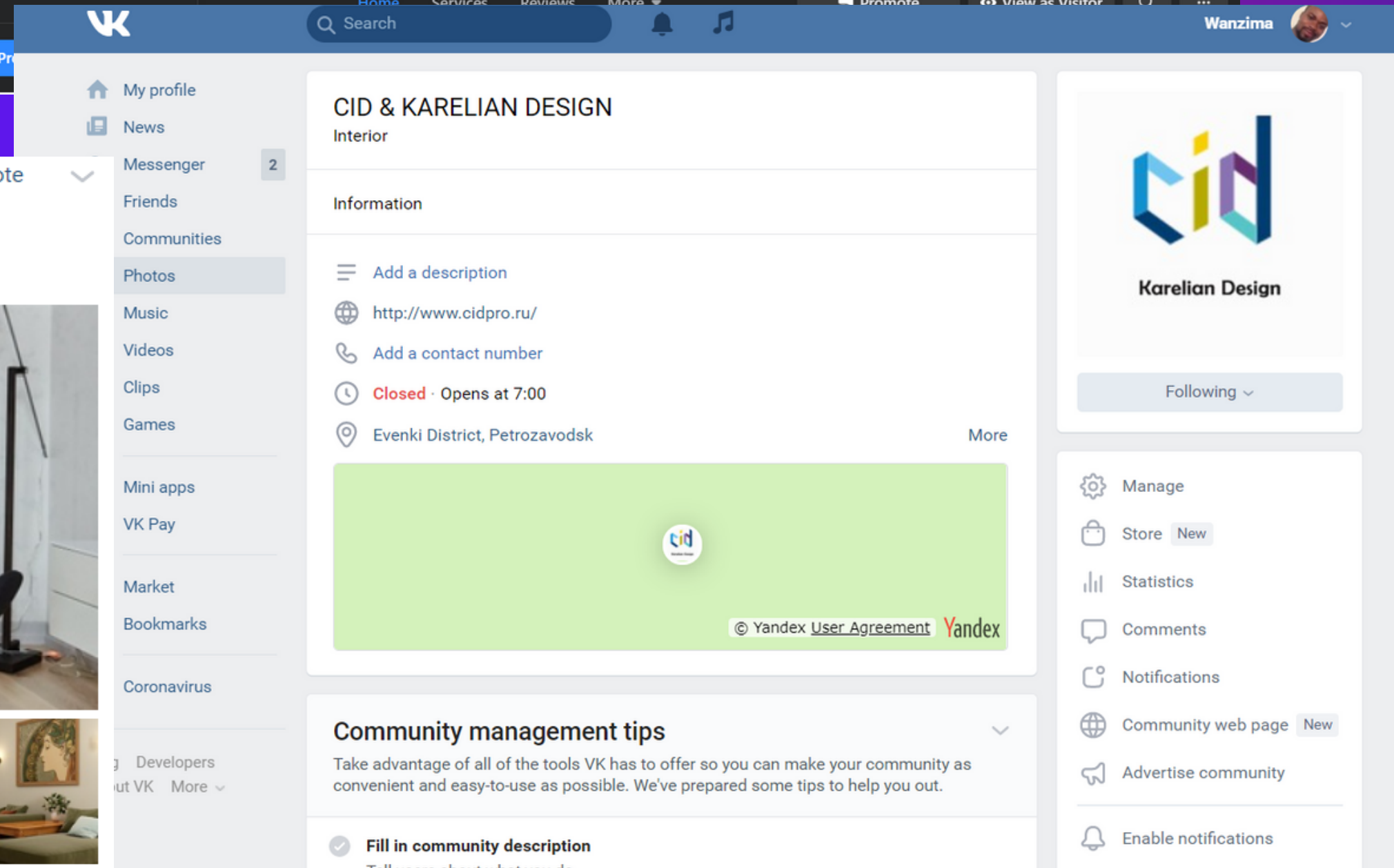
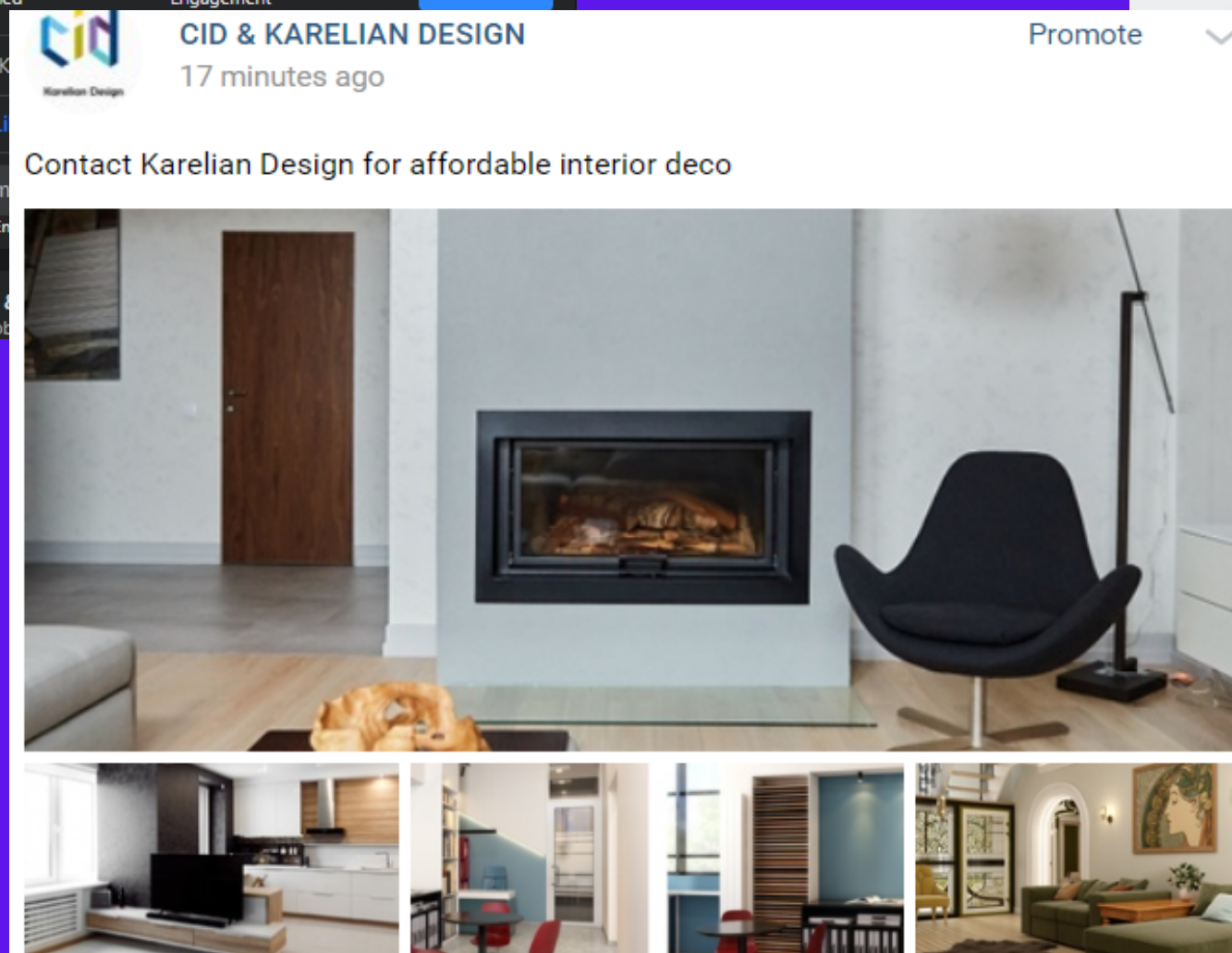
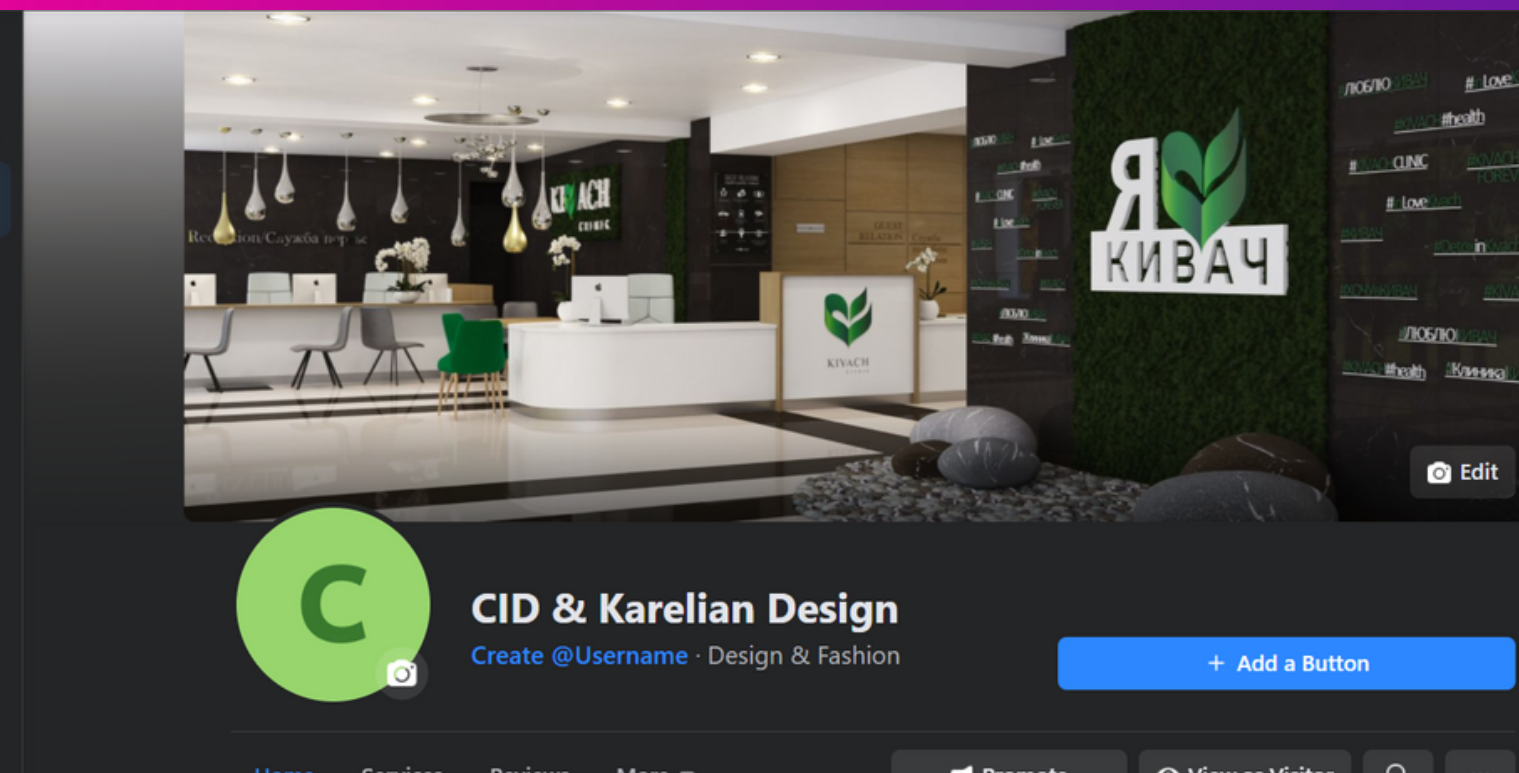
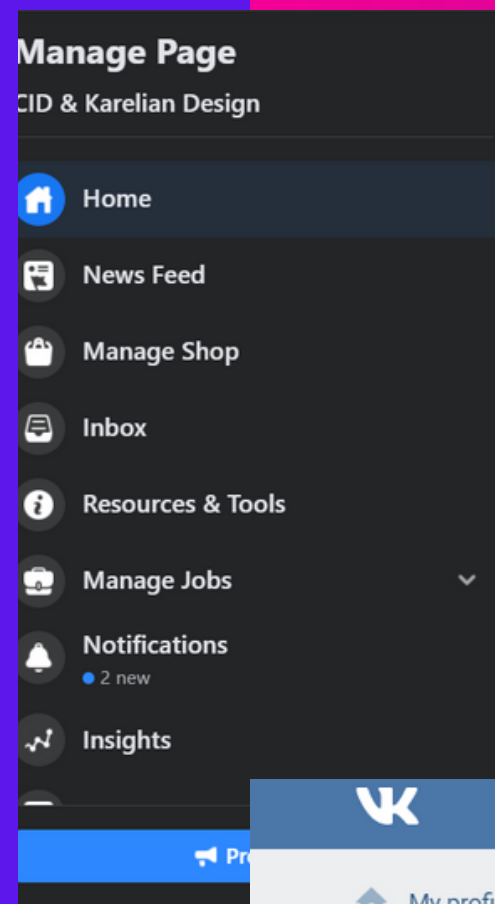
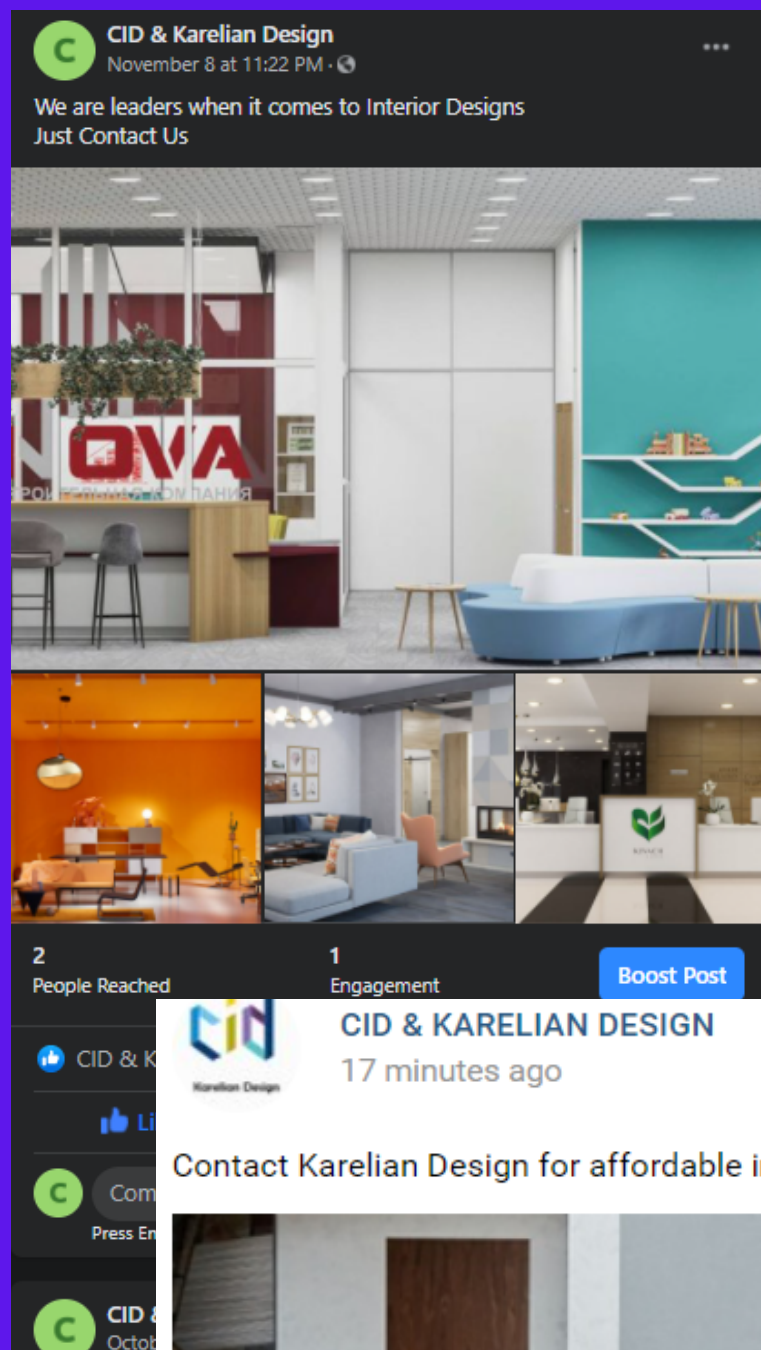
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The idea of advertising is to show that furniture in the Karelian style is not only beautiful, but also comfortable. Everyone will be able to fit it into their interior and adjust it to their lifestyle.

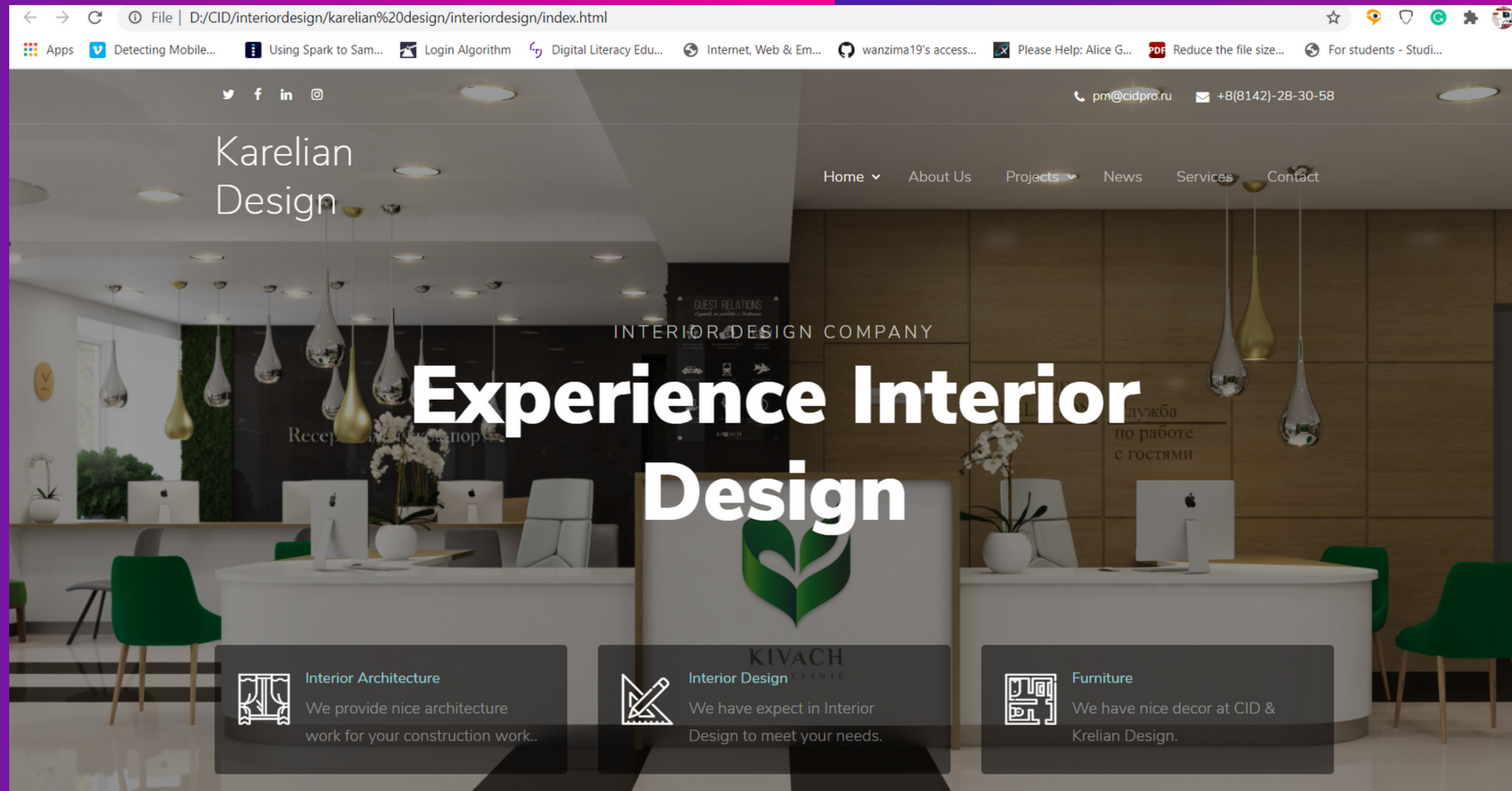
Of course, this is only an ad layout and you need to conduct photo sessions with models. The main value of this ad is that the character in the photo can be absolutely any and you can take an infinite number of pictures.



SOCIAL MEDIA PROMOTION



English Website Page for CID & Karelian Design





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

**THANK YOU FOR YOUR
ATTENTION!**