

# KBB REVIEW INDUSTRY AWARDS 2009



**CATEGORIES:** MASTER RETAILER AWARD FOR KITCHENS

**WINNER:** DIANE BERRY KITCHENS, MANCHESTER

## **How would you describe your business to the judges?**

My business is small and well balanced; we supply quality products to the middle to top end of the market. Our aim is to always care, in an industry that has been seen as a salespersons game, we prove that there is an alternative approach, using top class designers whose first thought is what is the right way to design this for that family and secondly how can I get the order. We know we are rare and that's why we are successful.

The doors opened late in 2003 with me, one other designer and a joiner. We hired a van and we all multi tasked from unloading wagons through to accounting. Now we own our own vehicles, have three designers, a CAD operator, two installers and young kitchen fitter apprentice. We install on average 46 kitchens a year and although the bulk of our work is in the North West we have supplied kitchens to Jersey, Belgium, Spain, Scotland and this year will be installing one in France! We are certainly not an international company nor do we aspire to be one but this reflects the quality of our design work and service.

## **What specific evidence can you give that your business is successful?**

The simplest way to judge our success must be with numbers which are as follows:

2003 Turnover £ XXXXXX

2004 Turnover £ XXXXXX

2005 Turnover £ XXXXXX

2006 Turnover £ XXXXXX

2007 Turnover £ XXXXXX

The average Gross profit for the above period is XX%

The average Net profit for the above period is XX%

2008 approximate Turnover £XXXXXX accounts not yet complete

However I would judge myself based upon how happy my team are and how many clients

send their friends and family to us. I have a great team albeit small; close enough to each other to care and professional enough to know that clients come first.

Each designer keeps records of their surveys, noting how quickly they get back to each client and when they make a sale. We spend time each week comparing notes to see if there are any ideas we have to win the work and study the companies we lose to.

### **What strategy do you have for the future?**

We believe that to stay ahead in our game is to never take your eyes off the ball but to concentrate on what we are really good at. We know our strengths and we constantly build on them. We have without question the best designers and installers in the area but we are people that truly care and feel that all our clients know, our motto is to treat people and their homes as we would like to be treated ourselves.

We are not going to grow and grow as we want quality and service never to suffer. This coming year will be a challenge and we are looking forward to fighting hard to keep our business working without compromise. Our advertising has been increased for 2009 and work closely with a great PR company to promote ourselves as much as possible.

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

Our showroom is only 1000 square feet which for the level of business we do is small, we make visiting our showroom feel like a trip into the Tardis. People come out having learnt so much in a very relaxed environment. Our displays are a reflection of us, careful attention to detail and designs that fit into people homes. As you enter the studio you are greeted with a smile, an offer of a drink and asked if you would like to be left alone to wonder around or if you would like a guided tour? As we all know 95% of people like to be left alone for a while to start to relax and prepare themselves to ask questions. After they have had a walk around and enjoyed a welcoming drink we ask them if they have any questions for us. Now is when the experience of years pays off, it is very easy to read clients by their first few questions, carefully observing their body language to make sure they are starting to feel comfortable. We find ourselves fitting the people with the designer never taking every client ourselves.

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

The journey through the store is very simple due to its size. From each display you can see another so it is very natural to travel into every area; we have even kept the offices open to the showroom to show we have no secrets. They see the hive of activity and feel one day they will be our clients having the whole team take care of them. We make a point of taking the clients back through the showroom pointing out things that they may have missed and interacting with them, demonstrating how certain appliances work like induction hobs,

boiling hot water tap, coffee machine or steam ovens. We talk through our range of doors and worktops explaining their good points, constantly mentioning that as designers we will be recommending materials and products that will suit their needs. Each client leaves knowing more about kitchens and feeling comfortable that they can come back and get any question answered.

### **What innovative ideas have you come up with that set you apart?**

- Unique advertising style (always using actual installations)
- Albums filled with client letters of recommendation & photo's of installations
- Cookery demonstrations to get clients enjoying their kitchens
- A toy cupboard to entertain the children and a bowl of toffees to reward them
- Digital picture frame running projects from beginning to completion
- Double door entrance for wheelchair or pushchair access
- Disabled toilet with a baby changing facility
- Displays are all functional so clients can see the equipment working
- Area's of under floor heating for clients to feel the difference
- Interiors of units are filled to show how our storage systems work
- Dividing walls don't go to the ceiling to create a feeling of space
- Concealed lighting enhancing space
- Ample parking on site parking
- Our own garden with benches - good for bored children and smokers.
- Our website shows various installations & designers details

We stand out from our competitors because of the high standard of design we offer. We are not frightened to take on alterations, moving windows and doors regularly. Our advertising captures people's attention as every month it changes always featuring a recent installation. People come in telling us how they loved various clients' kitchens and that they buy the magazine to see what we did for the next client. Our advertising is like a story book about us, we even have clients say 'when it's done will you feature us?'

