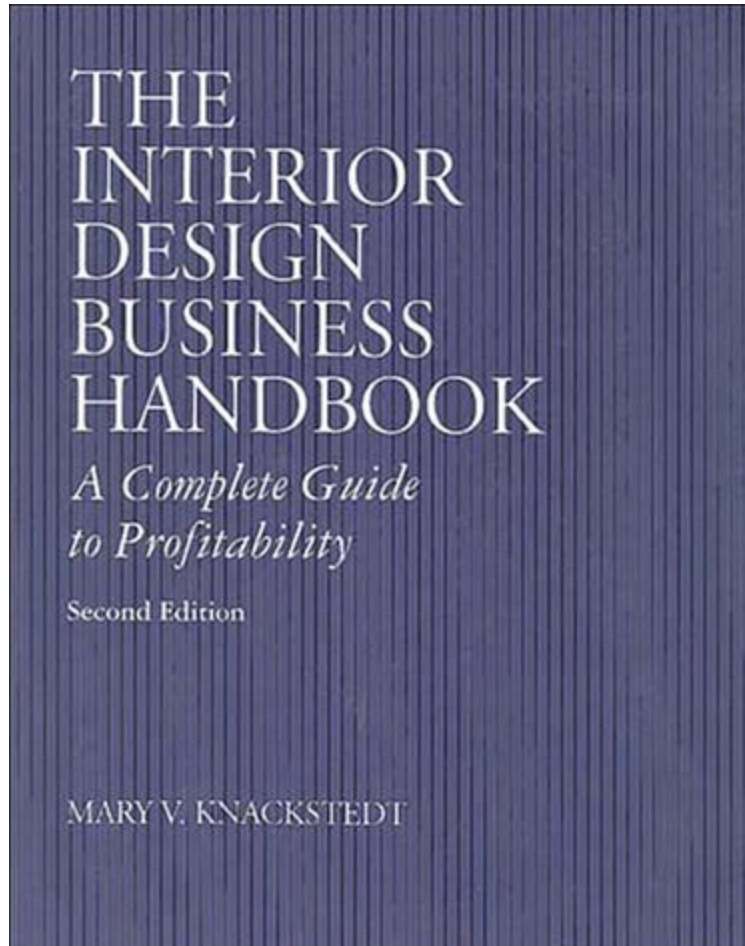


(Mobile book) The Interior Design Business Handbook

# The Interior Design Business Handbook

Mary V. Knackstedt

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An essential guide to starting and managing an interior design business, this book offers updated resource listings and additional information on computers, service, photography, and education. Hundreds of proven techniques are offered on how to build a design business and run it profitably and effectively.

From the Inside FlapThe Interior Design Business Handbook A Complete Guide to Profitability Second Edition Mary V. Knackstedt with Laura J. Haney This revised edition is an essential guide to starting and managing an interior

design business, complete with updated resource listings and additional information on the computer, service, photography, and education. All procedures in the book are used in successful design firms throughout the United States. Guidelines are provided on how to deal with accountants, protect your firm against costly litigation, and secure the right insurance coverage. You're also shown how to pinpoint areas to increase profits, make a turnaround from loss to profit, and replace complex solutions to business problems with simpler, less costly ones. Logically organized and easy to read, the Second Edition features more than fifty different interior-design-specific sample forms and letters, examples of contracts and letters of agreement, and office aids that can be easily adapted to a specific interior design operation. Among the forms provided are a design service outline, existing conditions survey, installation report form, monthly staff work plan, and design staff questionnaire. Scores of real-life scenarios from the authors' thirty years of experience as a designer and business consultant are included, along with countless tips that make even the most complicated operations go smoothly. Interior design is a very demanding business. This book covers the full gamut of situations and problems that face practicing designers today, offering hundreds of practical and imaginative ways for taking effective control and running a business at maximum profitability. It is an invaluable book that can help you throughout your career as an interior designer.

**From the Back Cover** This Fourth Edition covers computer software and database tools that are written exclusively for the interior design field and general financial and project management programs that can streamline internal office processes. In addition to presenting the most recent banking changes, it also features an updated credit section that compares current and past procedures for obtaining and using credit. Supplemented with more than fifty sample forms and letters, this Fourth Edition is a one-stop resource for successfully managing a firm from choosing a location and administering daily operations to putting it up for sale. It's a must-have for seasoned interior designers, those starting their own firms, as well as interior design students.

**About the Author** About the Authors Mary V. Knackstedt, ASID, IFDA, is an acclaimed speaker, a prolific author, and a much-sought consultant on the business of interior design. She is also founder and president of two highly successful design firms. As a consultant, Knackstedt has helped organize many new businesses and developed strategies that have reversed failing businesses. Her own firms, Knackstedt Inc. and Business Design Inc. of Harrisburg, Pennsylvania, and New York City, have handled hundreds of projects ranging from small offices and residences to institutional complexes with more than a hundred buildings. Knackstedt is a contributing editor and columnist for *Interiors Sources* magazine and is the author of two previous books, *Interior Design for Profit* and *Profitable Career Options for Designers*. She is the producer of *Design Business Monthly*, an audio-cassette service on current business practices. Laura J. Haney is a former editor and writer for *The Designer*, *Upholstery Industry*, *Professional Office Design*, and *Gifts Decorative Accessories* magazines who develops and edits books on design.