

EMINENCE APARTMENTS

Description

- In 2010, the US census stated that 80.7 percent of Americans lived in urban residencies (Berg)
- The cost of living in urban areas has increased
- America will be unable to house all the citizens moving to the cities
- There is a high demand for affordable and compact housing.

Previous solutions

- High-rise housing projects in large cities became hotspots for crime and unsanitary conditions (Hoffman).
- To control the issues of overcrowding in such places, bigger cities have taken to developing apartment complexes that feature studio apartments ranging from 500-800 square feet. This allows college students or young workers the opportunity for housing.
- Overcrowding has become a serious issue around the world, and different ways to remedy this issue have been implemented.
- A prime example is Japan. Due to the severe overcrowding in Japan, furniture has been innovated to make apartments more comfortable while also conserving home space.
- These innovations include storage beds, movable sofas and wall beds, foldable tables, sliding door systems, and multifunctional tables

CONCEPT STATEMENT

To create compact and affordable housing that will minimize costs for the massive amount of people living or moving into urban residencies and prevent urban sprawl.

Target Audience

- Citizens moving to the cities
- People from the ages of 18 to 30
- College bound students or new workers.

Marketing

We will be partnering with the Beatles to use the tune and chorus of "Here Comes the Sun" as our company's theme song. We will change the lyrics of the traditional verses to match our company's mission. We will use the song in commercials, intentionally implemented in platforms that our target audience, millennials, frequently use, such as Spotify.

Resources

- Furniture companies.
- Contractors
- Design software
- Raw materials for furniture and buildings
- investment capital

Risks

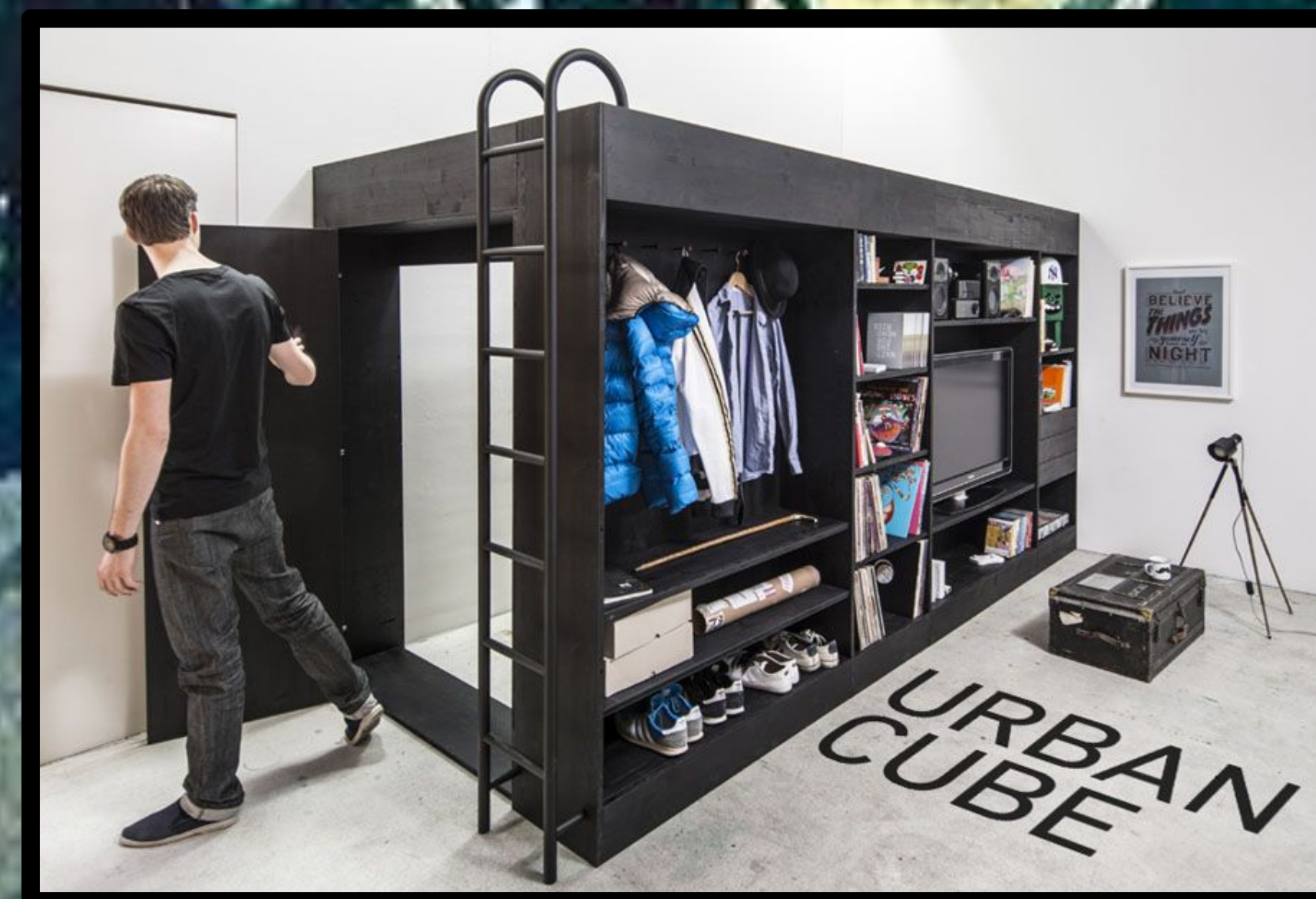
- Lack of customers
- failure to obtain contractors
- failure during construction
- failure to obtain partnerships
- main risk is obtaining partnerships with furniture companies and contractors.

Conclusion

We are creating compact affordable apartments for US citizens living in the cities. We will be starting in Louisville Kentucky, appealing to college students. We will be creating furnished apartment plans to maximize your living style and minimize your living space.

Citations

- Berg, Nate, "U.S. Urban Population is Up...But What Does 'Urban' Really Mean?" www.citylab.com, 26 March 2012
- Hoffman, Alexander. "High-Rise Hellholes." *The American Prospect*, 19 Dec. 2001.



Eminence
APARTMENTS