

professional practice

1. PREFACE:

a. A one-page synopsis of your learning curve (may include a graphic) on Professional Practice, your discoveries of self, and any new revelations about the profession gained from completing the course.

Include Assignment 1B: Paper About You & Research

CHAPTER 1: DISCIPLINARY OPTIONS

a. Write a one-page introduction to Assignments 1A, 1B & 1C, describing one of the following disciplines as most influential on your personal career path.

Option: Replace with a discipline not listed.

Include Assignments 1A & 1C.

- i. biophilic design
- ii. environmental design
- iii. design psychology
- iv. evidence-based design
- v. human-centered design
- vi. architecture for humanity
- vii. neuro-design
- viii. post-occupancy evaluation design

The Design Initiatives

Assignment 1A

The Current and Future Initiative and the Impact to the Interior Design Profession

The conversation about the future of the building and also considering the effect of carbon emission to the atmosphere is very crucial. This is why it is important for various initiatives to be put in place in order to help and reduce the health hazards that buildings expose to the environment. Moreover, the world had changed significantly; this is evident in every aspect including the climate. This means that aggressive measures should be put in place in order to help curb the situation of the climate and make the desired buildings. This paper compares the current and future initiatives to improve the sustainability of the buildings and how this is important for the interior design profession.

LEED is very committed to giving the sustainable building that focuses on the need to save energy. Their products aim at generating less waste to the environment and less water use. Therefore, this is important to help in the reduction of gas emission to the atmosphere which can be a risk to the human life. The features of LEED make it the widely used and efficient green building that is right for the current building and the future buildings. This is the same in the Net Zero Energy Building that focuses on the need to have less consumption of energy in buildings. The initiative is advocating reducing the consumption of energy in the building through incorporating the whole process that is included in the building that is including design, operation, and construction of the new building by energy-efficient strategies. Taking consideration of the passive House it is all about quality, efficiency, comfort, affordability, and resiliency. This is all based on the use of less energy and has the comfortable buildings that are aimed at having the optimized cost and strong buildings for any location.

Material transparency is all about knowing the right materials for the buildings. This will include the place the material is from thus, making it easy to have the information about the product to be used. Just like the material transparency, Declare is also focused on the material database. It is based on the material lifespan from where it was made and its final destination after manufacturing. Material health and transparency is also important, especially to the designers.

This is to help to have the information about the product to be used and the impact on the health of the people. Whole building life-cycle assessment focuses on the life of the building and how to reduce the impact that can be associated with risks. The Architek is emphasizing on using the energy efficiency and comfort building to reduce the increasing energy use by buildings. All the initiatives are very important for the interior design profession. This is to make the right choice about the product that would ensure the right design and durability of the house. I am impacted with the fact that the industry is very committed to having buildings that are durable and use less energy. This shows that the industry is very much concerned with the current situation and the changes that may be encountered in the future.

Assignment B

Interior Architecture Career Path

Career path selection is one of the most challenging things that today's youth can engage in. Most of my peers are either stuck, or others do what they see their immediate members of the society do for a living. As for me, my desired career path is Interior Architecture. After careful consideration and extensive consultations, I settled for interior architecture because it suits my interests. I have a taste for the looks of furniture and decors, especially within residential areas. I have an intrinsic flair for colors and spatial arrangements which makes me like the whole issue about interior architecture. It is unfortunate that interior architecture is not recognized as one of the best career paths probably even beyond America. Analyzing the importance of Interior architecture and the influence it has made economically to America therefore, is important as it will bring out the importance of a career that is far much derided.

First of all, the process of acquiring knowledge and skills for Interior architecture is a long one and has the huge economic bearing. One has to be educated in the structural integrity of design, the structural integrity of buildings, ethics, and psychology among other disciplines in the field. This not only consumes time but also massive resources. The most undesired thing here, however, is that salaries of interior architecture do not match the resources invested in learning. Nonetheless, interior architecture are paid according to the size of the firm that employs them. Therefore, larger firms pay higher salaries whereas smaller ones pay less. It is also important to show that interior architecture is becoming more important to the whole economy of the U.S. The service industry is hiring more and more Americans every year. The livelihoods of those being employed are not likely to remain the same as it improves drastically from the salaries and wages that they earn. On the other hand, the government taxes these individuals. The tax goes a long way to develop the country and enable the government to provide strategic goods and services like security to the citizens. Going through the economic impacts of interior architecture as documented in the readings, in 2016, California, New York and Michigan were the states with highest amounts of taxes collected from the work of interior architecture. This is therefore a blatant indication that interior architecture is affecting the economic sector in the U.S and it is a career path that should not be taken for granted.

Having analyzed the impacts and scope of interior architecture, I think it is now understandable why I can choose it as my career path. I intend to bring a lot of change to interior architecture especially to the societies that look down at interior architecture. I would like to lead crusades that will promote interior architecture. I also would like to come up with trendy interior decors that promote the environment. I think here, my taste for colors and the mastery of mixing them as well as arrangement and designing of furniture that fits into specific situations will be important in my career as an interior architecture.

Assignment 1C

Career Subcategories

The Career Subcategories and their Relevance to Interior Design

The changes in the interior design are to address all the aspects of life for the deliverable outcomes. All the possible ways should be addressed in order to have the design that is admirable and appreciated. The following career subcategories are very important to help interior designer to make designs that would impact all the changes that are needed in making designs. The biophilic design is important in the consideration in design, this is because it making designs through using nature to design living places, offices and even places for learning. The environmental design, on the other hand, is considering the environmental constraints during the process of planning and making policies. More of the psychological aspects should be considered in designs which are the design psychology. This is focused on the behaviors, motivation, and aspiration of human beings.

Moreover, the evidence is needed which can be as a result of doing thorough research on the environment for the purpose of getting the information, this is known as evidence-based design. The human-centered design and the architectural for humanity are all based on solving the human problems. This is dealing with perception and problems that need quick help. Post-occupancy evaluation design is to make the evaluation of the building after they are built in a systematic way. The neuro-design also bases on making the design using the part of the visual area that is very sensitive. These areas in design are very important in the career of interior design. This is due to the fact that they provide the designer with the relevant information that can help make the changes efficiently to fit the current and future designs.

CHAPTER 2: A CHANGING INDUSTRY

- a. Review the Moodle-Posted Document: INTERIOR ARCHITECTURE: A CHANGING INDUSTRY, and write your two-page conclusions on the current factors affecting the profession as shown below.

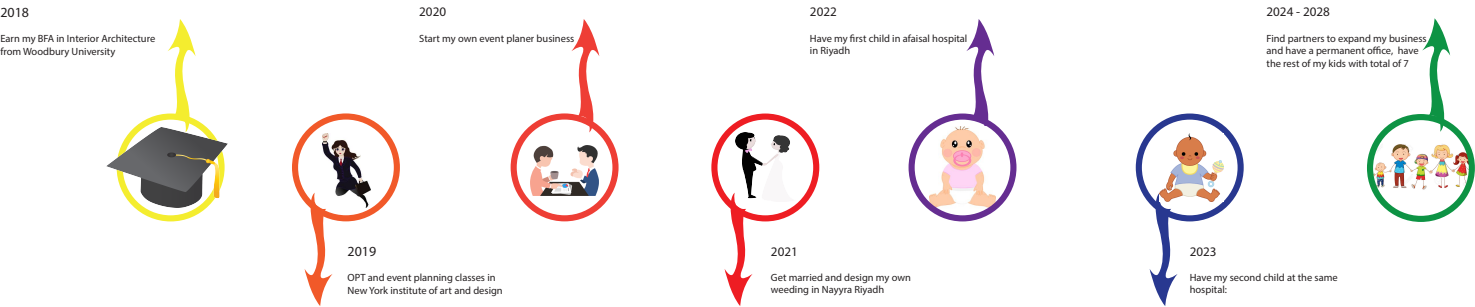
Include your Assignment/Paper on the Rios Clemente Hale Field Trip.

- i. Data
- ii. Trends
- iii. Digital Technology
- iv. E-Commerce Models
- v. Clients
- vi. Culture
- vii. Diversity
- viii. Business
- ix. Multi-Disciplinary Design
- x. Professional Identity
- xi. Communication
- xii. Social Impact & Responsibility
- xiii. Social Justice
- xiv. Public Interest Design
- xv. Sustainability & Climate Change
- xvi. Economic Climate
- xvii. Experience Economy
- xviii. Design Strategy
- xix. Well-Being & Human Health
- xx. Alternative, Emerging & New Design Careers

Rios Clemente Hale Field Trip.

4. CHAPTER 2: THE PLAN

a. Include Assignment 2 : 10-year Timeline



5. CHAPTER 3: PRACTICE

- a. Include Assignment 3 : Design Your Practice, Assignment 4: Business Plan, and Assignment 5: Commercial Project Contract

Assignment 3

Ideal Design Firm

An ideal design firm in Interior architecture should include various considerations to put up structures that relate to the needs of the people. My ideal design firm should consider the utilization of available materials to construct and maintain a built environment as people nowadays spent their vast majority of activities in structures.

The design of structures is influenced by an array of factors. It is crucial to include philosophy and art in designs to control the direction we take to inventions in the company. Historical information is also crucial in the logical and scientific structuring of ideas as the knowledge occurs as the guiding factor (Ching, Binggeli, 2018). This firm ideal firm will operate to safeguard the people ideas by responding to physical and emotional needs. In this perspective, my operation will suit to protect the health, safety and the welfare of users. These factors can best be adopted in the conceptual design process, and therefore, scientific information providing details on human interaction with buildings will be considered. Such include research provisions of environmental psychology to predict how people behave in particular physical environment (Wells et al., 2016).

Moreover, the design process will include unconscious perspective whereby the design will be influenced by a myriad of ideas, forms, and emotions rather than basing it solely on logic and scientific reasoning. The concept of using various sources of information to guide on the measures to adopt for the best outcomes relate to the provisions of evidence-based designs. Therefore, the firm will aim to combine aspects of design in environmental psychology, evidence-based design, philosophy, and art. These broad areas will provide the best framework for designs that influence safety, health, and emotions of the users (Jones, 2012)

The company designs will serve to suit the needs of all individuals who use different structures. Provisions will be made for accessibility by the disabled by providing alternate pathways. The best designs will be applied for optimum productivity, safety, collaboration and communication between different parties. The design process will incorporate statutory guidelines and requirements. Ergonomic aspects will be considered in each design phase to ensure the product suits the need of the users and thus the use allows effective structure-user interaction to meet the goals of the firm. The firm will incorporate structures of different nature and hence a multidisciplinary design firm with clients in residential, hospital and commercial spheres. The definition of the role in social and ethical issues affecting communities will be embedded in structures design. This means an approach relating to the needs and capability of the end user will inspire the design process. These aspects relate to the appearance, costs and other considerations key to clients. Therefore, trivial and stylish designs will be provided as per the needs of individuals. Social responsibility will be depicted by environmentalism and acts of generosity in designs to ensure that issues, products, and services that have a relation to the community are provided or safeguarded. Acts of generosity in design in dealing with social structures design will prove a sense of responsibility.

The firm is a creative design agency and therefore will involve a dedicated team with different types of professionals. The firm will be grouped into a functional structure with

professional dealing with similar operations forming a group. This structure is crucial in the provision of services as each department will exclusively focus on the common objective (Jones, 2012). Therefore, it becomes easier to address challenges occurring in different groups. In-house consultants will provide scientific information to enhance the effectiveness of the entity. All aspects relating to design will be carried out within the premises and legal and governmental requirements solved through the use of organization legal officers. Additionally, this approach will help in faster communication and information transfer. The physical firm will be located in a single location where the head offices are situated. All design operations will take place at this location, and this will eliminate transport expenses. Services will be provided exclusively within the organization as all required professionals are available in different departments. The firm's unique approach is providing all design services within the same area. Therefore, clients will have an easy time in making follow up activities and coordinating operations for best results. The company will purpose to suit the needs of the client by providing high-quality services for at a considerable cost. Quality will drive the returns on investment in the long run. "The use of technology will be a core requirement in the design process to aid in the design of effective systems. Modeling software will be used in design within the firm." (Jones, 2012)

References

- Ching, F. D., & Binggeli, C. (2018). Interior design illustrated. John Wiley & Sons.
- Jones, L. (2012). Environmentally responsible design: Green and sustainable design for interior designers. John Wiley & Sons.
- Wells, N. M., Evans, G. W., & Cheek, K. A. (2016). Environmental psychology. Environmental health: From global to local, 203.



COMPANY LOGO

COMPANY NAME

WedPlan Inc.

TAGLINE

"Each simple action matters"

COMPANY DESCRIPTION

WedPlan incorporated is an event planning company basing operations with weddings. It is based in Saudi Arabia. The planning services offered are budgeting, scheduling, site selection, transportation, catering, coordination, décor and emergency plans.

Mission

To offer unrivaled services in event management to revolutionize service delivery.

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Company Website

www.wedplan.com.sa

WedPlan is an event planning company that seeks to solve the challenges in procuring services and logistics required in site preparation. The main objective is to provide a suitable one-stop alternative to the provision of all services included in events planning. The company focusses on significant activities such as weddings, but all events services can be provided on request from a stipulated funds limit. The company focusses of events bound to spend finances in the region of \$10,000.

There occur many opportunities in the current situation in Saudi Arabia as many people are comfortable with outdoor activities (Zamani, Henderson, 2010). The operations included in the planning are numerous and therefore require specialized operations to harmonize all the resources required for field preparations to event emergency plans. The services offered are tailored to provide clients with a complete package with different quotations. The services are provided entirely, and the company offers additional services such as public address system and security services in the parking areas.

The target clients include organizations, individual members and group events that need specialized attention. The problems that need to be solved by the approach applied in the company include space procuring services and budget harmonization to suit the needs of the clients. Again many events are characterized by uncertainty such as activity description and cost fluctuations. By providing a schedule and suitable budget, the clients will get value for their money as service provision caters for all emergencies that result. The problem is worth saving as such issues arising on occasions such as wedding tarnish the event to the dissatisfaction of the involved individual. Weddings and other serious events are meant to be memorable occasions

characterized by legendary services that couples will live to remember. These issues and concerns are the main reason WedPlan comes to solve. The selling point of the company services arises from the quality of services and cost of operations. In Saudi Arabia, marriages are very important cultural and religious occasions (Zamani, Henderson, 2010). It is therefore expected to relate to the cultural requirements regarding site selection and the immediate environment. Many events looking for the best services end up settling for less due to processes included in preparations. The company is better placed than individuals to organize large events.

In the region there are many competitors to the company, mostly providing generalized services in events planning. The competitors are spread within a large area, but most services take place within the developed regions within Riyadh and other major cities. In most cases, weddings are not considered as the resultant costs are usually high. It occurs that more funds are wasted in the processes rather than the actual day services. The importance of a specialized company is that the events can be joined if the clients are willing to reduce costs. This approach has been applied in many other regions such as Qatar and therefore can be applied with proper market analysis to suit the middle and low-income class. The company can be successful due to proper management skills. The skills required in the preparations relating to architectural requirements such as interior design and site planning are core specialization of my course. Therefore, as a manager, the company will benefit from quality services. Additionally, other special professionals in marketing and management will be considered to provide a multi-disciplinary approach to business. The company is established on the basis of profit generation, and therefore the services of operations management are critical.

The company establishment requires huge amounts of funds. The source of funds for the establishment include bank overdrafts, venture capitalists, business angels and family financial support. Due to many sprouting business ventures, aspects of unemployment, and the aspect of promoting entrepreneurship the government provides different avenues for soliciting funds. However, the funding channels considered require the provision of business proposal. According to the need of the business, an amount of money in the region of \$500,000 is required and will be obtained in the following manner.

Financial Source	Amount (\$)
Bank overdraft	150,000
Family and well wishers	100,000
Venture capitalists	200,000
Business angels	50,000

The figures provided are estimated from the values considered and occur as the minimum fund's requirement for the establishment of the company. The main activities bound to spent large amounts of money include the statutory and legal requirement to the establishment of companies in Saudi Arabia, hiring process, material's acquisition and premise rent and marketing services. The time plan provides a span of six months to full completion of the services.

The marketing strategy involves social media advertisements, online marketing and the use of advertisements placed on public media such as television channels characterized by large viewership. The company website will also be utilized in providing descriptions for various services offered. In Saudi Arabia, most people below the age of 35 prefer the use of social media

sites in searching for information (Nguyen et al, 2011) and hence a rigorous marketing approach will be conducted to ensure that most suitable clients are informed of the available services. The company is planned to expand after three years of operations from the capital to other areas with a keen interest in other regional offices in Qatar, Kuwait , and Dubai affiliated to the original company. Each specific branch will operate individually but follow a functional organizational structure. The Riyadh Company will remain the main office controlling operations of other affiliate branches in the world.

According to the analysis ratios applied, the company is likely to break even within the second year in operation owing to aggressive marketing and provision of quality services. In the third year, the profits will suit the extension of services to other towns away from Riyadh. The assumptions made in this step are;

- Ø Timely provision of start-up funds
- Ø Marketing strategies will result in high customer preference
- Ø The cost of services will influence subscription to services
- Ø Low competition from established companies
- Ø A favorable business environment with static statutory requirements
- Ø Political stability

The gross revenue expected per year is in the region of \$800,000 which is a sustainable figure for growth since the operating costs, rent and other expenditures amount to \$200,000. Wages and salaries amount to \$150,000. Therefore, the net profit in the second year amount to \$450,000. This amount translates to a monthly figure of \$37, 500. Loan servicing starts in the fifth year of operation and therefore assuming a constant amount of \$5,000 per month, the total profit reduces to 32,500. The strategy considered is plowing back the cumulative amount after the second year of operations to expand the business. The assumption made is that similar business condition prevails throughout the considered period.

Milestones in the first five years include; incorporating a variety of simpler events to cater for smaller groups of people, entering new markets in different cities in the country, expanding operations to neighboring countries, enhancing employee development through training and learning fairs, and mergers with smaller companies to expand the business.

The most suited structure in the company is a functional structure which allows employees with similar job qualifications to work closely. This approach can benefit the company as specialization is critical in large companies offering varied services. This benefit results from easing management and supervision. Communication is also eased which leads to efficiency in operations (Madanipour, 2013). The company seeks to outsource services such as human resource services in hiring to reduce costs in salaries and remunerations.

The stakeholders of the company include the managerial team, team of business analyst experts, financiers, material suppliers, customers and real estate companies. The main company premises are expected to remain in Riyadh, Saudi Arabia. Training and development initiatives will be carried out through learning initiative by the use of company mobile applications and online tests.

WedPlan is tailored to meet the needs of diverse groups and in the area of event planning.

References

- Madanipour, A. (Ed.). (2013). *Whose public space?: International case studies in urban design and development*. Routledge.
- Nguyen, J. T., Chang, J., Chen, J., Thackeray, R., Stanovic, H., Leong, B., & Goodrich, A. (2011). U.S. Patent No. 8,065,171. Washington, DC: U.S. Patent and Trademark Office. Zamani-Farahani, H., & Henderson, J. C. (2010). Islamic tourism and managing tourism development in Islamic societies: the cases of Iran and Saudi Arabia. *International of tourism research*, 12(1), 79-89.

Assignment 5: Commercial Project Contract

Woodbury University student Housing

Details

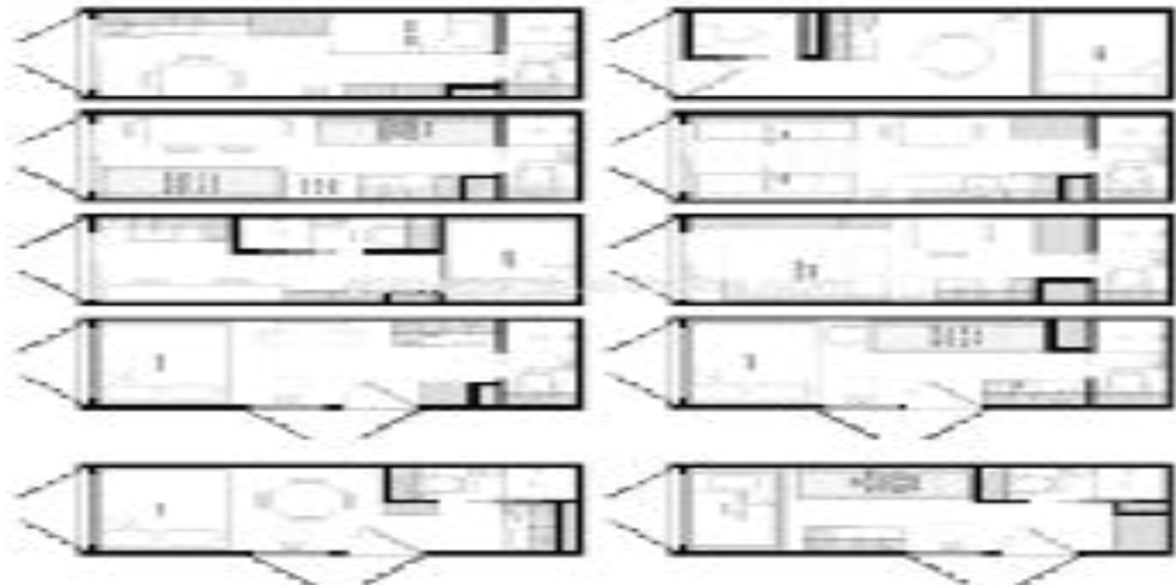
The standard container makes room for eight feet space of width, eight feet six inches space of height and twenty feet in length. There also comes a dimension forty feet of length and eight feet wide and eight feet high. There is a third option which though is harder to find, offers better heights of ceilings. The containers measures forty feet long and nine feet six inches tall rather than eight feet six inches high. While the container can offer a plan of 150 square feet. Though it is really small space, the integration of many containers can give a bigger and better, more beautiful but more affordable space.



The houses will be designed in a way that would maximize the space that these container buildings will provide. Material and colors used in the construction and design will be adaptable to the natural environment of the Woodbury University, north parking lot. As earlier noted, the container housing design solution will provide a minimum of one hundred and fifty square feet of space for occupation by the students in boarding. Space, however, can be adjusted according to the desires of the administration of the Woodbury University. Each unit shall accommodate one occupant here the following measurements shall be employed in the interior designs of the housing units for Woodbury University, North parking lot;

- The living room which doubles as the bedroom and the working room will be a maximum of 80 square feet and a minimum of seventy-five square feet.
- The Bathroom, which will include the shower, the toilet, and the lavatory will occupy at thirty square feet.
- The Kitchen area, which will include the sink, the stove, and the refrigerator will measure maximum of fifty square feet and a minimum of forty-five square feet.
- The measurement of the container housing solution will not exceed a space of two hundred square feet, and the height of the houses shall not exceed twelve feet high.
- Air conditioning will be independent in each unit, and larger openings such as windows will be installed to ensure maximum lighting of the housing units.
- Electric heating will be installed independently in each housing unit in the Woodbury University North Parking lot. However, despite the independent setting of the air conditioning and heating of the housing units, each pod will be identical to each other and compatible for purposes of clustering them together to make one larger unit of the same.

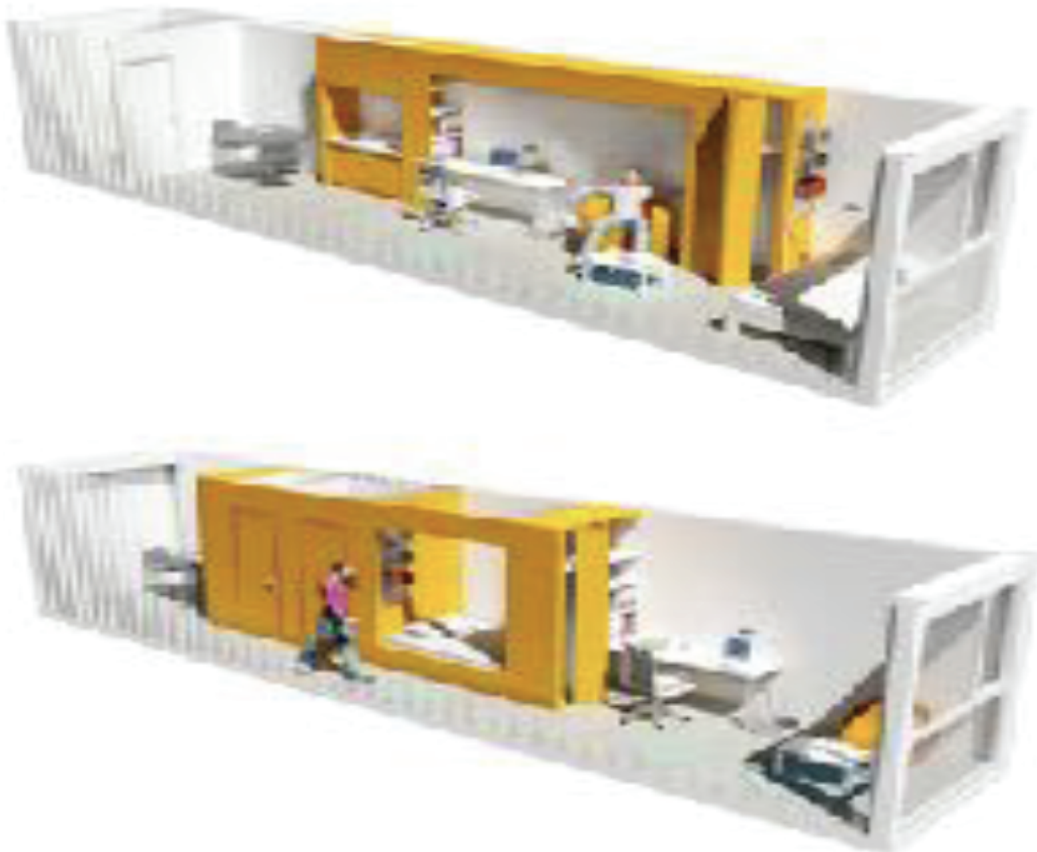
Schematic design;
The contractor proposed the schematic design below;



Design development

The housing project will be done in our phases each entailing completion of the ten units before heading on the next phase.

Sample students Housing units



Sample Completed phase



Purchasing services

The purchasing services will be assigned to the SRP purchasing services department for efficient purchasing and supply management t during the period of the project.

, Materials

Materials that will be used for internal designs will include; industrial wood, plywood, glass paneling, industry motifs, blending such as natural light, foldaway glass doors, vegetation including flowers and trees.

Reimbursable expenses;

An expense that is to be reimbursed shall be limited only the expenses that the contractor will incur in service that are directly attributed t the project. Any expenditure that the contractor will directly incur in service to the project must be forts approved by the university administration for the purpose records prior expenditure.

Rerecords for all expenses that are pertinent to compensation will be maintained in a filed record and receipts included with the invoice for all expenditure above \$100.

Terms of compensation

- Compensation shall be done in half upon initiation of the container housing solution project for Woodbury University. It shall be completed in full upon the completion of the project.
- Compensation shall only be done when and if;
- The client is satisfied with the quality of the work done
- The entrance has completed all the term of the projected.

There can only exist exceptions when due to unavoidable circumstances, the project cut short but the time of project had lapsed. The project due to unavoidable circumstances cannot be completed, but the project was done up to " of the activities in the schedule.

General conditions;

Extra charges

Extra services incurred in the service for that project shall only be undertaken upon approval by the owner, Woodbury University administration. These shall be effected in the total compassion upon completion of the project.

Disclaimer

The designer will be responsible only for harm caused to the institution and not any individual in the institution, due to direct actions of the designer. The designer will not be held responsible for any harm resulting from the utility of the finished after the period of the contract has elapsed and when harm, in caused by a third party or any party not included in the contract agreement.

Photographic and publishing rights

The designs presented for housing solutions by the contractor are original work and carefully customized to the need of Woodbury University. Rights to the designs will remain the property of the contractor unless transferred legally.

Termination of contract

The contract can only be terminated if;

- There is proven impossibility to complete the project
- Breach of contract in any way according to the terms of the contract specified.
- A prior agreement where the two parties come to a mutual agreement to come to the end of the contract under certain conditions.
- Completion of the contract where it parties are satisfied before enclosure.

Responsibilities of the client;

The client is expected to adhere to the terms and conditions of the agreement. The client is also respect to remit the initial compensation and the financial compensation in time as agreed.

The client is expected to corporate with the designer to ensure maximum productivity and quality of results,

The client is also expected to respect the rights of the design and follow the due legal process to attain the rights if desired.

Assignments and delegation

Assignments and roles shall be adhered to as stipulated in the executives and staff documents.

Documentation ownership

All the original documents in the contract shall be the property of the contractor and will be retained until the completion of the contract. The ownership shall then be rightly transferred to the institution and copies retained by the contractor for records.

Mutual understanding and legality

The construction shall adhere to the International construction laws and the United States Construction law. Mutual understanding shall be subject to the legal process if at all there develops conflicts or and cannot be solved mutually between the involved parties.

Retainer conditions and amount

The client will pay an advanced amount of half the initial total fee for the service. The retainer will be recorded on the invoice of the contract and deducted from the final invoice. The retainer will be recorded in the form A13 that ill e provided among the contract documents.

Signatories;

The signatories will strictly include the senior executive of the contracting company, the project manager, and two authorized signatories for Woodbury University

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Name; _____	
Occupation: _____	
Sing: _____	
Name; _____	
Occupation: _____	
Sing: _____	

Name; _____

Occupation: _____

Sing: _____

Name; _____

Occupation: _____

Sing: _____

6. CHAPTER 4: ETHICS & PROFESSIONAL RESPONSIBILITY

a. Include Assignment 6

Solving Merger issues in Interior Design

There are many issues which emerge from the merger of the two individuals in case 1. Of course, partnerships should be formed by mutual respect and trust, and in this case, mutual trust is non-negotiable. However, in a case in point, it seems that there are gaping issues in trust as well as lack of better communication which are likely to aggravate a situation that is tenable in the business and personal level sense. This article is aiming at discussing some of the ethical ways that the two partners can use to solve the challenges of trust, communication, and understanding of the business operations in partnerships.

In the first instance, it is an ethical requirement that in partnerships, one should not rush to make decisions. I will, therefore, advise the partners not to rush to conclusions and rush to make business decisions. Individuals who rush to make their decisions many a time make grave mistakes which cause their business empires collapse. In the case study, it seems that the complainant has rushed to make decisions about the financial reports that he is given. At the same time, it also looks like a formation of their partnership was rushed. Ethically speaking, before making any decisions, especially in partnership, parties must research all factors that touch their area of business. The aims and aspirations of the partners, their C.V, review of their previous conduct as well as their profession is important. By doing this kind of fact-checking will help the partnership move towards a common direction.

In partnerships also, the intention and decision of each partner should be understood. A better understanding comes with better communication skills. In the design industry for instance, where the case touches on, the experience is a much-highlighted requirement for employees just like any profession. The lady did not make her partner understand why he was hiring experienced employees. However, issues arose when her partner realized that the employees are costly to maintain than the inexperienced one. I think I would advise the lady in the partnership to communicate to her partner when she is making such decisions. This way, her partner will get the meaning of having experienced employees. Ethically, lack of communication, especially in partnerships, implies secrecy whose consequences are feelings of mistrust and perceptions of dishonesty. To avert this case, communication when making decisions should be an integral step.

I also think that is a lack clear ethical guideline in the partnership. I will, therefore, advise the two to create ethical guidelines that will help them stick together. Among the elements of business, ethics are the mission and values of the business. Also, the goals and aspirations of the entity must be crystal clear in the ethical guidelines. Basing on integrity, passion, and persistence, I will advise the two partners that it is not all rosy in partnerships. Many a time partners have different *modus operandi* and aspirations. But what guides partnerships in operations are their ethical standards, their aims, and aspirations as well as their mission as embedded in their code of ethics.

In summary, no partnership will continue without an astute code of ethics and the one discussed in the case is not an exception. Therefore, while making decisions, conclusive and intense fact-finding exercises and consultations are mandatory in partnerships. In a nutshell, issues of trust and better communication ethic are essential for partnerships to thrive.

7. CHAPTER 5: SOFT SKILLS
- a. Include Assignment 7

Commercial Space Renovation Proposal Script

To design a commercial house to meet dentist's space needs requires consideration of various factors. It is important to consider the various tools and equipment applied in surgical operations in dealing with dental care which include dental supplies, dental autoclaves, dental cabinets, chairs, operatory equipment, and x-ray equipment among others. The design considerations should involve facilities that allow enough space for both patients and hospital operators. In addition to these considerations, the facility should also be structured in a way that allows free flow of air to enable the cooling of the premises.

My application for consideration as a contractor to renovate an empty commercial house to a dentist space will include the factors identified earlier and the resultant cost of the operation. The competitiveness of the project will require expertise and experience in construction. The marketing strategies that I will apply in this project include cost significance, product specification, aesthetics, and embrace the design requirements of the clients. Cost significance is an important provision for selection to carry out the project. "The essence of costs is to provide services that range within the budget of the client." (Baker, 2014). My philosophy in dealing with limited resources is based on maximization to raise the product utility. In this perspective, my design will provide maximum adjustments that can be done with the availed budget. I consider one of the essential aspects of contracting is the provision of suitable budget derived from the bill of quantities. In the preparation of my bill of quantities, I will include the most crucial materials that cannot be salvaged from the site. This will assist in providing a budget that meets the renovation requirement to suit a commercial dental house (Baker, 2014)

In addition to cost, product specification and aesthetics can play a significant role in influence the client to give away the contract. Product specification refers to proper design as required for commercial dentist's facility. Aesthetics refers to the ingenuity in construction that will assist in the construction of an appealing facility. To actualize the specification, the design of the facility will involve the essential requirements and additional design parameters to influence customers. This is since high competition in the sector, and more so in health service delivery, the appearance and design of structures influence customer decision. People are likely to choose an appealing structure compared to old unmaintained structures housing health facilities. "In this way, the housing design might influence the client." (Boboceca et al., 2016)

My promotional tools of the enterprise include the use of advertising platforms and social media to share information about the existence of such a business to reach many clients. In architecture, promotion can also be actualized by used on legendary designs that create a sense of superiority to the subscribers. In my design, I will ensure the appealing structure is provided. Referral campaigns is still an important strategy that can be applied to marketing and promotion of services. "Additionally, leveraging against competition, building trust and creating influence among others are strategies that can be applied in conducting authority positioning which occurs as an essential promotional tool for architectural services." (Baker, 2014)

To influence the client, I will provide my records of achievements. These include designs and earlier contracts involving constructions. These will be presented in the form of contract papers, budgets, designs and final structure to confirm my experience in construction. Additionally, I will include my operation or renovation proposals including all the changes that need to be made. My proposition will consist of both interior design parameters and landscape renovations to beautify the environment. Changes include ventilation, painting, windows, remodeling of failed edges, and electricity provision among others. A proposal involving renovation changes required and the operating budget is the most important document to influence clients in selecting construction contractors (Boboceca et al., 2016)

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