

Business Background

1. *What is your business name as it will be written in your logo?*

Tate & Co

2. *What is the meaning behind your business name?*

The meaning behind the business name Tate & Co: When thinking of our business name we wanted the name to mean something to us rather than just putting random words together. It's a family business (mum and I) and we know our husbands will be putting a lot of effort in behind the scenes too. We decided to use the name Tate as it is my mums maiden name. It acknowledges the Tate side of our family who have passed away but who were all really interested and passionate about property. It helps the 'Tate' name live on.

3. *Why did you start this business? What's your story?*

Karena & Nicky enjoyed working together from when they were selling real estate together. They also share a passion for interior design and often go the extra mile to organise the home-staging or add their flair to re-style homes for sale. While there were many high-end home-staging companies in Auckland, Nicky has been unable to find the same level of services to present premium properties to potential buyers since moving to Tauranga. Nicky and Karena would love to work together again, combining their extensive knowledge in real estate and interior design to offer a premium quality home-staging service to benefit Tauranga Realtors and their sellers.

4. *Tell me about your business - owners, team, location, areas serviced, services, etc.*

Nicky and Karena are looking to have everything ready to launch in June/July 2022 once they have started to build up their catalogue of soft furnishings. Servicing Bay of Plenty region. Currently, a team of two (owners Nikky and Karena). They are starting with partial home-staging packages and will be moving into full home-staging packages.

5. *What are your top 3 profitable services?*

- Full home-staging
- Partial home-staging

6. *What's your vision for your business for the next 3-5 years time?*

- Build a well-known brand that Realtors and sellers recognise and trust for premium quality home-staging in the Bay of Plenty.
- Increase partial home-staging to full home-staging
- offer an interior design service using work with previous clients as examples
- Retail interior design products for sale

7. *Describe the purpose of your business in ten words or less?*

Premium home-staging and soft furnishings for high-end homes for sale.

The Competition

8. *Who are your top 3 competitors in your industry?*
 - Auckland: Sojo, Amazing Interiors (examples of high-end staging businesses)
 - Tauranga: House of Couture, Olive & Oak (direct competition & low-end staging products)
9. *What are they doing well?*

They are established in their market with a solid client base to serve.
10. *What are they NOT doing well?*
 - Using easy low-end staging products (i.e. Kmart, Briscoes) to present high-end homes.
 - No partial staging service is available. Realtors have them booked in advance for full staging.
11. *How do you want your customers to see you differently from your competitors?*

Premium products with an emphasis on quality, luxury interior style

Your Audience

12. *Who is your typical customer and their demographic - age, male/female, location, work, etc.*

30-65 home owners, male or female. Most likely the females who will find our business or feel like they need our business. Wanting to maximise interest and value in their property sale.
13. *What is your IDC's (ideal client) most basic problem for which you have the solution?*

Sellers may not want to have their personal belonging on show during the sale process. They want someone else to appoint their home to reach its full potential for sale.
14. *Why will your people be drawn to you?*

Your brand presence expresses your voice, knowledge, interior styling ability, and quality of your products. It's a company they can trust to do the job correctly.
15. *How do your customers usually find you for work?*

Through real estate agent referrals, your website, social media and advertising.
16. *Do you already have any marketing ideas for reaching your target audience?*

Social and website. We also discussed email marketing which would benefit from two campaigns running.

Visual References

17. *Please list a few visual examples of brands that resonate with you or align with your desired brand aesthetic. Why do these appeal to you? (feminine style, delicate, simple but attractive, etc.)*

Contemporary, modern, clean, simple lines. Easy to read. Black or whites. If a colour to be used perhaps a gold to tie in with the contemporary black/white theme or a forest green colour which is a really popular hue to use in the interior design industry which I don't think should date too much over time, especially when paired with black.

18. *Any additional details or creative considerations? I want to ensure we are on the same page throughout this process! - i.e. competition uses red, and I'd like to avoid that colour, so my business is unique. Or avoid a specific style as it's too on-trend and could become dated quickly.*

Non-provided. Open to direction

Your Brand

Your brand values help us create a brand identity that aligns with how you want others to see your business.

19. *What words best describe your brand values?*

Premium, high-end, knowledgeable, experienced, luxury, timeless

20. *What feeling or message do you want your brand to convey to those who view it?*

We trust this company to complete the project to an exceptionally high standard. The process is easy, and we trust their recommendations.

21. *What do you want your brand identity to accomplish?*

Consistency across touchpoints. A look and feel that encompass the brand values.

22. *Do you have professional images taken for your brand identity? Or do you require photography to be organised?*

We have a photographer/videographer that we have used (for KS videos etc) and feel comfortable using. She will take photos of both of our homes to use for website and print marketing until we get more photography once we get client photos.

The Rollout

The rollout should include what you think will need to be created after the logo and brand identity is complete? This helps us to gauge what you may need so we can allow enough time to create the digital outcomes or print files ready for launch.

23. *What printed collateral might you need?*

Business cards

24. *What digital collateral might you need?*

Website, social media highlights, social media graphic templates.