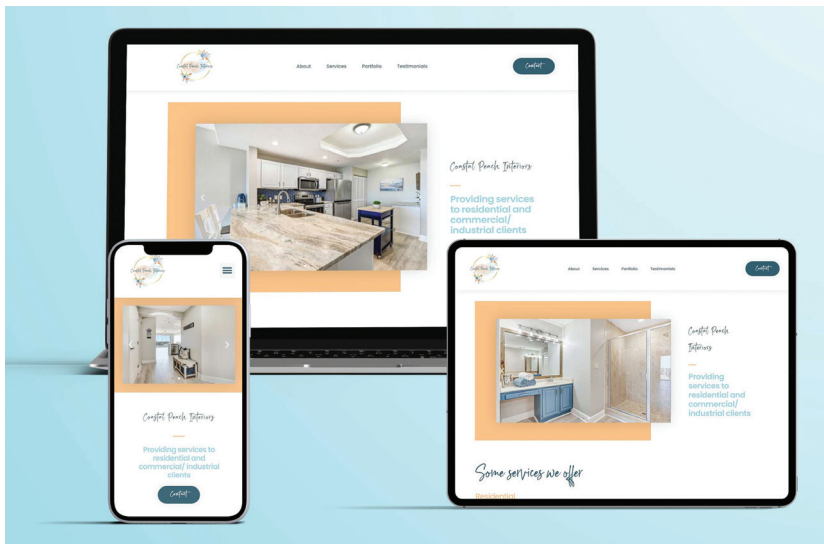




## Coastal Peach Interiors and Powerhouse: Supporting Entrepreneurs One Project at a Time

Coastal Peach Interiors is the brainchild of retired military spouse Beth Soto. Having earned her degree in architectural drafting from Lanier Technical College where she also studied interior design, Ms. Soto sought to leverage her 15 years of residential and commercial construction into a business that blended her expertise with her love of coastal style and southern charm. Having permanently settled with her family on Florida's Space Coast, Ms. Soto started Coastal Peach Interiors to provide a wide range of home and workspace planning services.



### Challenge

Coastal Peach Interiors needed a website built to highlight its business services in a comprehensive, accurate, easy-to-navigate way. In addition, it needed website support and brand standards created for future use. For a small business just starting out, Coastal Peach Interiors found the perfect fit in Powerhouse's team solution, which provided all the services needed for a fraction of the cost.

### Solution

Over the course of the project, Powerhouse created and supported a website for Coastal Peach Interiors that standardized its brand and made vast improvements from its initial website. By providing project management services as well as specialized support from technical writing to graphic design to IT support, Powerhouse empowered Coastal Peach Interiors to bring its business to the next level, especially key in the time of the COVID-19 pandemic when online and remote services have been so crucial. By crafting a website that is easy to navigate and provides essential information

## Case Study



**Business Name:** Coastal Peach Interiors

**Website:** [coastalpeachinteriors.com](https://coastalpeachinteriors.com)

**Industry or Business Type:** Architecture; Residential and Commercial Remodeling and Redesign Services

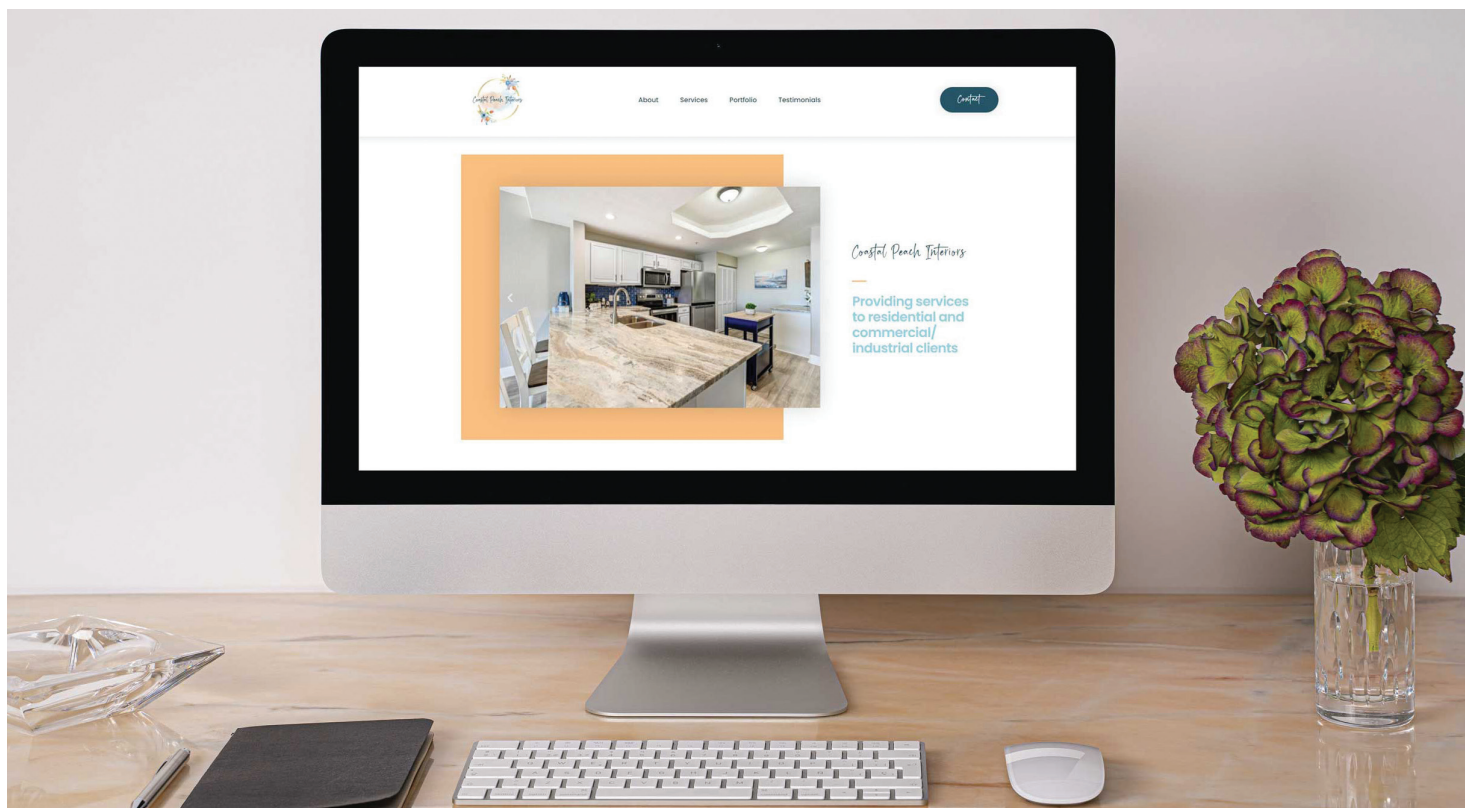
#### Powerhouse Services:

- Project Management
- IT/Graphic Design
- Technical Writing
- Quality Assurance
- Website Development

**Benefits:** Powerhouse provided much-needed website development to present the client's business services comprehensively and accurately. Additionally, Powerhouse created brand standards and delivered website support, presenting an entrepreneur with a team solution that saved her countless hours and money at a critical point in building her business.



# Powerhouse



and examples, Powerhouse assisted Coastal Peach Interiors in becoming a go-to remote design option.

## Results

The Powerhouse/Coastal Peach Interiors partnership showcases the powerful assistance Powerhouse can provide to small, entrepreneurial businesses. Through a project-based contract, Powerhouse provided needed services that allowed Coastal Peach Interior's president to focus on building her business successfully.

During the contract period, Powerhouse delivered, or directly contributed to,

- Project management
- [Website](#) creation, development, and support
- Graphic design
- Design and build of five website pages
- Creation of eight custom designs for use on the website, including banners and basic imagery

- Quality assurance to ensure universality in message and branding on all text and images
- Consultation as desired on creation of [portfolio](#) file names

By partnering together, Coastal Peach Interiors and Powerhouse designed a website and brand standards that allows a small business to present a cohesive, easy-to-understand website to clients. Additionally, by creating brand standards, Coastal Peach Interiors' brand identity will be easily recognizable as it continues to grow and thrive. Powerhouse's project-based contract option, supported by its total team solution, is the perfect answer for entrepreneurial businesses.

*"Everyone I interacted with at Powerhouse was knowledgeable and professional. They are all on top of their game and provide superior services. The website they designed for me was well above my expectations! I will absolutely be using them again in the future for more of my business needs. Powerhouse is an impressive company that goes above and beyond in professionalism and performance. Their charitable giving is also inspirational and encouraging!" - Beth Soto, President, Coastal Peach Interiors*

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