

Kbbreview Industry Awards 2007

CATEGORY: Master Retailer Award for Kitchens

FINALIST: Kitchen Culture, Esher, Surrey

How would you describe your business to the judges?

Kitchen Culture is an elite supplier specialising in kitchens, bathrooms, studies, libraries, bedrooms and media rooms. Kitchen Culture strives for perfection in every facet of its business. Our tag line, 'Devoted to Beauty and Excellence' encapsulates and applies to the work ethos possessed by everyone in the company.

Our business is based on the business principle abbreviated to PPP. People, Position, Products.

- After being rigorously interviewed our staff have access to the best industry and company training available. They are not constrained by formal design boundaries or compromises, because everyone who works for Kitchen Culture is the best in their respective field. An elitist attitude, but one that guarantees our clients will not find a better company to take on their project, and will not be able to achieve the same end result from anywhere else.
- Our inaugural showroom is located in Esher, Surrey, in a prime high street position. Esher has one of the best demographic profiles in the country and well located for London. The second building in our property portfolio is currently nearing completion. Based on the outskirts of Guildford, this stunning development houses our administration and installation departments, our warehouse and a dual-level showroom of some 4000sq ft. Although we are a well renowned local company in the last year we have completed work in Dorset, Cambridge, and even Tuscany, Geneva and New Delhi.
- Our product range is second to none. Suppliers want us to sell their products, not the other way round. Our current range is a who's who of the elite companies in this industry. We have exclusive rights on certain companies, who will only trust our designers to weld their creative ability to their products. Our furniture is imported in from across Europe, but predominately from Germany and Italy. Only the best appliances available worldwide are sold by us.

If it sounds like we are trying to cover every base, to be the best in everyway, then that is exactly what we are trying to achieve. Only by doing this will you be able to make tangible gains in reputation and profit.

What specific evidence (including financial) can you give that your business is successful?

Kitchen Culture was incorporated in February 2003. At the time it consisted of four directors and a small body of staff. In four years we now have two directors with over 50 years of Kitchen industry experience between them, a sales and administration team of 15 and three fulltime installers. Another six installers work primarily for us. We are currently in the throes of a major recruiting drive, searching for the best sales people in the country, installation and project management staff, and professional installers.

No fewer than seven kbbreview awards have been presented to us in four years, and we will be honoured to win more. We have recently taken possession of our second building (as detailed earlier) and have a growing fleet of vehicles.

None of these fantastic achievements are possible without continued profit margin, which is an end product of sales.

What strategy do you have for the future?

We were most proud to have been voted finalists in the kbb master retailer award for kitchens last year. Our most ambitious future strategy then was quoted "to purchase a 10,000sq ft warehouse facility with additional showroom and admin headquarters in either Winchester or Guildford". An immense undertaking, and one that has been bought to fruition this year.

With the purchase of two neighbouring units in Quadrum Park between Guildford and Godalming, an intense four month period followed where we constructed an internal warehouse facility and offices of 4,000 square feet, a dramatic 4,000 square feet double level showroom centred around a stunning glass atrium and office space for our administration and installation staff. Indeed the Quadrum Park facility brings to our company the following attributes.

- An amazing showroom encompassing the complete range of products that Kitchen Culture supply, these will be demonstrated with the most dramatic displays.
- An inspiration haven for our clients, an area for them to relax in, to lose themselves in and see our kitchens, studies, library, and bedrooms. To experience our media rooms first hand, and to see why we claim to be their only choice for premium products.
- State of the art offices for all our staff, providing them with harmonized working conditions for them to grow and develop in.
- Our own warehouse and logistics facility. We now store and deliver our own products, cutting out any middle company that might not provide the highest level of service we demand. We have a delivery driver employed fulltime and a brand new truck, so our clients will only ever come into contact with members of Kitchen Culture staff, who only have the clients interests at heart.
- Our own fleet of vehicles. We already have a small fleet, crowned by our new Mercedes Atego truck. About to be fully sign written and always kept in pristine order it will demonstrate how our company ethos and image to all our customers, as well as advertising our company.

When Quadrum Park is completed, fitted out with displays and running with a full complement of staff, it will be instrumental in achieving our next goal, the growth and reconciliation of Kitchen Culture as a company. In the next few years we are looking to acquire a showroom in London, followed by franchising opportunities to the top independent dealers across the country.

Our goals from now on are even more audacious than before, but they will be reached with the same unflinching resolve.

