

Darla King

Business owner recognizes importance of differentiating company from competition

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When Darla King first thought about opening a furniture store for businesses, she realized she would need to differentiate herself from her competitors if she were to become a success. So she did.

"We started (the company) by building the service structure and warehousing elements first. We then built the fancy showroom and larger sales team," she said, explaining that most companies similar to hers put their initial focus on creating an attractive showfloor.

Her plan, though, and that of her co-owner husband, Dave, was to offer services and not just products. While customers can purchase a wide range of office furniture from King Business Interiors in Worthington, the company also can provide them with inventory management, facility management, interior decorating services and use of warehouse storage facilities.

King explained that these services allow clients the option of using her company not only to transport their furniture from one office to another, but also to recreate an old layout in a new office.

"If a client has ordered new furniture for his office space, we can help him move the old furniture to another one of his buildings," she said. "We take pictures of every piece of furniture and use it to help move the older furniture to the new location."

And if there is no other office, King can offer the client use of one of three warehouses specifically constructed to store office furniture.

King said her goal is to become "a strong business partner" to her clients.

"We know their pain and understand how to best solve their facilities needs," said King. "Our team is matched up to best support the particular client's needs and this streamlines the work and saves him money.

"We get to know the companies very well and know exactly what they want. We sit down and listen to solve problems," she said.

King's business philosophy must work because she said she has not lost a customer since opening her doors a decade ago.

