

Design enhanced with AI Business

A Design company is certainly a candidate for using breakthrough technology, rendering images and video has always been one of the most intensive computer tasks there is.

A Design company is a fairly complicated business to run especially in the client acquisition and execution parts. But once those are in place there is certainly a lot to gain from it.

Below we have the “Attractiveness table” or Screening Framework which shows us the potential of the different important business factors:

	Attractiveness	
	High Potential	Low Potential
Market	X	
Harvest	X	
Competitiveness		X
Management		X
Fatal	X	

Currently in Romania there are few agencies who offer complete branding and design services, and pretty much none of them use AI, which right now can prove as an incredible tool for producing new ideas that the regular designer might not come up with but given proper guidance and maybe later adjustments from them, we can have an incredible piece of marketing for whom clients will certainly want a piece of.

Right now everybody wants to promote something, there is always a need for marketing and design, and usually the ones who can adapt the fastest are the most successful.

Profit wise this is a very attracting business because it mostly sells services, there are only consumables that need to be taken into account for the initial investment. Those being powerful

computers and workstations, printers, cameras etc. So, in essence it has a pretty high margin of profit.

The market is very diverse and as mentioned there will always be a need of promoting.

The profits have a very good margin after you get going with a few good clients.

Competition might be a problem, the cost of entry is not high, therefore it can lead to some tough competition for market share. Also, management wise it can be difficult getting the costumers always satisfied, this being a domain where everyone can critique anything.

As far as fatal flaws go, there aren't any because even in bad times, recessions etc. people will still have businesses, something will still sell, and it will certainly be promoted.