

case study

MARGARITAVILLE RESORTS

GATLINBURG



NEW DESIGN
concepts

Margaritaville Resorts

GATLINBURG

Project: Bedroom Caseloads

Scope: 161 units

Custom Made Hospitality Furniture

New Design Concepts (NDC) was honored to partner with Margaritaville Resorts and designer, Susan Ballard, to furnish more than 160 units for its Gatlinburg location.

This project called for a manufacturing partner with established global connections and reliable manufacturing capabilities. NDC was up for the challenge! But as with any project, there were a few hurdles to overcome along the way...

Enhancing Efficiency on a Large-Scale Project

When the procurement company, Metzger Inc., initially reached out to NDC about this project, there was a need for more than just furniture; the project team was looking to cut costs without affecting the product quality. With this in mind, the first step was for NDC to do a pricing exercise with the specifications provided to see what could be done.

With decades of experience value-engineering products to fit within budgets, we were able to make



While on-site in Asia, we collaborated with Margaritaville's team to...



Onboard a dedicated paint company



Produce the first round of samples



Review construction details, color schemes, & hardware options



Modify products to meet and exceed goals



Closely monitor production for on-time delivery

modifications that helped reduce costs without compromising on the appearance or durability of the furniture.

Tight Turn Time? No Problem

Towards the end of the project, it became clear there was a slight timing dilemma. To help expedite the process, NDC worked to produce a custom model room in four weeks with expectations to deliver the entire order just three months after the model room was approved.

Our team went into the sampling process with a strict schedule, always keeping an eye out for opportunities to streamline operations. One way the owners on this project opted to save time was by flying Susan to our factories in Vietnam, so she could work directly with NDC's on-site team to perfect and finalize the product samples.

Leaving Every Guest Impressed...

The final products were air-freighted to the owners for approval, then off to their new homes at Margaritaville's Gatlinburg Resort! The products produced for this well-known hospitality brand ended up being truly high-end! With a special glazed finish on top of key pieces, the designer was incredibly pleased and we're confident resort guests will continue to be impressed with the modern, luxury-like atmosphere of the rooms, too.



Results

One thing we're extremely proud of at NDC is our ability to save this valued client hundreds of thousands of dollars in the long run – while helping to ensure the resort opened on time. In East Tennessee where the resort is located, early fall is a peak season for tourists. Knowing this, the new Margaritaville Resort was set to open in late summer-early fall, which it did thanks to a dedicated team of hardworking individuals on all sides of this project.

"Margaritaville's team was wonderful to work with, as was the designer on this project. Susan's design experience and clear communication with our team made her a valuable asset."

Her dedication to the project, including flying to Asia on short notice, is commendable. We're truly honored to get to work with such great partners."

- Dean Harvison
CEO of NDC



**"Create
the things
you wish
existed."**

THE NDC WAY





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