

# **Kbbreview Industry Awards 2007**

## **CATEGORY: Showroom Award for Kitchens**

### **FINALIST: McNally, Dublin**

#### **What is your overall showroom strategy?**

McNally's showroom strategy is to create an exceptional customer experience.

Both our kitchen showrooms exemplify this aim. Our Flagship showroom in North County Dublin is an 8,000 square foot facility featuring 15 kitchen displays and providing us with an ideal platform to show off our products, staff, processes and operational capacity.

We want our customers to be both excited and at ease in our showrooms. We rely on our products to provide the excitement, and we have gone to every effort to provide comfortable spaces for our customers.

The layout and design of our showrooms intends to engage and stimulate. Walls separate and enclose every display, giving each area a "single room" effect, to allow customers visualise the display in their own homes.

Central to our showroom is the staff. It is our staff who guide customers through what McNally has to offer, and we see them as integral parts of our functioning showrooms.

#### **How have you considered the journey through the store?**

From the moment the customer enters the store, they are experiencing the way McNally operates; our attention to detail, our products and our designers' abilities.

To the left of the entrance as customers arrive, is a newly installed reception desk offering a first point of contact. Previously, visitors were disoriented by the sheer size of the showroom, now the reception desk provides a focal point where information is available.

The children's area is easily accessible at all times, yet is far enough away so that noise from play and DVDs is negligible.

There are five different walkthroughs in our M1 showroom, but for the purpose of this submission, we are concentrating on the Retail Customer and Contract customer walkthrough.

##### **Retail Customers Tour:**

Our new reception desk welcomes visitors to our showroom. Retail Customers who are specifically interested in kitchens are taken first to Area A. This high-gloss black kitchen is a large design with two island units. Including:

- Stainless steel worktops
- Granite cladding
- Beautifully designed extractor
- Various drawer internals.

Next, in location B, the customer is shown a kitchen display with an island unit, a worktop in glass and 80mm basaltine volcanic stone. Items to note here are:

- Built-in plasma TV point
- Narrow island extraction
- American fridge-freezer.

Area C has a kitchen with two levels of worktop. Features include:

- Plinth step ladder
- Plate warming drawer
- LED light display
- Wine cooler
- High board dishwasher.

Area D is one of the highpoints in the tour, and has been labelled the party kitchen due to its size and layout. It features:

- Granite covered island unit
- Pet food drawer
- Down draft extractor fan
- Gaggenau BBQ
- 2-drawer dishwasher
- Spray hose tap
- Bio fresh Viking fridge
- Viking range with infra red heating lights

Area E contains a high gloss blue kitchen with glass in the base unit doors. Features include:

- Units on legs off the ground
- Lighting underneath the wall presses
- Aesthetically appealing granite.

The customer is then taken to area F, past the bedroom display. Area F Features:

- A warming drawer, steam oven, coffee maker, single oven and microwave, all in one elevation
- Kuppersbusch built-in ceramic hob with wok cavity on the opposite elevation
- Built in bin system
- Soap dispenser
- Filter tap and mounted sink
- Cupboards with internal fittings designed for apartment living.

At this stage, the customer is taken to Area G where they are offered a choice of coffee or refreshment. Area F can be shown at the start of the tour or at the end. It is a country style kitchen with a wooden counter top, corner unit, under mounted ceramic sink and a country style dresser. From here, retail customers can be given a quick tour of the warehouse if necessary.

#### Contract Customer walkthrough

As with our retail customers, we aim to give our contract customers a flavour of everything McNally does, as they may have future projects with retail customers or for themselves.

The contract customer's walkthrough is depicted in the attached image. Firstly, they are taken through the Retail showroom past Leolux furniture and ALNO kitchens to the contract area at the back. There are 5 Impuls kitchen, including sample doors on display here, laid out in a typical apartment or contract house design. Sample doors are on display also.

We suggest all contract customers take a tour of our warehouse facilities, which have individual bays with cages designated to each project, ensuring efficient and accurate deliveries to site. Here we can discuss our operational capacity, storage systems, workshops, Emergency Response Unit area and spare parts stores.

#### **What innovative ideas have you come up with for your showroom?**

- The children's area with slides and DVD players has been a great success and is very well used.
- The inclusion of bedroom, dining room and living room furniture gives our customer the complete package, from which to choose.
- Our POS displays are unique to our showrooms and have been designed with images from the

showrooms themselves and quotations from customers.

- Large banners at the entrance immediately give the customer the impression of style and enforce the McNally brand, synonymous with quality and service.
- Secluded seating areas, complete with TVs for presentations, are unique to our showrooms in the Irish market. Presentations can be given anywhere in the showroom through a wireless network.
- The location of the showroom, warehousing and administration headquarters ensures that customers have easy access to all aspects of the business.
- Sound systems are currently being designed.
- Many different lighting systems.
- High-end granite flooring throughout.
- Reception and sales areas.
- Warehouse tours for certain customer types.



