



Erasmus+

Developing young entrepreneurs by running a mini company on a European learning level



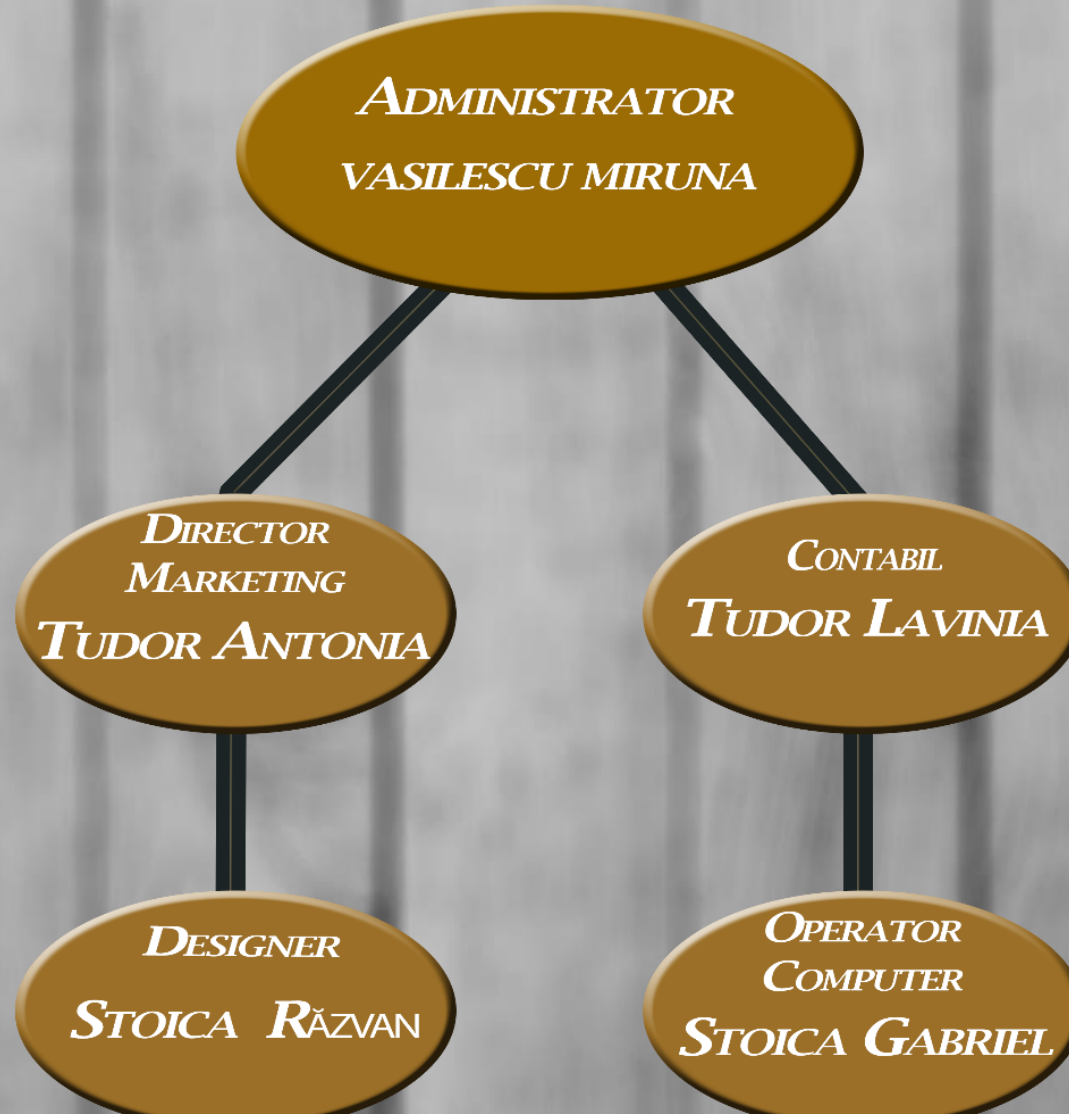
# F.E REGAL ROOM S.R.L



Luxury is in each detail.



# Organization Chart



# Personnel



**Vasilescu Miruna-**  
will take on a very important role in the firm, because she manages the entire business.



**Tudor Antonia-** will deal with promotion through advertising and publicity actions.



**Tudor Lavinia-**  
will manage financial resources and will also keep accounting records



**Stoica Răzvan-**  
he will be in charge of conceiving the designs because he has the most knowledge in this field



**Stoica Gabriel-**  
will maintain the relationship with clients and suppliers for the execution of contracts; provides support to the sales team with information about them



# Mission

- ✓ Our mission is to bring smiles on the face of our customers. We guarantee quality services and products at the most advantageous prices.





# Vision

- We want to reach the top in our clients' preferences and among interior design firms in Romania.
- We want to achieve customer loyalty by offering a wide range of products and services at affordable prices.





# Strategy

- ✓ We will insist on the recommendations of satisfied customers by offering discounts to those who bring new customers.
- ✓ In terms of market analysis, we conducted a primary analysis, in which we investigated the prices of our competitors so that we could establish our own offers.
- ✓ Prices as low as possible. Every client is special and therefore our company has understood that each offer should adjust to the client's needs and demands





# Our purpose

The business scope:

- ✓The main objective of our company is to increase turnover by 10% this year. In order to make this possible, we propose the following secondary objectives :
- ✓For the first six months:
  1. Enter the Romanian market;
  2. Launch the company, a slogan and a brand;
- ✓For the first twelve:
  1. Enhance the company's image on the virtual interior design market;
  2. Create loyal customers;
- ✓The fundamental objectives of the enterprise remain profits, growth or development, social security and irresponsibility.







# SWOT Analysis

## **Strong points**

- ✓ Favorable-quality-price ratio;
- ✓ United team;
- ✓ A wide range of quality products;
- ✓ Employees engaged in their field of activity.

## **Weak points**

- ✓ Overworking staff due to the large number of orders

## **Opportunities**

- ✓ Expansion on the national and international market;

## **Threats**

- ✓ Threat in this area is represented by changes in consumer behavior.

# The products we are offering to you



## 1. Minimalist Design :“Each design project created by us is unique in its own way.”



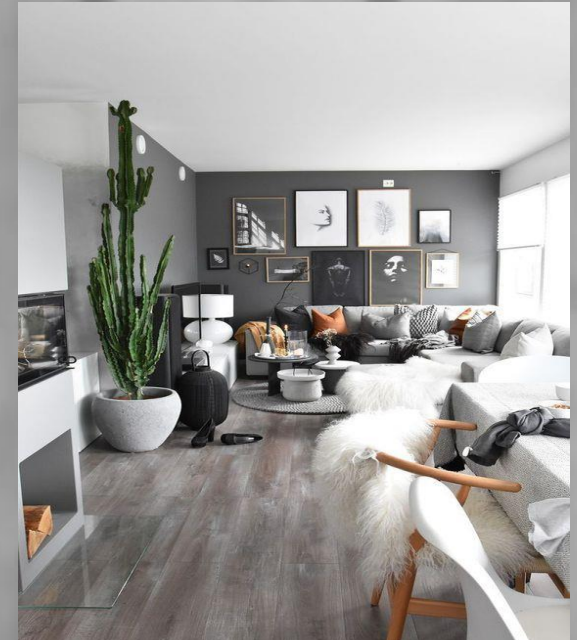
**Black&White Bedroom**  
COD: 123  
Price: 3.000 RON



**Black&White Kitchen**  
COD: 125  
Price: 3.500 RON



**Black&White Bathroom**  
COD: 127  
Price: 3.000 RON



**Black&White Livingroom**  
COD: 124  
Price: 3.500 RON

## 2. Deluxe Design:

*“Design is a constant challenge to balance comfort with luxury, practice with desire.”*



DeLuxe Livingroom  
COD: 172  
Price: 8.000 RON

DeLuxe Bedroom  
COD: 171  
Price: 6.500 RON

DeLuxe Bathroom  
COD: 173  
Price: 3.800 RON

DeLuxe Kitchen  
COD: 175  
Price: 5.400 RON



### 3. Classic Design: *“In a world full of tendencies, I want to remain classic.”*



Office Dressing  
COD: 149  
Price: 4.500 RON



Office Bedroom  
COD: 150  
Price: 3.200 RON



Office Bathroom  
COD:151  
Price:3.700 RON



Office Livingroom  
COD: 152  
Price:4.200 RON

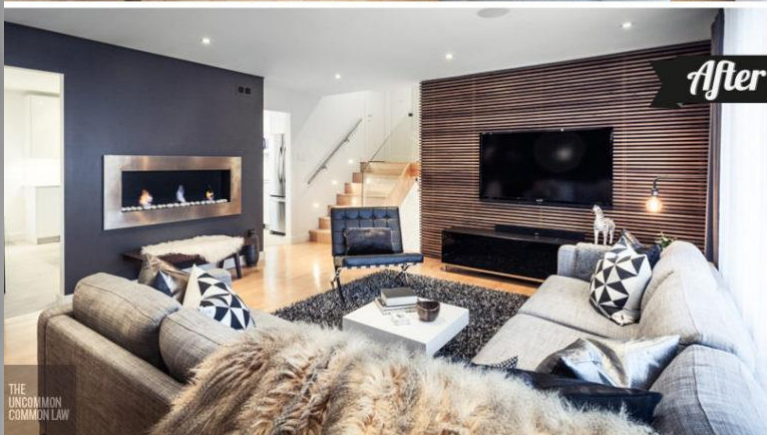


Office Kitchen  
COD: 153  
Price:5.000 RON

# Accomplished dreams



*Before Regal Room*



*After:  
Design Modern*

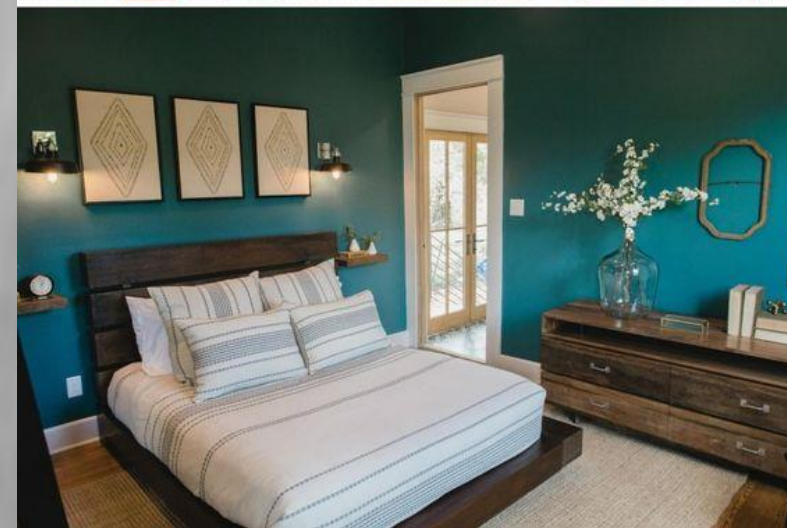




*Before Regal  
Room*



*After:  
Design Industrial*





*Before Regal Room*



*After:  
Design Minimalist*



*After:  
Design Retro*





# Who are we?



- ✓ Regal Room – a team of ambitious and responsible young people, who are ready to accomplish your dreams in interior design.
- ✓ Regal Room offers its clients specialized services in interior design, projects and rendering by experienced professionals. We offer complex interior design services and perform high quality work in all possible styles.
- ✓ In every project it takes on, our business manages to combine style and ergonomics, the latest trends in design and color. In this way we can make sure your dreams will come true.



Thank you and we are waiting for your orders, questions or feedback. Our contacts:

- **phone number:** 0722.885.469
- **online** [www.regalroom.wixsite.com/regalroom](http://www.regalroom.wixsite.com/regalroom)
- **adress:** 2B Republicii St., Bolintin-Vale
- **e-mail:** [regal\\_room@yahoo.com](mailto:regal_room@yahoo.com)