

CHAPTER 2

Designing NFT graphic products and 3D digital outsourcing services

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Business Highlights

Type of business: *Graphic design service*

Start-up cost (range of capitalization): *\$50,000 to \$57400**

Projected annual range of net profit: *\$6036.72 - \$12925.04*

Payback period: *1 year and 7 months*

Service price range: *\$6.15 to \$410*

Marketing strategy: *Social media page and sales promotion*

Suggested form of ownership: *Partnership or corporation*

Required assets: *machinery, computers, equipment, physical shop*

Required number of staff: *maximum 15*

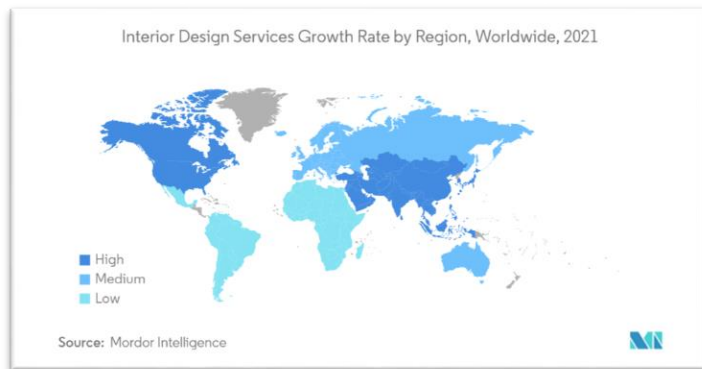
Competitive advantage: *The 3D graphics design is a thing of the future. Similarly, the NFT is something new in the market.*

** All calculations are based on US dollars.*

Business Background

Graphic design is currently one of the most potential industries because most businesses at least use graphic design products in various formats (Son Ha Group, n.d.). However, when it comes to graphic design, there are several specializations. First, interior design is considered a high-potential and sustainable sector in graphic design. This is due to the high demand when the population is growing; home, office, hotel, and restaurant design increase

(Long, 2021). For instance, hotel and housing projects have developed



rapidly in recent years. According to Ly Tuan Truong, "*we cannot understate the role of interior design because to get good products, interior designers need to know about art culture anthropometry to create space and feel products to fulfill the user's physiology. They also need to master science and technology to apply the most appropriate advanced technologies and be knowledgeable about architecture and construction, electrical works, water works, fire prevention, etc.*" (Allied Market

Research, n.d.). Thus, interior design is considered a vital and sustainable service to develop in the long run.

Nowadays, users tend to prefer items that look more real, detailed, and easy to use, which requires higher quality images and designs such as 3D - 3 dimensions delivering three-dimensional views of the captured images or data. The 3D designs give users more insights into objects, contributing to better communication and more real-life experiences (Mishra, 2020). Production time and costs are expected to be reduced through 3D technology in various application segments. There is an increase in demand for 3D technology-based products in various application sectors such as architecture, engineering and construction, healthcare, aerospace, government and defense, entertainment and automobile, and other industrial segments (Admin, 2022). In 2018, the 3D rendering industry was valued at \$1.5 billion. The industry is expected to reach over \$6 billion by 2025 (abdalslam, 2023). The global market for 3D technology is expected to grow from \$171.4 billion in 2020 to \$703.4 billion in 2030 at a CAGR of 16.3% (Grand View Research, n.d.).

When it comes to architectural visualization, it is a technique for presenting projects as 2D or 3D images or animations, which helps the clients visualize the project and make necessary adjustments. It is beneficial

in several ways, such as more accessible communication between the clients and the architects or designers and timesaving to present a project visually. Clients can also experience their project ideas in real-time and make educated decisions before investing. In terms of construction, engineering, and architecture, to showcase entire buildings, structures, and objects, along with their surrounding neighborhoods, using architectural visualization to simulate entire urban projects is one of the best solutions (Handley et al., 2020).

On the other hand, brand identity design includes all graphic design ideas that define a brand. It consists of a company's visual identity, including the logo, color palette, graphic components, and marketing items such as business cards and product packaging. The brand identity design market has proliferated in recent years due to economic development and the increasing demand for branding and marketing services. The market is highly competitive, and the quality of work varies widely, with some agencies and designers producing high-quality work and others producing subpar work. Regarding pricing, brand identity design services are generally more expensive in developed countries, such as the United States or Western Europe. However, the pricing varies depending on the complexity of the project and the level of experience and expertise of the

designer or agency. Overall, the brand identity design market is dynamic and growing, with many opportunities for designers and agencies to establish themselves and contribute to developing the country's branding and marketing landscape.

In the era of digital asset development, NFTs or "nonfungible tokens," have become a trend in recent years. NFTs are unique digital files tokenized and tracked on a public ledger or the blockchain (Ariwoola, 2022). The rarity and consumer desirability of an NFT determine its value, similar to real trading cards or well-known works of art. NFT collections are scarce, giving them a real-world worth related to customer interest and cryptocurrency value. Additionally, since all transactions are tracked by blockchain technology, it is simple to verify ownership and use smart contracts to pay royalties to the original designer (Ariwoola, 2022). The market of the NFT industry is expected to increase around three times by 2031 (Howcroft, 2022) due to its growing popularity in collectible trading and the increasing importance of decentralized finance. The demand for NFT designs is also a trend, which recently has become a potential field to exploit.

This start-up graphic design company specializes in interior design, 3D architectural visualization, brand identity design, and NFT design for

clients. It emphasizes assuring the quality of the product design work, combined with the most dedicated customer services to satisfy its clients' expectations.

Potential Services

Interior Design. Interior design involves the creation of 3D models, environments, and assets that depict different aspects of the interior of a building, including structural components and interior objects.

Usage and values:

- Allowing the clients to see their visually realistic representations of the interior before starting the production process.
- Flexibility in terms of making changes to the design before construction begins and minimizing costly mistakes.
- Facilitating the collaboration and communication between designers, architects, and clients.
- Saving costs as it reduces the need for physical mockups or prototypes.
- Effective tool for interior marketing activities.

3D Architectural Visualization. 3D architectural visualization services use 3D modeling and visualization techniques to create detailed

and realistic representations of architectural designs. This process involves creating 3D models of buildings, landscapes, and interiors, which can be rendered into high-quality images and videos.

Usage and values:

- Better visualization with a higher level of accuracy and realism.
- Enhancing idea communication.
- Facilitating architectural design modification.
- Error detection before construction, supporting the manufacturing process evaluation.
- Being applied to create virtual tours and walkthroughs.
- Effective marketing and sales tool.

Brand Identity Design. Brand identity design services refer to creating a unique and consistent visual representation of a brand, encompassing all the visual elements that consumers associate with the brand. This can include the logo, company stationeries, product packaging, brochure, and other visual elements that define the brand's personality, values, and positioning.

Usage and values:

- Creating consistent visual marking for businesses.
- Enhancing message conveyance and communication.

- Differentiating the businesses among the competitors.
- Building brand recognition and loyalty.
- Enhancing marketing and advertising plan.

NFT Graphic Designing service. NFT graphic designing services refer to creating visually appealing and unique digital artwork that can be tokenized and turned into NFT products on the blockchain. The process involves using various software programs and multiple techniques, and the output can be expressed as images, videos, music, and so on. Once the artwork is completed, the customer can encode it with a blockchain to create a digital certificate of ownership that is unique to the artwork.

Usage and value:

- Providing unique and exclusive digital artwork for customers.
- Facilitating customers' revenue generation after they encode the designs into NFT products.
- Effective tool for marketing and sales plans, increasing the customers' purchases of physical products.

Organizational Analysis

The business is more appropriate to be in a partnership or corporation type due to its capitalization requirement. The business is under

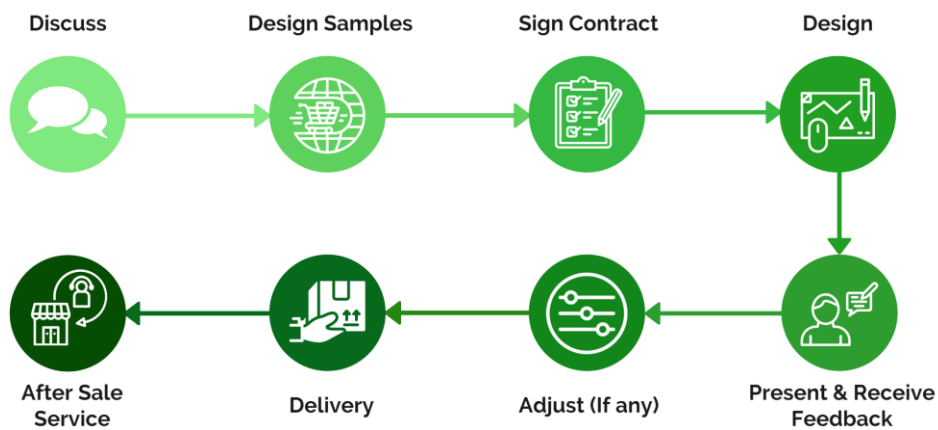
manufacturing specialized graphic designs. For a start-up, the business is still sustainable in a rented space.

The main activity is providing graphic designs to customers based on their needs.

Production process

Figure 1

Service design and delivery



Step 1: Discuss

- Receiving information and creating briefs. Receive clients' information or "creative brief," including client requirements, budget, styles, message to convey, etc.
- After receiving the brief, conduct an initial assessment of the information and Analysis to recommend appropriate services for the

client's requirements. Conduct a reference quotation during this process and introduce discount programs (if any).

Step 2: Design Samples

- Conducting research quotation and give it with the brief, analyzing the information to orient the design samples for the project, giving a specific quotation, and negotiating with the clients.

Step 3: Sign Contracts

- After the client chooses the optimal option, prepare and implement a service contract for the two parties to sign.
- After signing the contracts, the clients make the first prepayments with 30% of the contract value.

Step 4: Design

- Sketches: Designers will start with preliminary sketches of the clients' ideas. This helps the design team to be able to suggest different solutions to propose to the clients.
- Design confirmation: Send the sketches to the clients for selecting and confirming the final one to conduct the design. The designs are strictly relevant to the requirements.

Step 5: Present and Receive Feedback

- Designers will present the design in detail to their clients to ensure that they have an overall understanding of the entire design project.
- Receive feedback from the clients.

Step 6: Adjust

- The design team will make some adjustments (if any) according to the feedback.
- After presenting and deciding on the final design, the clients make the second advance payment with 30% of the contract value.

Step 7: Delivery

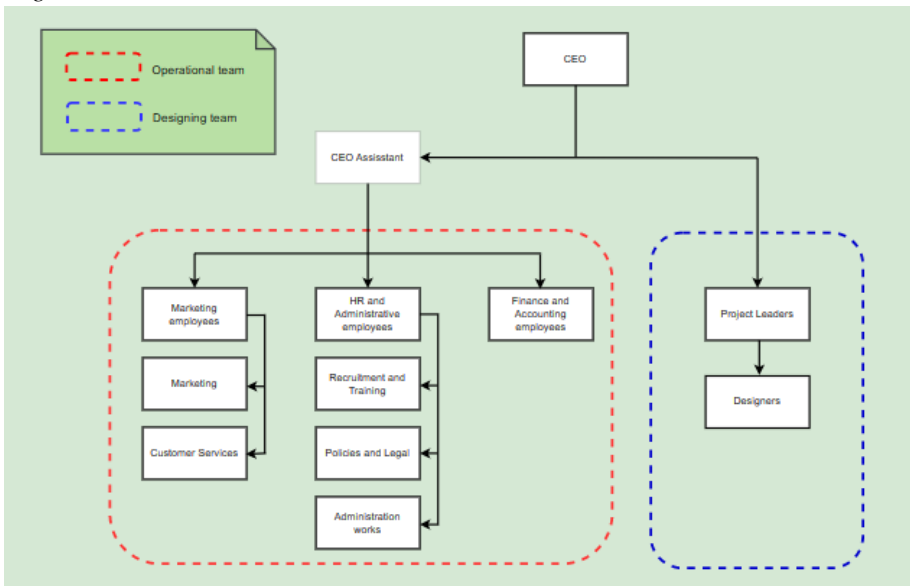
- The clients pay the remaining amounts of the contract. Deliver the final designs in different file formats as required in the contract.

Step 8: After Sale Service

- Keep tracking and supporting clients after sales and conducting clients' satisfaction level and feedback about the quality of products and services for further improvements in the future.

Proposed company structure

Figure 2
Organizational chart



The business needs a team-based organizational structure, which enables efficient collaboration and coordination within and between teams, leading to effective performance and growth. With the CEO at the top of the company chart, the structure comprises two main teams: the operational and designing teams.

- **Operational team (bounded in red):** is responsible for marketing activities, human resource management, and administrative tasks. The third part of the team's scope is financing and accounting duties. During the first year, the CEO works directly with and manages the

operational department to save costs. However, with the company's growth, it is planned to hire a CEO assistant who will support the CEO's working schedules, the operational team's performance management, and sales activities in the second year.

- **The design team (bounded in blue)** refers to the primary workforce who will design the graphic works for the projects. Ideal for a small-sized company, the CEO is partly involved in designing with other members and managing the team. This will help the company to reduce the cost of salaries. After the CEO, the project leaders who are experienced and talented in designing will support the project's quality control and risk management along with their designing tasks. Finally, the team also includes designers specializing in the three lines of the company's services.

Market potential

Graphic design is the art and method of creating and expressing ideas and experiences using visual and verbal content (EmAan, 2022). It involves using various design elements, such as typography, color, images, and shapes, to convey a specific message or idea. The popularity of graphic design began to grow in the late 19th century. Since then, the role of graphic designers has changed and continues to grow over the years alongside the

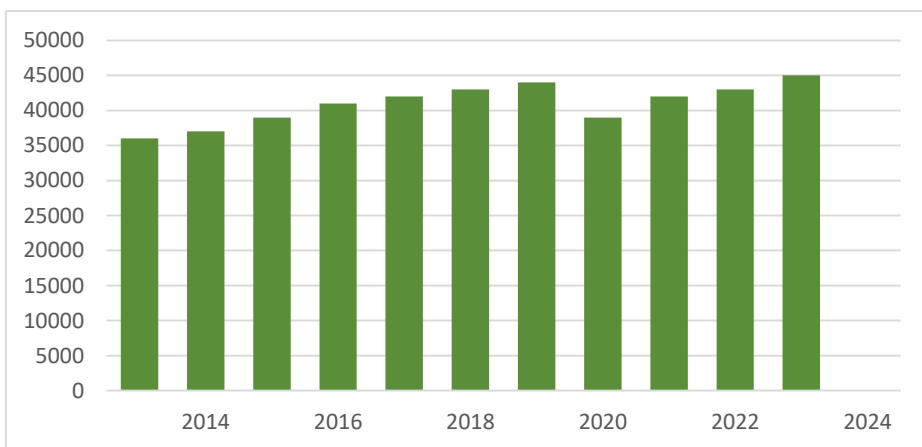
expansion of digital mediums coupled with new and emerging graphic design trends (Ellis, 2018).

The field of graphic design encompasses a wide range of design disciplines, including branding and identity design, editorial design, web design, packaging design, environmental design, and more. Graphic designers work in various settings, including advertising agencies, design studios, corporate design departments, and freelance practices.

IBISWorld reports that the global market for graphic design was worth \$43.4 billion in 2022 and will reach \$45 billion in 2023. Notably, the industry's value in the US was over \$13 billion (accounting for nearly one-third of the world). In 2023, the market size for graphic designers worldwide is projected to rise by 3.8% (IBIS World, 2021).

Figure 3

Global graphic design market size (\$ million)



Source: IBISWorld (2021)

Of all business operations, the global graphic design industry is ranked 9 (Jay, 2019). Of these, 16,823 businesses in the US graphic and design industry as of June 2019. About 23,900 new work possibilities for designers will be produced annually due to the rapid formation of significant graphic design businesses (Bureau of Labor Statistics).

Graphic design brings excellent value to life as well as the development of businesses. The most crucial instrument in creating a brand and its image in the eyes of consumers is graphic design, which significantly contributes to the growth of a brand. Users can see increased customer engagement, user experience, and advertising effectiveness when creative graphic designs are integrated with social media. 94% of individuals, according to PRNewswire, think a company's design contributes to their first impression of it (NIAIS, 2022). That enhances the notion that graphic design will remain well-liked in the future.

In recent years, advancements in technology have significantly impacted the field of graphic design, with many designers incorporating digital tools and software into their work. However, even as technology continues to evolve, the fundamental principles of graphic design remain constant, with designers always striving to create visually compelling communications for their clients and audiences (graphicszoo, n.d.).

Along with the development of the graphic design industry, there is a severe shortage of skilled workforce. The key issues impeding the market's growth are the fierce rivalry among design service providers and the scarcity of qualified workers (Jerpi, n.d.). Many companies need help finding qualified graphic designers to fill their job openings. This is particularly true for smaller businesses that may need more resources to offer high salaries or benefits packages to attract top talent. Another reason for the shortage of skilled graphic design professionals is the increasing number of freelance designers. While freelancing offers flexibility and autonomy, many designers need help finding stable, long-term employment.

The graphic design industry overview demonstrates that this field has the potential to expand with a notable development rate in the years to come. The expansion of the digital industry and the emergence of new technologies are significant factors that contribute to the growth of the graphic design market, enabling it to meet the market's demands. This means graphic design companies must keep up with current developments and trends to attract a new audience.

Customer Segmentation

Identifying target customer segmentations is crucial for any business, as it helps ensure that the right services are offered to the right customers. Based on each segment analysis, the appropriate strategies related to marketing, customer services, and quality can be better developed.

Interior Design and 3D Architectural Visualization

There are two types of client bases for this section:

a. Individual customers: refers to people who own or rent a house, apartment, or condominium and have the demand for interior design for their living spaces. Thanks to the rapid growth of high-income consumers, more people have become a significant target audience in the interior design market. These customers place much importance on interior products' aesthetics, comfort, and versatility. Price, service quality, and customer experience are crucial factors for this customer segment. Based on their incomes, this segment can be divided into two main groups:

- *Middle-class group* refers to middle-income individuals with limited financial resources and seeking reasonably priced interior design products. Young people living alone or with their families often seek out vibrant and imaginative interior

design solutions. In contrast, middle-aged individuals prioritize the product's functionality, comfort, and ease of use over the design's modernity or uniqueness.

- *High-class group*: This segment of customers typically has a high income and resides in upscale urban areas. They seek unique, creative, non-traditional interior design products to create a distinctive living space. Therefore, they are willing to pay significant money to obtain the interior design product that meets their requirements.

b. Corporate customers: describes the small and medium-sized businesses or large enterprises who require the interior design for multiple types of businesses such as real estate, shops, restaurants, hotels, offices, commercial buildings, etc. By investing in high-quality and thorough interior design, businesses can enhance their reputation, increase customer loyalty, improve service excellence, and optimize operational efficiency. In terms of business customers, cost-effectiveness is a crucial consideration. While they want a functional space that looks good, they also need to keep costs in mind, especially for start-up businesses. The amount of budget that businesses can allocate towards interior design can vary significantly, depending on several factors such as the scope of the project,

type of construction, materials, and furnishings used, the geographical location, and the site of project implementation. Besides, business customers tend to prioritize their furniture's functionality, productivity, and durability since they consider them their long-term investments. Customers will also need the project to be completed on time per the predefined commitments.

For 3D Architectural Visualization. The primary customer base for this type of service is architects, real estate developers, and construction companies. Like interior design segments, price and the quality of services are two primary criteria that customers focus on. They want to work with a company that provides high-quality visualizations at a fair and reasonable price. Foreign clients tend to outsource the visualization to foreign designers to reduce costs. Moreover, they also want to see detailed, realistic, and accurate visualizations representing the final product. Thus, customers can consider the company's portfolio and experience. The graphic design communities and platforms on social media, such as Facebook groups, are the places for the clients' research and references.

Graphic Design for the Brand Identity Design

The customer segment of the brand identity design also includes individual and business customers.

a. Individual customers. Individual customers can demand a unique brand identity design to establish a distinct image and enhance their professionalism in the market. However, their demands for these services are infrequent, on small scales, and need a long-term direction. Moreover, they usually have low budgets to complete their designs, so they hire freelance designers who can provide quick and cost-effective solutions. Additionally, with various free design applications available today, such as Canva or Pinterest, individual customers can create their brand identity designs.

b. Corporate customers. The first section included in the corporate customer base are start-ups, entrepreneur businesses, and operating firms. They usually require assistance establishing their brand at the beginning of the business or rebranding and expanding their current company. For marketing and branding purposes, business clients frequently need a lot of branding materials, like logos, posters, banners, brochures, etc. They prefer to use a single design firm to finish the entire set of design items to ensure consistency in their images. Additionally, these customer categories typically invest more money in branding design projects. They value professionalism, aesthetics, and compatibility more and are more prepared to pay more for superior services. There is also potential to increase market size when working with business customers because they typically have

numerous business partnerships, are large-scale, and operate in various industries.

Marketing professionals and agencies are the second portion of this segment. It refers to the companies that specialize in providing marketing strategies to end-users but have sufficient resources and capabilities to fulfill designing activities. Therefore, they usually outsource design services to save costs and enhance productivity. The win-win relationships are established as the marketing companies can bring a stable source of projects to design firms and receive back the professional design works at lower costs.

NFT Graphic Designing Service

a. Domestic customers. The use of NFT designs is a relatively new and developing trend. However, the market shows some potential points; it still needs to be more robust to be fully utilized. Therefore, the demand for designing NFT products has yet to take off.

b. International customer segments. NFT is a new and unrecognized concept as a global asset. Nevertheless, a few countries have shown interest in the matter and are contemplating rules and instructions for NFT usage. Several nations like the US, Canada, Japan, Australia, and

Europe have been introducing regulations to manage the trade and application of NFT. Consequently, the market for NFT has the potential to evolve and is gradually becoming a new trend for investment.

Channel

Communication channels are the means through which information, messages, or signals are transmitted from the sender to the intended audience. Identifying and selecting appropriate communication channels is crucial for managing the flow of information within a company during projects and operations. Effective communication channels also facilitate team interactions and enable employees to express their concerns or questions.

Two primary communication channels can be utilized:

In-person meetings refer to the format of in-person interaction between two or more individuals. This is the most robust communication channel for critical business meetings, negotiations, deals, and contract signing. In-person meetings may be held daily, weekly, or ad hoc with managers, clients, partners, and other relevant parties. Meeting memos are required after the discussion and documented in written communication channels.

Digital communication channels are those that utilize technology for communication purposes. Two primary digital communication platforms, Discord and Telegram, are used for internal communication and discussion. Discord is a free and efficient tool for conducting online meetings, sharing small-sized documents, and facilitating digital communication. Telegram, on the other hand, is used for exchanging and delivering large-sized files. In addition to these platforms, social media channels such as Facebook, Instagram, Youtube, the FS website, and Behance reach a larger audience, engage with clients, and build the company's brand awareness within the community.

Marketing Mix

Product and Price

Interior design and 3D architectural visualization. This line of services is divided into two sub-lines: interior designing services and 3D architectural visualization. Interior design includes individual interior design services for living rooms, bedrooms, and kitchens and package interior design for various constructions such as townhouses, apartments, offices, villas, and other projects. To ensure price competitiveness, the average rate is \$6.15 per square meter of floor area for individual and full-

package interior design. This pricing also applies to various projects, ranging from basic construction, such as townhouses and apartments, to more challenging ones, like offices, cafes, restaurants, shops, and minimarts. For villa projects, a high-end and distinct segment characterized by complexity and difficulty, set the pricing at \$12.3/m² to meet the requirements and standards of clients in this segment.

In 3D visualization, the price is calculated based on the number of photos requested by the client at a rate of \$41/image. It is a fixed price for any size of floor area. Regarding architectural visualization, the price varies depending on the client's requirements and complexity, ranging from \$164 to \$328 per project. In specific, for spaces ranging from 80m² to 200m², the cost is \$205-\$328/minute; for spaces ranging from 200m² to 400m², the cost is \$410-\$820/minute; and for spaces larger than 400m², the cost is from \$820/minute onwards. Clients receive an attractive discount of \$20.5/minute, applied from the second minute onwards.

Brand Identity Designs

Brand identity design service consists of 2 types of service packages.

Basic design package includes a product set, a logo and logo guideline, 1 set of basic company stationery (business cards, notebooks,

folders, headers, and envelopes), product packaging, and labels. The price ranges from \$82 to \$205.

Advanced design package brings clients more items of design words. It includes logo and logo guidelines, one advanced company stationery set (business cards, notebooks, folders, letterheads, invoices, uniform designs, and employee ID cards), product packaging and labels, and a product brochure (two A4 pages). The package price ranges from \$205 to \$328.

3D Mascot Design Package. The 3D Mascot Design Package is available between \$82 to \$205 for each mascot. The package includes sketching, modeling, and rendering a complete 3D mascot. For additional posing designs, a fee ranging from \$10.25 to \$20.5 VND is charged based on the client's specific requirements.

NFT Avatar design service

NFT individual assets design. The price for designing assets for NFT Avatar is \$12.3 per accessory. Each detail, such as shirts, hats, glasses, earrings, etc, will be counted as one accessory.

NFT characters design service. Ranges from \$16.4 to \$410 per character depending on the client's character requirements and reference images.

Promotion

Discount promotion.

Project scale in contract signing. The larger the project scale, the higher the discount rate customers can benefit from.

Client referrals. Special gifts to customers who have referrals.

Client appreciation gift program. Offer a variety of gifts, including a company set of tote bags, t-shirts, mugs, calendars, notebooks, and other unique presents to express its appreciation to clients who have supported and accompanied the company throughout its operation.

Special occasion gift program. On special occasions, a gift program is one of the practical marketing activities to mark important events of the company, from the anniversary of an establishment to holidays and other special commemorations. This can create a sense of cohesion, strengthen client trust in the brand, and boost sales revenue.

Public relations activities

Participating in volunteer and social activities is one of the positive PR activities that can enhance the company's image in the eyes of clients and the community. It is a way for the company to demonstrate its social responsibility and contribute to community development. In addition, it can foster a sense of unity among employees and contribute to a positive work environment, motivation, and empathy.

Building strategies and policies for dedicated and attentive client care

After-sale service. Providing excellent after-sales service helps clients receive support and assistance after purchasing a product or service, increasing client satisfaction and long-term relationships.

Providing free consultation services and post-production editing. Offer complimentary advice and editing services to foster trust and demonstrate a commitment to delivering top-notch work.

Developing the warranty policies. Product design warranty policy refers to the terms and conditions under which the company provides fix or replacement services to clients for design-related issues.

Place

This type of business requires a physical office and an online presence through websites and social media. For a start-up, a rental agreement is highly recommended.

Financial Feasibility

Capitalization

The estimated initial investment is \$57400.

Revenue stream

The revenue streams mainly come from interior design and 3D architectural visualization, brand identity design, and NFT graphic design. The revenues from interior design and 3D architectural visualization are grouped into one source of revenue due to the transitional roles and ability of interior designers compared to the brand identity and NFT graphic designers.

Interior Design and 3D Architectural Visualization. The monthly capacity of an interior designer is between 3 and 4 projects. Meanwhile, an artist of 3D visualization can accomplish 5 to 8 monthly projects.

Regarding individual interior design, the standard square ranges of bedrooms, kitchens, and living rooms are 12 to 20 meters, 12 to 15 meters, and 20 to 30 meters, respectively. Thus, the average square of the individual

interior design is around 20 meters squared. Meanwhile, regarding full-package interior design, the minimum land parcel square is 70 to 150 meters squared. Additionally, the range of a land parcel is 60 to 100 meters squared. Nowadays, townhouses are often built from 2 to 3 floors. Thus, the average squares for a project of -package interior design are about 200 meters, compensating for the variable squares of the villa, coffee shop, and office projects. Apply \$6.15 per square meter for the average prices of both interior design services. Regarding 3D architectural visualization, \$200 per project is applied at the minimum price.

Table 1

Revenue for 3 years

Sources of revenue	Year 1	Year 2	Year 3
Interior design and 3D visualization	49446	57256.5	79827
Brand identity Design	19458.6	21404.5	24615.1
NFT design	18339.3	19623.1	20604.2
Total revenue	\$87243.9	\$98284.0	\$125046.3

Operating expenses

Due to the industry's flexibility and elasticity, the investment is flexible based on the market development.

Fixed costs. The fixed costs will mainly consider rent, fixed wages, equipment, bank interests, utilities, and depreciation.

Variable costs. The variable costs are expected to include marketing and advertising, additional salaries, human resource costs (HRM), insurance, and business travel. There are two spending amounts in the additional salaries, including bonuses and commissions. The sale commissions account for approximately 8% of the net sales. Meanwhile, bonus salary is variable among positions, contributions, and revenue.

Table 2

Expenses for 3 years

	Year 1	Year 2	Year 3
Cost of Goods Sold			
Bonus salary	20500	24600	32185
Sale commission	6970	7790	10250
Total	27470	32390	42435
Selling, General & Admin			
Rent	4920	4920	4920
Equipment	1230	1230	1230
Equipment Maintenance	410	410	410
Web Maintenance	246	246	246
Software and application	205	205	205
Furniture	123	123	123
Utilities	1640	1640	1640
Cleaning services	492	492	492
Supplies	61.5	61.5	61.5
Wages	20467	22514	28654
Marketing & Advertising	4100	4100	4100
HRM	5330	5863	7462
Business travel expense	1025	1148	1353
Insurance	8462	9658	12736
Business license tax	82	82	82
Total	48794	52692	63714
Depreciation and Amortization	1548	1702	1855
Interest paid	1886	1591	886

Projected Financial Performance

The profit is expected to be optimistic after its first year of operation and begin to grow in the next two years when the number of clients increases.

Table 1

Projected income statement for 3 years

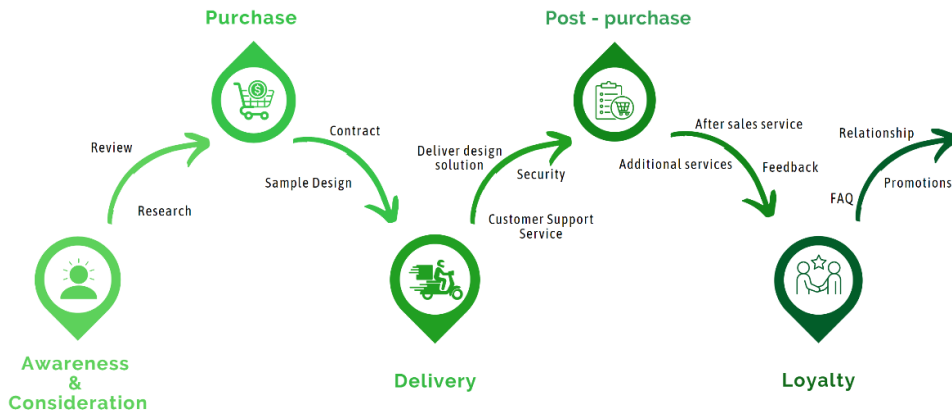
	Year 1	Year 2	Year 3
Revenue	87243.9	98284	125046.3
COGS	27470	32390	42435
Gross Profit	59773.9	65894	82611.3
SG&A	48794	52692	63714
EBITDA	10979.9	13202	18897.3
Depreciation & Amortization	1548	1702	1855
EBIT	9431.9	11500	17042.3
Interest paid	1886	1591	886
EBT	7545.9	9909	16156.3
Tax (20%)	1509.18	1981.8	3231.26
Net Income	6036.72	7927.2	12925.04

This type of business is projected to recover the investment in 1 year and seven months when the breakeven point is calculated over time and in 1 year nine months when calculating the discounted payback.

Keys to success

Figure 4

The stages of company success



Awareness and consideration. This is the stage when a potential customer becomes aware of the services provided by the company. They can search for information through social media like Facebook, websites, TikTok, and other online platforms. Customers can also screen the company's previous products based on website reviews. Word of mouth is also a method to get insights about business reputation and credibility. To decide if the company's services are the potential solution, they may compare the company's services with those of competitors. Factors of price, quality, and other care services are considered.

Purchase. After careful consideration, the customer uses the design service. This can involve various steps, such as filling out a form, making a

phone call, or visiting a physical location. At this stage, customers receive more in-depth advice and support so that the company can determine the customer's requirements, thereby suggesting the most suitable solutions. If the clients agree with the suggested solution, they sign the contracts. Both parties must be clear on the defined terms and policies before going towards other phases.

Delivery. Once the customer has purchased, the company should deliver high-quality services promptly and efficiently. A company should provide regular updates during the projects, continuously get customers' feedback, and resolve any arising issues. The information security of customers and projects are also guaranteed.

Post-purchase. After the services have been delivered, the customer's experience should continue to be positive. This can involve follow-up communication, requesting overall feedback, offering additional customer supporting services, and addressing any concerns. Such activities can build long-term relationships with customers and increase the likelihood of their returning to the service.

Loyalty. Continue to provide devoted customer service to build customer relationships, encouraging loyalty. Customers who have a positive experience with the company tend to recommend its services to others.

Moreover, when working with many customers, the company should collect all common concerns the customers care about and build up a set of FAQs. Details and answers must be provided on the company's Facebook website to facilitate the investigation of new customers.

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