## Core Design Offerings

<table>
<thead>
<tr>
<th>Architecture</th>
<th>Interior Design</th>
<th>Engineering Coordination</th>
<th>Construction Administration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master Planning</td>
<td>Space Planning</td>
<td>Design Integration</td>
<td>Client Representative</td>
</tr>
<tr>
<td>Site Planning</td>
<td>Design, Selection</td>
<td>- Structural</td>
<td>Project Bidding</td>
</tr>
<tr>
<td>Space Planning</td>
<td>and Management of:</td>
<td>- Energy Systems</td>
<td>GC/CM Selection</td>
</tr>
<tr>
<td>Building Design</td>
<td>- Millwork</td>
<td>and Controls</td>
<td>Process</td>
</tr>
<tr>
<td>Process management</td>
<td>- Finishes</td>
<td>- Electrical Systems</td>
<td>GC/CM Liaison</td>
</tr>
<tr>
<td>- Permitting</td>
<td>- Furniture, Fixtures</td>
<td>- Lighting Design</td>
<td>Construction Review</td>
</tr>
<tr>
<td>- Property Purchase</td>
<td>and Equipment</td>
<td>- Civil / Survey</td>
<td>Budget Analysis</td>
</tr>
<tr>
<td>Assessment and Support</td>
<td>- Artwork</td>
<td>- Geotechnical</td>
<td>Project Analysis and Monitoring</td>
</tr>
</tbody>
</table>

## Core Strategic Offerings

### Strategic Planning
- Board and Sr. Team Facilitation
  - Vision Development
  - Goals, Objectives, Programs
- Strategic Marketing

### Growth Planning
- Market Expansion Analysis and Modeling
  - Competitor, Demographic
  - Market, Financial
- Location Optimization
- Channel Optimization

### Strategic Marketing
- Customer Research
  - Focus Groups
  - Interviews
- Branding Strategies
  - Marketing Media Evaluation
- Brand Integration

### Marketing, Merchandising, and Branding
- Brand Development and Execution
  - Corporate Identity
  - Digital Signage
  - Digital Content and Graphic Production
  - Messaging and Design
- Merchandising
- Retail Design