

## The Secret To A Profitable Business Is Having Unhappy Clients

Focus on the clients you want. Turn away clients who don't fit in with your organization's goals. Then serve the ones you want in a unique way. This is a distinctive value proposition which must be addressed.

Which needs are you going to become the 'master' at fulfilling?

While you may be pretty good at most things, what are you going to stand out for being: better, faster, cheaper? Think about which particular needs you want to meet and compare your strategy with the competition.

Unless you have a unique value proposition and different answers to these questions than your competitors, you have no strategy at all. We are just competing on operational effectiveness.

IKEA is about functionality, quality and style (that's debatable), but not so much on customer service - they have developed a self-service furniture shopping model.



*continued on page two*

*photo credit: AMA*

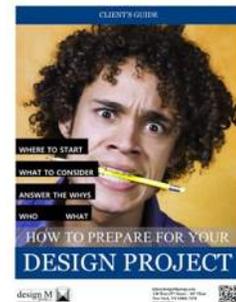
### november 2015 contents

The Secret to a Profitable Business is Having Unhappy Clients	pg 1
Ionic Building of the Month	pg 2
Ask M	pg 3
Artifact	pg 1
Archi-quote	pg 2
Arch-speak	pg 3
About	pg 4

### Did You Know ?

We are the leading local provider of tools and resources for people planning on adding on to, renovating or building a home. We have several consumer guilds to help you.

**One of our recent publications is...**  
"How to Prepare for Your Design Project"



Down load it here and share it with your friends.

### Archi-fact:

The influence of the artist Pablo Picasso's Guernica, painted for the Spanish Pavilion at the 1937 Paris world fair, had led to some of the most profound buildings not just of the mid-20th century but of all time.

# The Secret To A Profitable Business Is Having Unhappy Clients

*continued from page one*

These choices allow IKEA to deliver 'breathtakingly low prices' for decent quality items. Tailoring your activities to your core value proposition is important for differentiation, and ultimately who you serve.

**Doing the same thing as everyone else 'but better' is operational.**

**Doing something different is strategic.**

IKEA's high quality, low cost, self-service model unlocked the secret code. They don't ship furniture to their clients' homes, clients come to pick up the furniture in boxes that they then assemble when they get home.

Not everyone wants that. But the customer who wants affordable, stylish, decent quality furniture does not mind.

All great strategies will create some unhappy customers. But if you try to make everyone happy then there is no strategy. Remember the quote from President Abraham Lincoln.. "You can please all of the people some of the time and some of the people all of the time. **You can not please all of the people all of the time.**

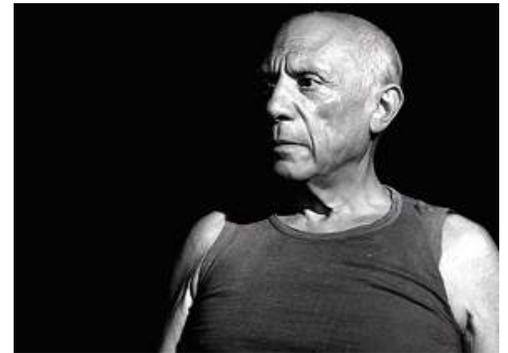
**Which customers are you going to delight and who are you prepared to disappoint?**

## Archi-Quote

Although we usually reserve this space in our newsletter for a quote from an architect, we have ventured into the realm of the physical arts. Since architecture is the combination of science and the arts we find this to be an acceptable venture. The Archi-Quote of this Month is not from an architect but from one of the best known artists of the twentieth century.

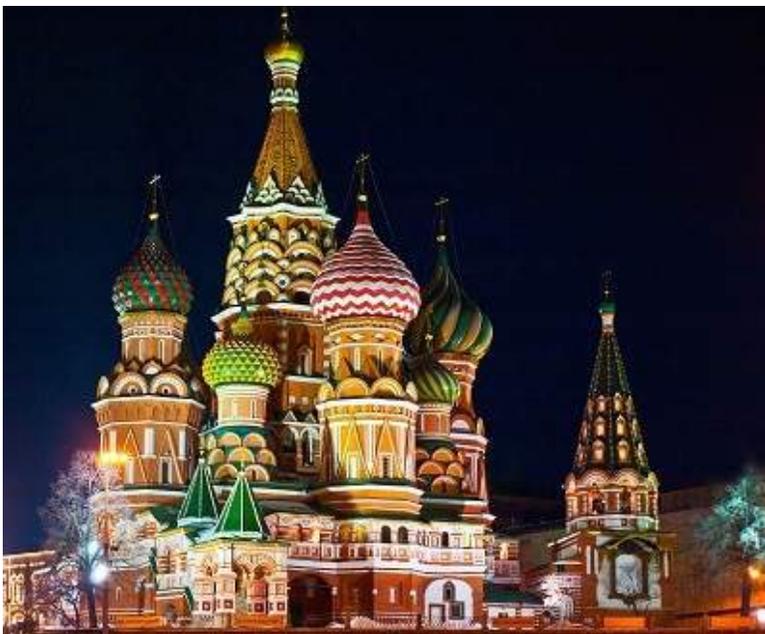
"Every child is an artist. The problem is how to remain an artist once he (or she, to be politically correct) grows up"

Pablo Picasso



*photo credit AMA*

## Iconic Building of the



No, we haven't included a piece of Disneyland architecture on our list, although you'd be forgiven for thinking so.

Built between 1554 and 1560, St. Basil's Cathedral was erected during the reign of Ivan IV (Ivan the Terrible). Little is known about the building's architect Postnik Yakovlev, but he was clearly a fan of onion domes, sharp spikes and polygonal towers.

The riot of color and shapes that is St. Basil's Cathedral is unmatched anywhere else in the world. The French diplomat Marquis de Custine commented that it combined "the scales of a golden fish, the enamelled skin of a serpent, the changeful hues of the lizard, the glossy rose and azure of the pigeon's neck" and wondered at "the men who go to worship God in this box of confectionery work."The powerfully eastern design of St. Basil's reflects both its location between Europe and Asia and its historical origins.

Since the Kazan Qolsharif mosque had been the principal symbol of the Khanate captured by Ivan the Terrible, some

*photo credit AMA*

*continued on page three*

# Iconic Building of the Month continued from page two



elements from the mosque were incorporated into the cathedral to symbolize the victory.

Although the towers and domes appear chaotic, there is symmetry and symbolism in its design. There are eight domed chapels symbolizing the eight assaults on Kazan: four large and octagonal and four small and square. In the center is a tent-roofed spire topped with a small golden dome.



photo credit AMA

## Archi-Speak

How many building materials can you find?

TATAMI                      CERAMIC                      HARDWOOD  
BAMBOO                      LINOLEUM                      MARBLE

B O K V C Z S Z Z F B Y  
C F L G K J T Q Y Q I R  
E I I I M E Y N C S M U  
L N M M N F U J H J Q U  
B K N A A O D O I R O W  
R M U X R T L I G S H T  
A L N E M E A E V H X N  
M V Z A G A C T U T M V  
D O O W D R A H M M W Q  
T V Y W K M T T V L Y V  
D N X I X B A M B O O A  
K T I H A G T E O L O O

## Ask M

In the James Bond books and movies the character "M" heads the Secret British Intelligence Service known as MI6, of which James Bond is Agent 007.

When contemplating adding on to your home or building, renovating or building a new home or building you should have someone like "M" on your side. Each month the "Ask M" column will answer a reader's question to place more information at your finger tips.

**This month's question.**

I want to add onto my house. Since the Winter is around the corner should I wait till Spring?

*Adrienne F.*

**Adrienne,**

If you have not started the design phase this time of year is perfect. The architectural drawings will be ready just in time to get the best prices before the busy building season.

If the drawings are ready you should not fear winter construction. When we design additions for people we always take into account the comfort of the family during the construction process. We can even help manage the process so that the family's life style is not effected through the construction.

Email your questions to [info@designMgroup.com](mailto:info@designMgroup.com), and in the subject line type in "Ask M". We look forward to hearing from you and hope we can answer the questions to everyone's satisfaction.

## Want to speak with the Architect

Do you have questions but do not know where to start?

Do you know the legal consequences of starting a project without approvals?

Are you sure you have completed all of the research necessary so as not to waste your money and time during construction?

Are what you think are your NEEDS and OPTIONS truly the best for you and your future?

Does the contractor really have YOUR best interest in mind when suggesting solution?

Answering these questions and more are the reason for a enlisting a Needs and Options Review.

We can help you on your way to a successful project with less hassles and problems.

Visit: [www.designMgroup.com](http://www.designMgroup.com)

## About

Marcus Marino, RA, AIA  
President



photo credit: Jenna Glatzer

Marcus Marino, RA, AIA is a leading architect in New York City. He received a Bachelors of Architecture from the prestigious Pratt Institute and Masters in the Science of Architecture and Urban Design from Columbia University Graduate School of Architecture Planning and Preservation. He received his license to practice architecture in New York State in 1981 and is licensed in a number of other States. Marcus Marino has served on numerous Governmental Panels and serves as an expert consultant to other architectural firms and legal firms. Presently he serves as the Vice President of Public Advocacy of the New York State. American Institute of

## Our core beliefs are ...

**Architects have a responsibility to our clients, community and the environment.**

**Architects should help provide information to our fellow world citizens about their homes, offices and the built environment in general.**

**Your Home should move you emotionally like your favorite song does.**



November 2015 Volume 1, Issue 11

## Contact

[info@designMgroup.com](mailto:info@designMgroup.com)

212.203.9341

138 West 25<sup>th</sup> Street, 10<sup>th</sup> Floor

New York, NY 10001-7470

[www.designMgroup.com](http://www.designMgroup.com)