

Good design opens up valuable opportunities for businesses. Its importance is often underestimated, but effective design can bring significant business benefits.

**Invest Northern Ireland's Design Service** can help your company access design expertise to make your business more competitive. Ranging from free advice to design projects that deliver results, the service gives you an understanding of the importance of using design strategically and as a business tool. While design can be used to improve many product characteristics, and many aspects of a business's operations, some key themes continue to emerge when companies are asked about the benefits of design. These include:

- Product development makes products more competitive. It keeps production costs down but allows higher prices to be passed onto the customer.
- Effective design keeps your customer satisfied and encourages them to recommend the products or services to others.
- A strong brand identity delivered through effective design provides a consistent message to the customer about your business.

From relatively simple measures such as revamping a sales brochure or updating your packaging, through to a full-scale brand redesign and developing completely new products or processes, effective design is a powerful business tool which delivers top and bottom line benefits.

All businesses, from small, early stage start-ups, through to larger, established companies can benefit from a wide range of support through Invest NI's Design Service, tailored to meet their individual needs.

The Design Service consists of:

1. [Design Clinics](#) - free design advice clinics held throughout Northern Ireland and open to all businesses.
2. [Design Advice Service \(DAS\)](#) - free advice service open to all Invest NI clients.
3. [Mini Design Development Service \(Mini DDS\)](#) - expert design support for small-scale and group projects.
4. [Main Design Development Service \(Main DDS\)](#) - expert design support for larger scale projects.

Click on the links above for details about each of the four services.

If you have any queries regarding the Design Service please contact our staff at [design@investni.com](mailto:design@investni.com)