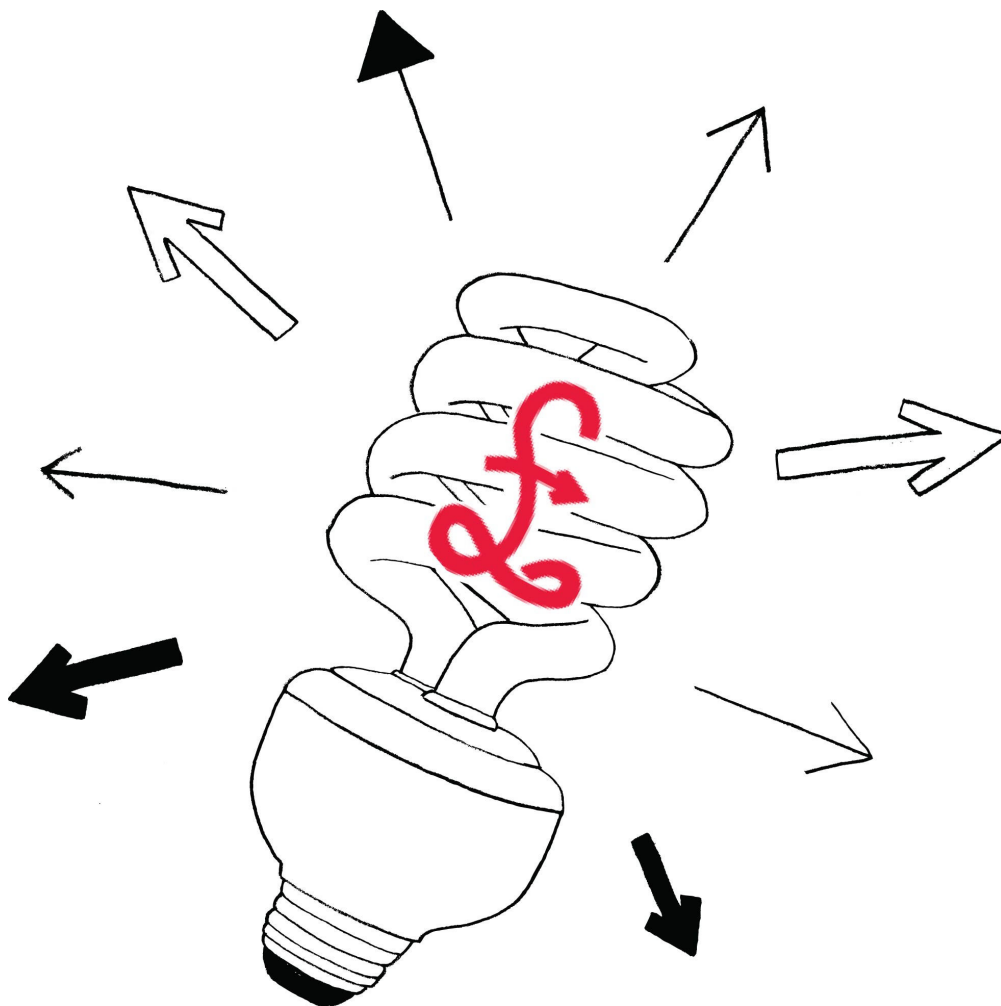


Solutions  
for Business

Funded by  
government

# Using Design to improve your bottom line



## Good design is proven to benefit sales and profitability. The South East Design Programme helps you use design to improve your business performance.

We do this by offering a free independent advice service for design which covers:

- ⇒ Developing new or improved products or services
- ⇒ Refreshing or creating brands
- ⇒ Packaging
- ⇒ Communications
- ⇒ Upgrading work or retail environments
- ⇒ Carrying out research into trends or customer needs

We are available to discuss your business needs and advise which design services are most appropriate for you, your business and your aims. Whichever route you choose all our services and courses are run by design and business experts, who have hands-on experience of the design process. Our key services are detailed below.

### Designing Demand

The Designing Demand programme is run in partnership with the Design Council and offers a range of services:

#### *Business Workshops—how design can help you*

A half-day workshop to help you discover the benefits of design and identify your own design opportunities. The workshop is run by a Design Associate, an experienced design manager, used to solving business problems.

#### *Generate—get a design project moving*

Generate provides up to five days free, dedicated one-to-one support from a Design Associate to help established businesses make strategic design decisions, set up and manage design processes and run successful design projects.

#### *Innovate—cut time to market for new technology*

Innovate helps pre-seed and early stage technology ventures use design methods to attract investment, minimise risk and get to market faster with better products and services.

#### *Immerse—build bigger profits through design-led strategic change*

Immerse is an intensive support service which helps businesses grow by using design as a strategic development tool. Businesses work with leading designers to investigate how using design can tackle core business issues.

### Sustainable Design

European funded to assist businesses to develop their products, services and processes with sustainability at the core of the design thinking. This service is based around a programme of **workshops** and free **one-to-one Design Associate support** but focuses on identifying where sustainable design, materials and processes can be used to reduce costs and increase sales whilst also benefitting the environment.

Examples of design projects include redesigning packaging to have a longer shelf life and using recyclable materials, using new technology and materials to produce a lower cost product but with material re-use, analysing a service delivery process to reduce costs but improve quality.

**For more information on the above services:**

Email: [design@businesslinksoutheast.co.uk](mailto:design@businesslinksoutheast.co.uk)

Web: [www.southeastdesign.co.uk](http://www.southeastdesign.co.uk)

Call : Kathryn Havering on 023 9286 2167