

Designs on a job well done

For SOPHIE WATKISS of Sophie Louisa Interiors the working day can be a long one, but there is a sense of pride and fulfilment in a project completed to perfection

What does your business manufacturer/sell/offer as a service and where? We are an interior design company based in Exeter, Devon. We offer a wide range of design services. We are able to offer everything from one-off consultations to full project management.

When and how was the business established? The business was started two-and-a-half years ago. Once I had passed my Diploma in Interior Design I set up the business and the rest is history!

What is the one thing about your business which might surprise us? I spend a lot of my time on site overseeing projects and making sure everything is going to plan. Once designs have been approved this is where I spend the majority of my time. The finishing touches are at the very end!

What is your typical working week? A typical working week is a 6am start and depending on where I'm working I finish at about 7pm. I catch up on e-mails and enquiries after work, so this can take my working day up to 10pm on



Sophie Watkiss of Sophie Louisa Interiors

'I have seen an increase in clients wanting to make major investments in their homes. Also buying to sell, a good sign that the economy is turning around!'

some days. Weekends are part of my working week most of the time too!

What are the best and worst things about working in Devon?

The best thing about working in Devon is the beautiful countryside, homes and the people. Picking the worst aspect is a hard one! But if I really had to find something it would be that most of the design shows are often in London. Trying to get the time away from work to go to them can be tricky.

How have customers and/or the market place changed since you first started in business?

I have seen an increase in clients wanting to make major investments in their homes. Also buying to sell, a good sign that the economy is turning around!

What do you think the 'next big thing' is for your business over the horizon?

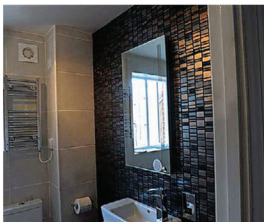
Working on more commercial projects where lots of people get to enjoy my designs!

Do you use websites and social media to promote your business and boost sales? How does it work best for you?

I do use social media and it has been a great way to attract new clients as well as making some excellent contacts, which is really important in this business. I will put ideas out there and listen to the feedback I get from this. Social media is a great tool for business.

What do you do to relax away from the business? Spending time with family and friends. My children are great at keeping my feet firmly on the ground. The time with them all is precious so I always make the most of it! ■

sophielouisainteriors.co.uk



An example of work designed by Sophie Louisa Interiors

