

INTERIOR BUSINESS MANAGEMENT



TTA CHINCHWAD

TTA CHINCHWAD MEANS A GUARANTEED CAREER

Module 1

Industry & Entrepreneurship

- ✓ **Introduction to Interior Industry Structure**
- ✓ **Types of Interior Businesses**
(Residential, Commercial, Turnkey, Freelance)
- ✓ **Entrepreneurial Mindset & Opportunity Identification**
- ✓ **Understanding Client Needs & Market Trends**
- ✓ **Business Model Planning for Interior Startups**



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Module 2: Design Process & Project Planning

- ✓ **Fundamentals of Space Planning**
- ✓ **Mood Boards, Concepts & Design Development**
- ✓ **Material Selection & Finishing Techniques**
- ✓ **Project Workflow: Concept → Design → Execution**
- ✓ **Creating BOQ (Bill of Quantities)**
- ✓ **Time Management & Project Timeline Creation**

Module 3: Branding, Marketing & Client Acquisition

- ✓ **Brand Identity & Positioning for Interior Firms**
- ✓ **Social Media Marketing (Instagram, Pinterest, YouTube)**
- ✓ **Digital Portfolio Creation & Case Studies**
- ✓ **Influencer/Architect Collaborations**
- ✓ **Lead Generation Strategies (online & offline)**
- ✓ **Handling Client Meetings & Converting Enquiries**



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Module 4: Interior Business Operations

- ✓ **Vendor & Contractor Management**
- ✓ **Material Sourcing**
(Wood, Laminates, Tiles, Fittings, Lighting etc.)
- ✓ **Quality Control & Site Supervision**
- ✓ **Store Layout & Display Planning**
(for retail interiors)
- ✓ **Site Measurements, Execution Drawings & Corrections**
- ✓ **Safety Standards & Site Management Techniques**

Module 5: Finance, Legal & Documentation

- ✓ Budgeting & Cost Estimation
- ✓ Pricing Strategies for Interior Projects
- ✓ Profit Margin Calculation
- ✓ GST, Billing & Taxation Basics
- ✓ Business Registration Types
(LLP, Proprietorship, Partnership)
- ✓ Contracts, MOUs & Required Legal Documents



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Module 6:

Sales, Negotiation & Growth Strategies

- ✓ **Professional Selling Skills for Interior Designers**
- ✓ **Client Communication & Expectation Management**
- ✓ **Scaling Your Business (Team Building, Multiple Sites)**
- ✓ **Franchise, Outsourcing & Expansion Opportunities**
- ✓ **Final Capstone Project: Real Interior Business Model**



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Thank You



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