

# Business Spotlight

*Minc Interior Design has seen a steady stream of clients since its founding in 2005 and hopes to expand with a retail office furniture showroom this year.*

## MINC INTERIOR DESIGN

**Owner:** Melissa McIntosh

**Founded:** 2005

**Location:** 1015 Robeson St.

**Employees:** 7

### **What it does:**

Full-service design firm for corporate, commercial, hospitality, government and luxury residential clients, and office furniture and space planning.

**How have things evolved over five years?** “We started out doing pretty much just office furniture for the government. Fort Bragg buys just a tremendous amount of office furniture and does a lot of corporate and commercial design. That started as my specialty, and now we’re doing a lot of hospitality spaces. We do restaurants and clubs, we’re doing hotels. We do a lot of office furniture and health care design for Cape Fear Valley and doctors’ offices. I’ve always done residential interior design on the side, so now we’re picking up more homes.”

**Do you still do a lot of work with Fort Bragg?** “I would say that is probably a solid 70 percent of what we do.”

**What’s your market geography?** “We don’t just cover Fayetteville. I have an interior designer and sales rep who lives in Raleigh. She...does Wilmington, Jacksonville, Camp Lejeune, to Columbia, SC. Fayetteville is good because it’s a nice central location.

**Do you see BRAC’s related growth as a windfall?** “It’s bringing in a tremendous amount of DoD contractors, more jobs, more industries, more restaurants and more hotels. The effects are going to be more widespread than we can imagine.”

**Has the economy affected your bottom line?** “We have been more than blessed. We have been absolutely slammed over the past five years. Our business has nothing but grown and doubled exponentially every year. Now, that could change at any point- you have to operate your business knowing that at any point something could always happen.”

**Has the recession changed how you do business?** “It makes me very grateful. It makes me very, very tight with money. I’m very aware of how money is being spent. I don’t want to waste any.”

**What do you look for when hiring?** “I look for a strong work ethic. I can train somebody how to do tasks how I need them to be done. But I can’t train how to be professional, I can’t train sense of urgency. I look for people who are self-starters, who are go-getters, who are very professional.”

**What’s your biggest concern as a business owner?** “For me as a local business owner, my main concern is just to stay at the forefront of upcoming projects.”

**What do you have in mind for the future?** “Eventually, I’d like to open a more retail showroom for office furniture. That is going to be my goal for this year. ... I really want Minc. to be a source for not trendy, but cool, fun, hip, stylish living and life design. That’s what I want.”

**What advice would you give someone just starting out?** “Because you make that decision to do your own business, just do as much background as you can. Do your homework. Get your ducks in a row before you make that next step. It may sound trite, but it’s what you need to do. And diversify, diversify, diversify.”



Melissa McIntosh

Staff photo by Raul R. Rubiera