



FLAMINGO

WE DESIGN DREAM INTO REALITY

*We are professional interior designer and execution
company*

Home / Commercial Interiors

On-time Delivery | Reliable Results | Hassle Free Execution



FLAMINGO

WE DESIGN DREAM INTO REALITY

We are professional interior designers and construction managers.

ABOUT US



- **Flamingo presents India's only curated community of designers empowered to democratize design to make consumer lives easier and better**
- **Flamingo empowers consumers to craft their own space by offering end to end solutions through professional approach and transparent installation**
- **Customers get factory finish products and integrated furniture solutions**





AGENDA

➤ **In this presentation we will learn about**

- **Flamingo vision**
- **The description of responsibility of a designer**
- **The workflow of a designer**





CORE PURPOSE

- We believe in empowering people through designs which make their lives easier and better
- Democratised design by making them accessible and affordable
- A designer designs their vision

THOUGHT PROCESS OF A FLAMINGO

- I am designing spaces which are an extension of customer's personality
- My designs should suit the customer's lifestyle
- It should reflect the customer's taste
- I am giving a customer 'Their own world' to be dwelled in happily every after
- A designer should reciprocate the customer's warm feeling towards their house comprehend and deliver their need with perfection
- Think as if you have been given the responsibility to beautify someone's world
- A satisfied customer is the biggest achievement



CUSTOMER'S VISION DESIGNER'S MISSION

- **A customer imagines his house spaces to be decorated in a certain way**
- **A designer has to get aligned to that vision by asking probing questions and seeking more information**
- **Learn about a customer's background before you head to the first meeting**
- **In the digital era of today's world we can look up customer's profiles to understand them better**
- **Take customer's inputs while preparing the design**
- **Deliver his vision as a picture perfect space!**





FLAMINGO

WE DESIGN DREAM INTO REALITY

DESIGN STANDARDS

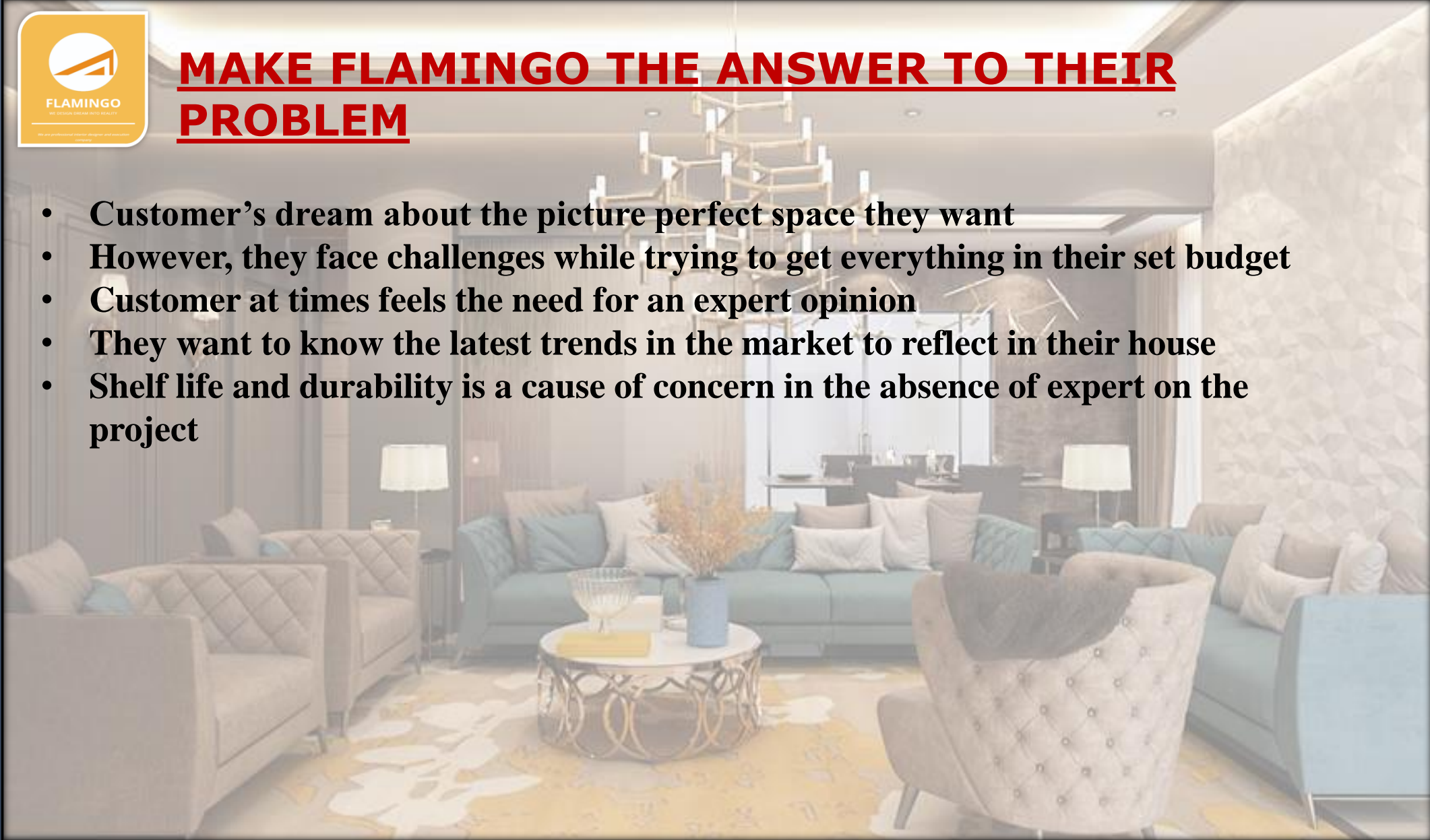
- Create space which are
 - Spacious
 - Vibrant
 - Natural light
 - Uncluttered
 - Relaxed
 - Warm
 - Positive
- Your designs should have two things
 - Theme
 - Concept





MAKE FLAMINGO THE ANSWER TO THEIR PROBLEM

- **Customer's dream about the picture perfect space they want**
- **However, they face challenges while trying to get everything in their set budget**
- **Customer at times feels the need for an expert opinion**
- **They want to know the latest trends in the market to reflect in their house**
- **Shelf life and durability is a cause of concern in the absence of expert on the project**





RESPONSIBILITIES

- Each designer to get the **Customer Requirement Form** filled
- Make notes of any specific requirements
- Designer to create a presentation with designs and prepare the BOQ
- Make modifications to both as per customer's request
- Take approval for presentation and BOQ and get the booking form signed
- Designer to manage end to end pay cycle of 10%, 40% up until 50%

RESPONSIBILITIES



COMPLIMENTARY SERVICES

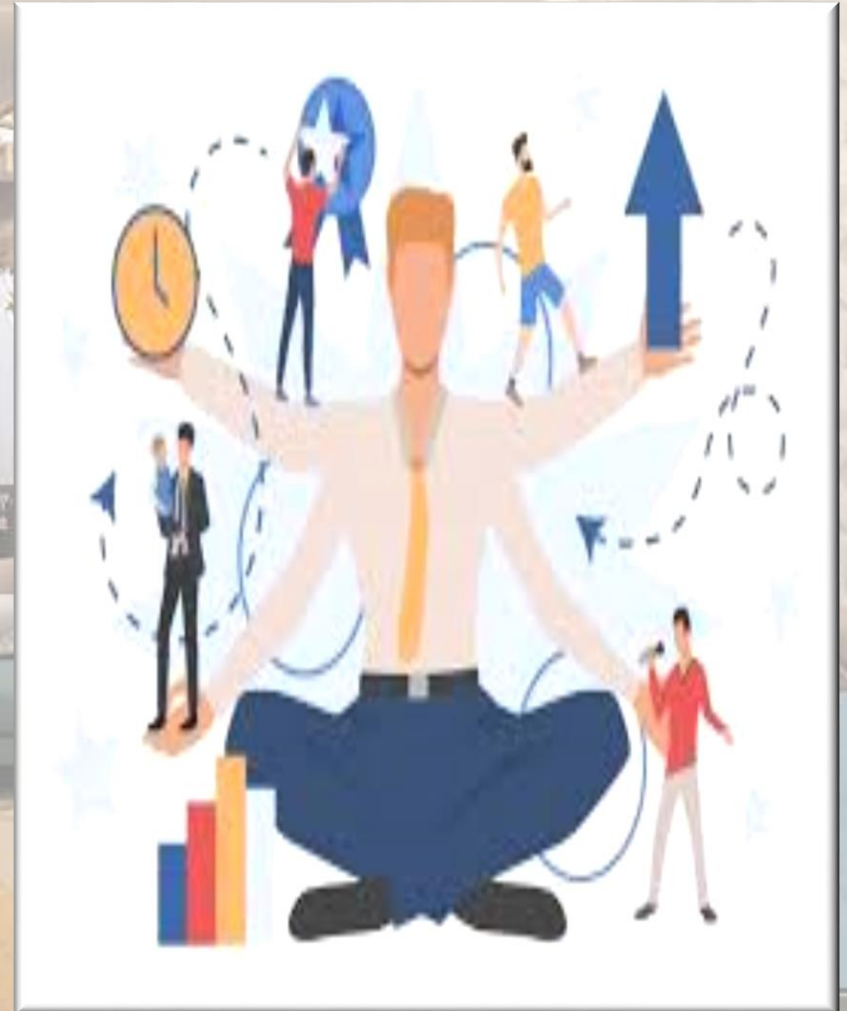
- **We will do conceptual designing for you**
- **We provide free onsite measurement**
- **We give ideas and guidance on space utilization**





ROLES

- **A designers role has many personalised links**
 - **Communication and meeting with the customer**
 - **Comprehending their need**
 - **Taking on-site measurement**
 - **Product designing**
 - **Signing the booking form**
 - **Placing the order**
 - **Being informed about production stages and timelines**
 - **Being informed about delivery status**
 - **Being informed about on-site installation status**





HOW DO DESIGNERS GET LEADS

- **Our customer service team receives all opt-in's from various sources like digital median, referrals etc**
- **CS team out calls the customer and gathers basic information like requirement, budget etc**
- **Basis this information they qualify a opt-in as lead for the designer to follow**
- **Community manager allocates these lead to each designer**



WORK FLOW

4
Business
hours

First call to the customer

Taking customer information and requirement

Preparing a PPT and budget wise BOQ

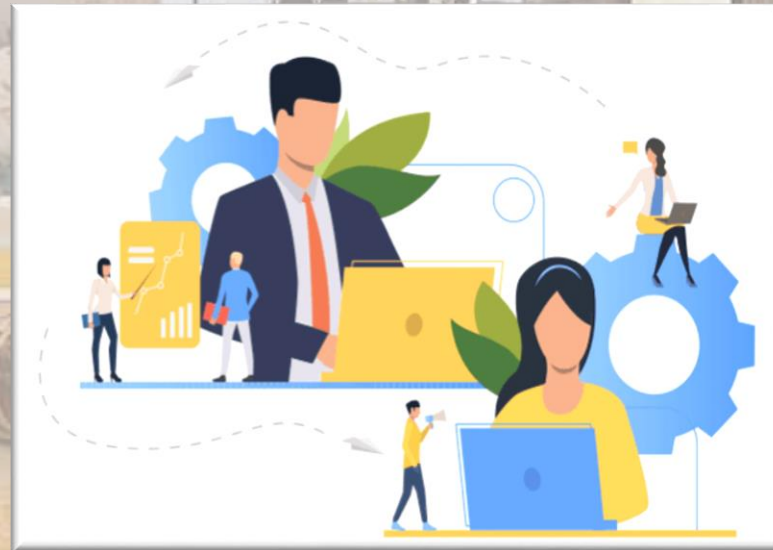
Take an approval for the PPT & BOQ

If changes required submit the revised PPT & BOQ. If approved move to the last step

Get the booking form signed and finalise the deal

2
Business
days

- Set up meeting in
- Customer receives email of the meeting





WORK FLOW

First call to the customer

Taking customer information and requirement

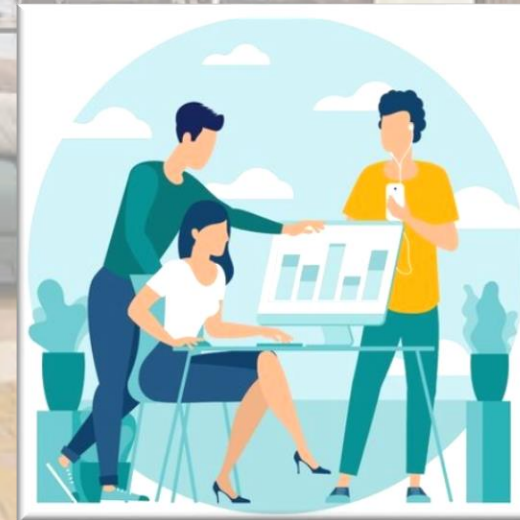
Preparing a PPT and budget wise BOQ

Take an approval for the PPT & BOQ

If changes required submit the revised PPT & BOQ. If approved move to the last step

Get the booking form signed and finalise the deal

- **Basic information includes, measuring time, customer address, contact information, and family**
- **Customer needs include space need customization, decoration status, budget, decoration, furniture function, style, color etc.**





WORK FLOW

First call to the customer

Taking customer information and requirement

Preparing a PPT and budget wise BOQ

Take an approval for the PPT & BOQ

If changes required submit the revised PPT & BOQ. If approved move to the last step

Get the booking form signed and finalise the deal

- **Make a budget wise presentation with the floor plan**
- **Prepare a BOQ with the generalised information received**



STANDARD FOR MAKING A PRESENTATION

- **Make plan A and B as per the different requirement**
- **Complete the design PPT**
- **Have the design manager review it**



Plan A is as per the customer's budget



Plan B is on a slightly higher end than the customer's budget



WORK FLOW CONTINUED

First call to the customer

Taking customer information and requirement

Preparing a PPT and budget wise BOQ

Take an approval for the PPT & BOQ

If changes required submit the revised PPT & BOQ. If approved move to the last step

Get the booking form signed and finalise the deal

- **Take a buy in on the presentation and BOQ**
- **Make modifications if customer requires**





WORK FLOW CONTINUED

First call to the customer

Taking customer information and requirement

Preparing a PPT and budget wise BOQ

Take an approval for the PPT & BOQ

If changes required submit the revised PPT & BOQ. If approved move to the last step

Get the booking form signed and finalise the deal

- **If customer approves get the booking form signed**
- **Make modification if customer requires**
- **Submit modification PPT and BOQ within 2business days**
- **Get the booking form signed when customer approves**



WORK FLOW CONTINUED

First call to the customer

Taking customer information and requirement

Preparing a PPT and budget wise BOQ

Take an approval for the PPT & BOQ

If changes required submit the revised PPT & BOQ. If approved move to the last step

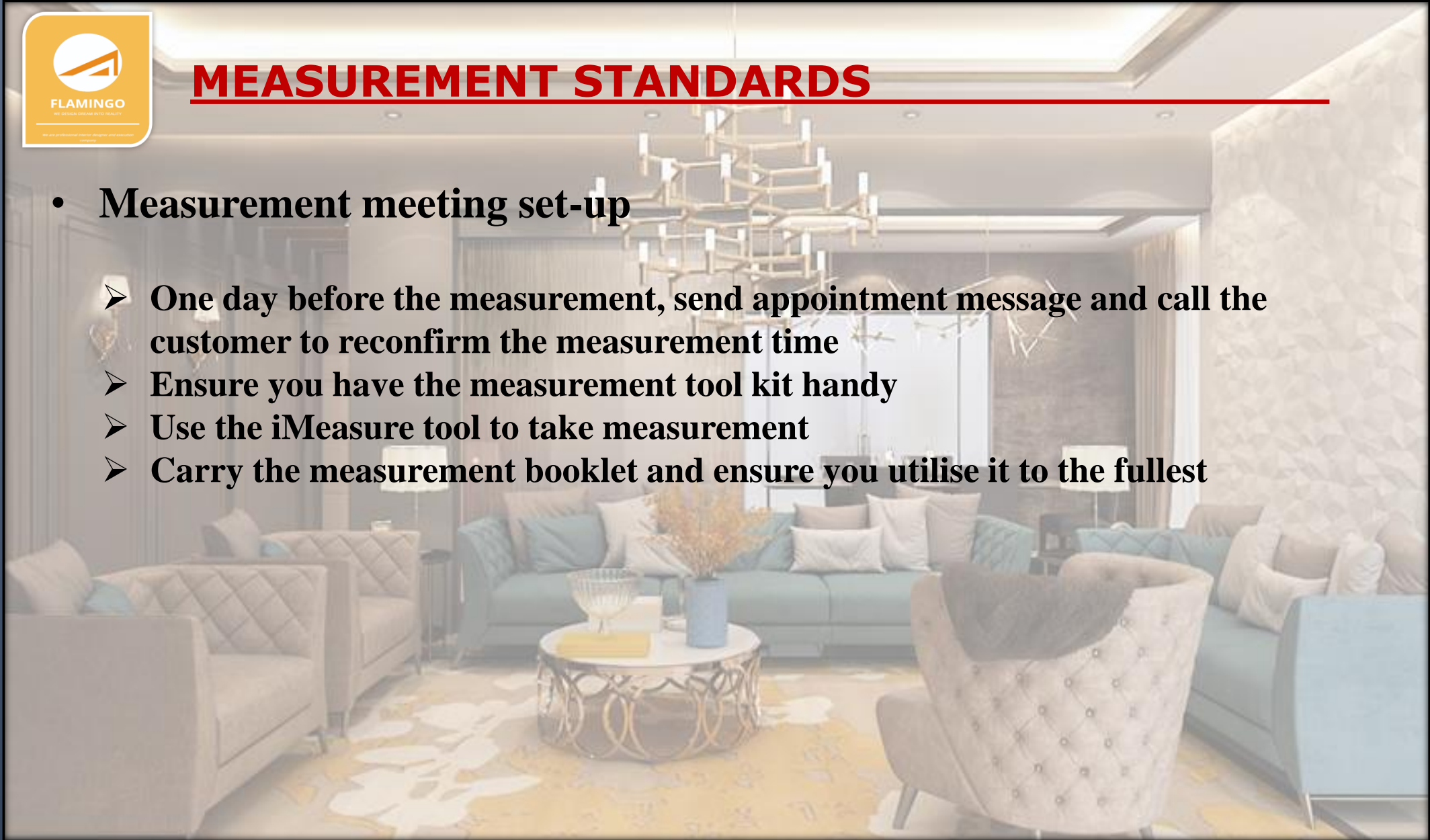
Get the booking form signed and finalise the deal

- **This is the last level where you the deal and get the booking form signed.**
- **Customer pays 10% of the total amount**



MEASUREMENT STANDARDS

- **Measurement meeting set-up**
 - **One day before the measurement, send appointment message and call the customer to reconfirm the measurement time**
 - **Ensure you have the measurement tool kit handy**
 - **Use the iMeasure tool to take measurement**
 - **Carry the measurement booklet and ensure you utilise it to the fullest**





iMeasure





MEASUREMENT STANDARDS

- Prepping for meeting



4 business hours before call the consumer so they are ready to receive you



Anticipate the time of the journey and start ahead of time



Be dressed professionally. Have a neat appearance, be polite & courteous



MEASUREMENT STANDARDS

- **Greet the customer and introduce self**
- **Ask about, customer's need, understand about the customised space**
- **Take any ideas the customer has on the layout**
- **Find out information about the customer's habits, color preference, budget, move in time**





MEASUREMENT STANDARDS CONTINUED

- **Measurement the size, draw the apartment floor plan, measure the size and note the dimension**
- **Measuring process – Length, width, height, window, door, beam, column, ceiling line, foot line, sockets, Air condition position and location**
- **End of measurement review confirm the customisation requirement**
- **Confirm the time to check the design with the customer**



STANDARDS OF PREPARING QUOTATION (BOQ)

- Price is quoted for each space and all quotes are added together
- When the customer arrives, welcome them warmly
- Review the design and quotation with them
- Do design modifications if the customer need or budget is not met
- Customer is given discount basis the original price
- After finishing the presentation guide consumer about the preferential activities
- Negotiate price according to the activity process

A red starburst graphic with a white center containing the text 'Best Price' in a bold, white, sans-serif font. The starburst is set against a white background within a red square frame.

Best
Price



STANDARD OF TAKING AN ADVANCE PAYMENT

- **Designer need to guide the customer to prepay part of the money at two stages**
- **First stage – Signing the booking form**
 - **Collect 10% payment**
- **Second stage - Finalising the design and approving the BOQ**
 - **Collect 40% payment**
 - **Take a post dated cheque of the remaining 50%**
- **Designer to inform the customer that this cheque will only be encashed posted taking their approval over the phone**
- **This stage occurs after we receive the material and before the installation**



STANDARD OF FILLING A BOOKING FORM

- **Clearly document all non standard or special operation while placing an order**
- **If the order is delayed, explain to the customer ahead of time.**





TRAINING AND STUDYING

- **A designer should ensure a design is finished within specified time**
- **Designer should focus on sharing excellent designs and improving design skill**
- **Improve proficiency of design software and application**
- **Find out the weakness of your design**
- **Ask senior designer to help and improve the quality of design and speed of designing**
- **Designer should participate in the training organised by company**
- **Pay attention around you, understand basic dimension and principles of different kind of furniture**
- **Continue working on gaining knowledge on getting furniture and home decoration**





FEEL FREE, YOU ARE WITH FLAMINGO



**FREE ON-SITE
MEASUREMENT**



**FREE
DESIGN**



**FREE
3D RENDER**



**FREE
DELIVERY**



**FREE
INSTALLATION**



THANK YOU



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Thank You!



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