



FINAL ASSEMBLY INC.

BI-COSTAL PRESENCE

With the expansion of their east coast headquarters, MAiSPACE realized that the burgeoning west coast market needed a local presence as well. "Our customers and dealers deserve to have the same level of attention and service as those on the east coast were accustomed to," according to Mark Bassil, Vice President of Marketing and Sales. In early 2008, the company opened a new showroom and distribution facility in

Garden Grove, California (Orange County), with a total of 37,000 square feet of operating space. Having established a proven business model on the east coast, MAiSPACE used the New Jersey site as a blueprint for the California facility. The new facility needed to function as both a regional distribution center and showroom with functional workspaces.

Solidifying its commitment to west coast customers, MAiSPACE teamed up with Final Assembly, a warehousing and installation firm. This provides customers with full regional service capabilities lower lead times and the ability to experience the quality of MAiSPACE products first hand. Taking Final Assembly's existing 1,500 square feet of office space and expanding it to a "warm shell" of 3,500 square feet came at a cost of \$66,000. MAiSPACE retained three existing offices with the exception of a build-in storefront including a door, sidelight and clearstory.






■ The rest of the spaces included three floor-to-ceiling workstations, thirteen partial-height workstations in various sizes, plus seating, tables, a conference room and a reception station which highlights the versatility of the products. All of this was at a remarkable consumer cost of only \$19 per square foot.

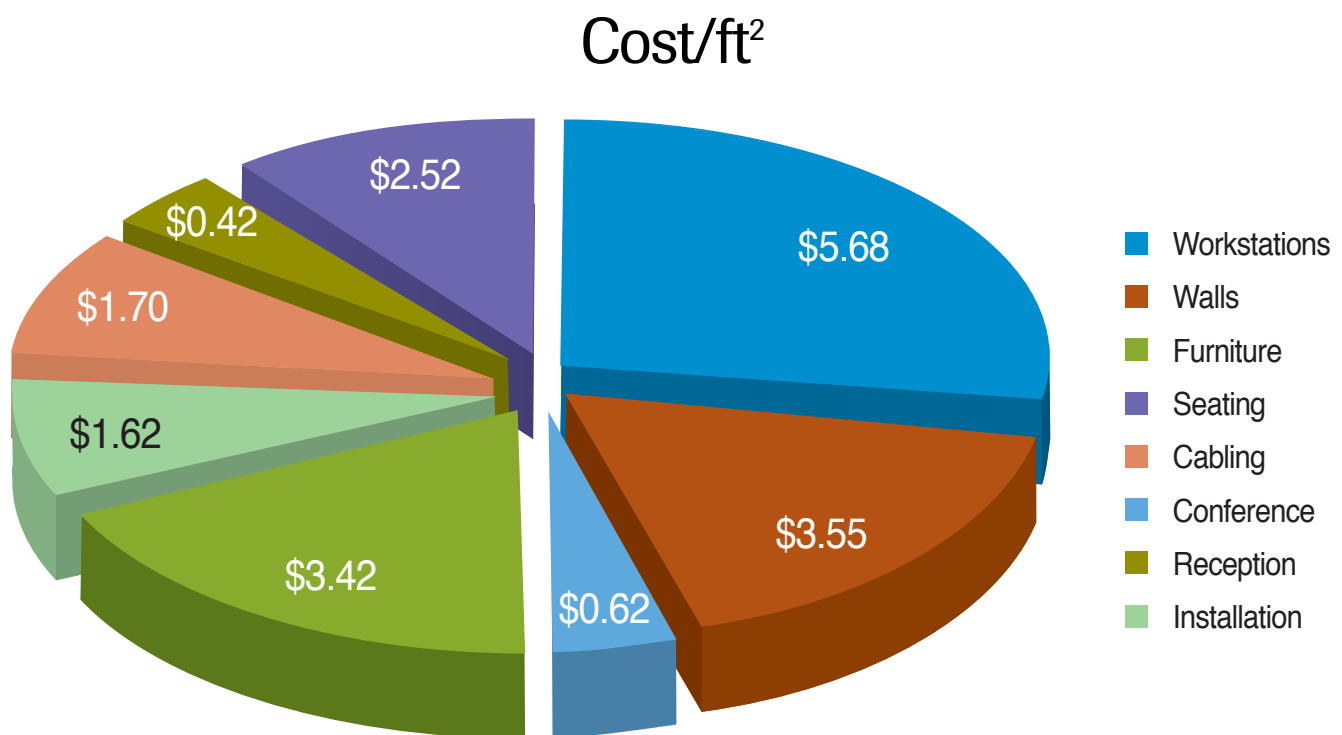
The floor plan design includes two semi-private offices without doors, one private office six higher-height workstations (66"-84" high), three mid-height workstations (66" high), four low-to-mid height workstations (48" high), a reception station and a conference room plus a mix of task and management seating.

Using warm and vibrant colored fabrics, metallic paint, a variety of glass and Coverseal tiles and worksurfaces, MAiSPACE was able to convey a contemporary and sophisticated look that appeals to an upscale yet cost-conscious consumer.

 **\$19** Per Square Foot

Cost Analysis

Gross Square Area: 3,500ft²
 Total Cost (Delivered and Installed): \$66,193
 Cost Per Square Foot: \$19.53



Products	Cost	Cost/ft ²	%Total
Workstations	\$19,875	\$5.68	29%
Walls	\$12,427	\$3.55	18%
Furniture	\$11,989	\$3.42	18%
Seating	\$8,835	\$2.52	13%
Cabling	\$3,746	\$1.70	9%
Conference	\$2,189	\$0.62	3%
Reception	\$1,459	\$0.42	2%
Installation	\$5,673	\$1.62	8%

