

Kbbreview Industry Awards 2007

CATEGORY: Showroom Award for Kitchens

FINALIST: Kitchens International, Edinburgh

What is your overall showroom strategy?

The strategy for our Dundas Street showroom is the same as throughout all branches of Kitchens International. And with this being our latest branch, has become the template for all future showrooms with our company.

We endeavour to ensure that our cutting edge studios (and service) is replicated throughout the branches by making the clients first visit to a Kitchens International showroom an exciting and informative experience. With the demands on the modern designer now necessitating a far greater knowledge as to the lifestyle and needs of the client than ever before, Kitchens International have become the modern day architect, interior designer, specifier and builder and with this added responsibility comes the requirement to ensure that our showrooms match the requirements of our clients.

Our showrooms have the following :

- Immaculate displays, dressed appropriately and with fresh flowers (changed fortnightly) using a limited number of top end products, displayed with specialised mood lighting.
- Kitchen layouts featuring many cutting edge and design led ideas, professionally designed in house and involving interior designers to create the right environment and feel for our clients.
- Less is more regarding displays. We don't overcrowd the showroom with displays but instead display our products as they would be in client's homes.
- All showroom and sales staff to be totally knowledgeable of all our products and trained accordingly.
- To ascertain our client's requirements and to guide in the proper direction.
- To ensure that all clients are met at reception and guided through the showroom.
- Atmosphere within the showroom to be in keeping with our top end market place using appropriate music, showroom temperature etc,
- All kitchens / appliances displayed in a working situation including food stored within cabinets which allows clients to imagine these products in their own home. This also allows us to enjoy frequent themed events using different displays within the showroom.
- To create the desire that reflects the luxury brand of Kitchens International.
- To ensure our clients have a pleasant journey and enjoy the Kitchens International experience.

How have you considered the customer's journey through the store?

The journey through a Kitchens International showroom starts before entering. We believe that the exterior appearance should mirror the interior in terms of quality, design and appeal and with Dundas Street being our latest showroom we were not restricted by historical issues when choosing our new site.

All clients entering our showrooms are politely greeted at reception and allowed their own space to view our products. We always ensure that the clients are aware of our presence and that we are available to discuss their project. Coffee and refreshments are offered before the client sits down with a designer to take their ideas to the next stage.

Our concept behind Dundas Street was that the client would be able to view a vast percentage of the showroom when entering. This gave the client the feeling of space and enabled them to stand back and view the displays as if in their own home.

We want our client's journey within the showroom to be filled with varying emotions. Excitement at our products and designs, informative by the depth of knowledge from our staff, calming by the way our staff assure clients of our control over their project and an overall feeling to security in knowing that they are dealing with a professional, well organised, well directed company.

What innovative ideas have you come up with for your showroom that set you apart?

Dundas Street is a studio which is totally aligned to the development / future of the modern kitchen. As all our market research has confirmed the future of the new age kitchen will include far closer relationships with lounge, dining and general social space with the modern home. We have achieved this in the layout of our displays. Formal walls are coming down and clients want a room that can multi function....cooking, dining, entertaining, relaxing, quality family time. We have replicated this with the showroom layout by having very few dividing walls and a vast open plan area. The need is to now demonstrate the impact of lighting, flooring and interior design within the kitchen, which we have achieved in our displays by having mood lighting (changeable at the touch of a button), modern floor styles, and by paying particular attention to the wall coverings and décor. No other studio within the country better demonstrates this synergy than Dundas Street and therefore sets us apart from our competitors.

The focus in finding a studio that provided a setting, that brought the 'outside' in was our objective and again driven by the knowledge that most clients building glass extensions onto their homes are now attaching them to their kitchens, and not the lounge as it was 5 years ago. Our studio concept of having large external glass walls sets us apart from the competition by being totally focused on what is happening in the market place and therefore allowing clients to place themselves at home while in Kitchens International's showroom in Dundas Street.

As in all other Kitchens International showrooms we have all appliances working, large screens showing ongoing projects or promotional dvds and exciting layouts. The original concept in Dundas Street was to replicate the displays(as far as possible) within our studio to match the manufacturer's brochure layout. This allows clients to be able to totally focus on the product and be aware of the space implications of their chosen design.

The most important reason that a Kitchens International showroom stands out from the rest is because of our people. Highly motivated, enthusiastic staff who have a passion for ensuring that the service and expectation levels of our clients are exceeded.

All in all Dundas Street is a studio ahead of its time.



