

**LOOK
INSIDE!**

Take a look at the
first few pages of
the full report.



Supplier Services Survey

Conducted by the
Research Institute for Cooking & Kitchen Intelligence
and
Kitchen & Bath Design News

May 2013

RICKI: Helping kitchen-related businesses make smarter decisions and better products by delivering actionable insights and identifying trends through dedicated kitchen research.

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Background & Objectives

- The purpose of this study, undertaken jointly by the Research Institute for Cooking & Kitchen Intelligence and *Kitchen & Bath Design News*, is to identify key needs of designers and dealers to help kitchen and bath product manufacturers better serve this market.

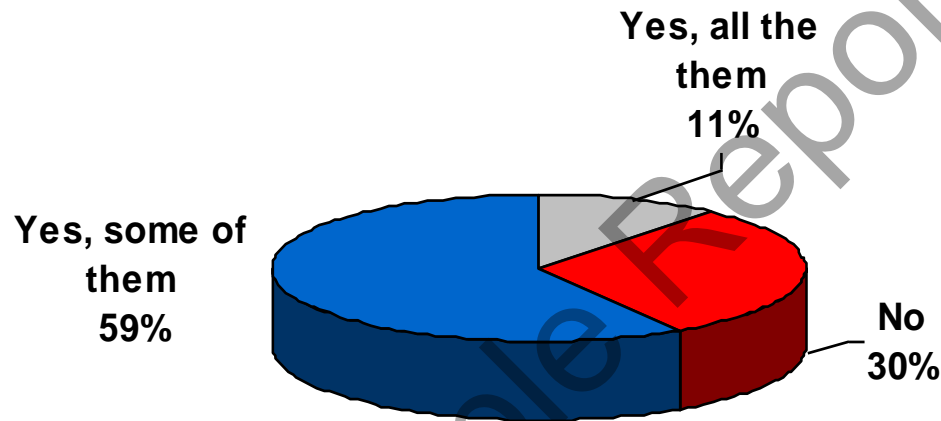
- Specific objectives of the study are to:
 - Determine importance of specific characteristics for suppliers
 - Evaluate supplier services overall as well as specific characteristics of the services provided
 - Explore interaction of manufacturer's sales reps with designers and dealers
 - Reveal reasons for making changes or replacing product lines
 - Determine current and future use of online marketing tools
 - Explore interest in online marketing support from manufacturers

Methodology

- The study was conducted online among 245 kitchen and bath designers and dealers from March 12 to April 1, 2013.
- A list of dealers, designers and kitchen/bath remodelers was supplied by *Kitchen & Bath Design News*.
 - The email invitation to participate in the survey was sent out by *KBDN*. The communication explained that the survey was being conducted by RICKI and *KBDN*.
 - An Executive Summary from a recent RICKI study was offered as an incentive to those who completed the survey as well as a drawing for four \$50 cash awards.
 - The survey took approximately 10 minutes to complete.
- Some of the data in this study will be compared to a similar study conducted in 2010 (*Specifier Needs Study*). When data is comparable (i.e., question wording is exactly the same and the base of respondents is the same) and differences are meaningful, data are compared to the 2010 findings.
- Statistically significant differences for the 2013 respondents by type of business are shown at the 90% confidence level.

Seven in Ten Say They See Sales Reps Enough

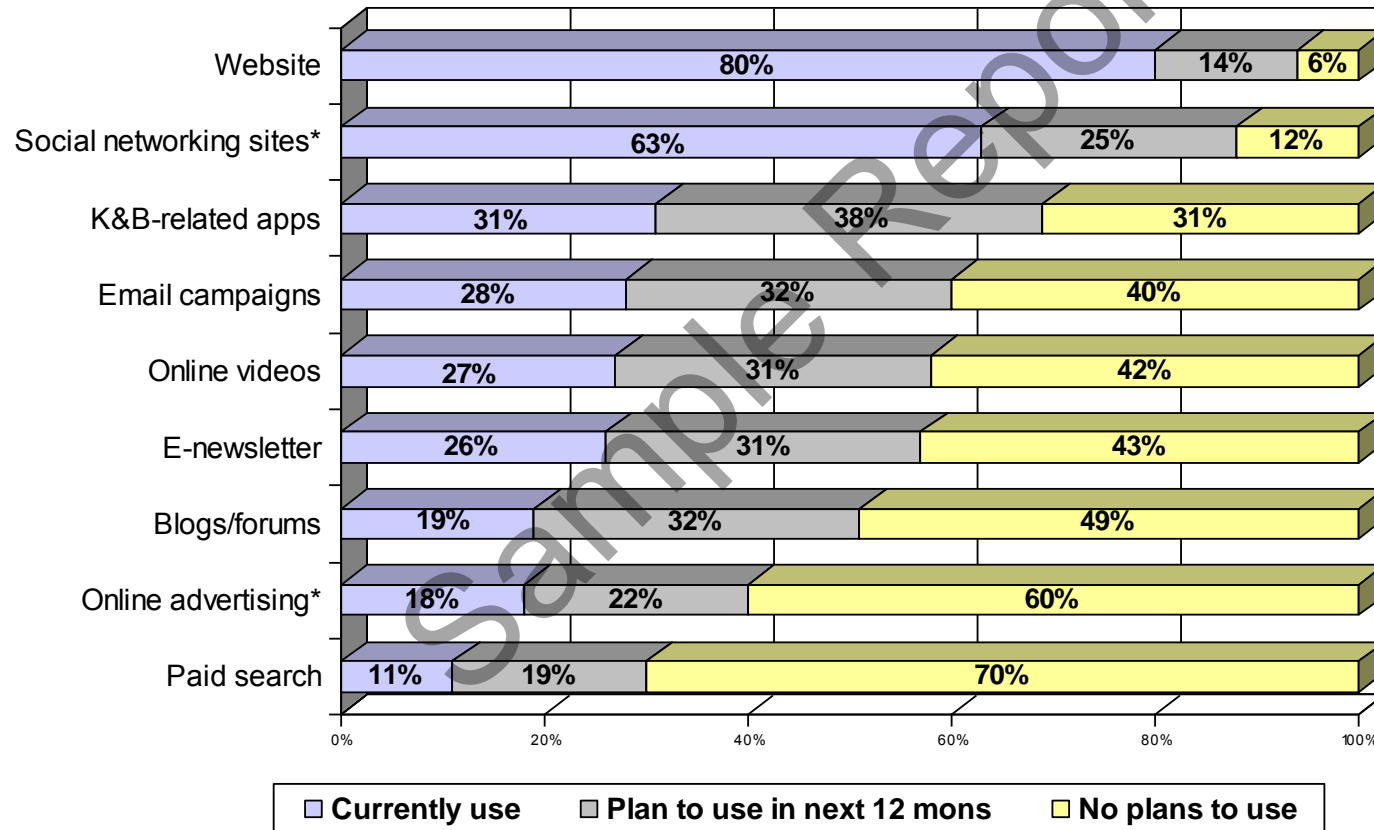
Do you feel that you see manufacturers' in-house or independent sales reps enough?



- When asked if they see sales reps often enough, one in ten designers and dealers say they see all of their reps frequently enough, while three in five say they see some of their supplier sales reps enough.
- Three in ten designers and dealers feel that they don't see their sales reps often enough.

Majority Use Websites & Social Media to Market their Business Today

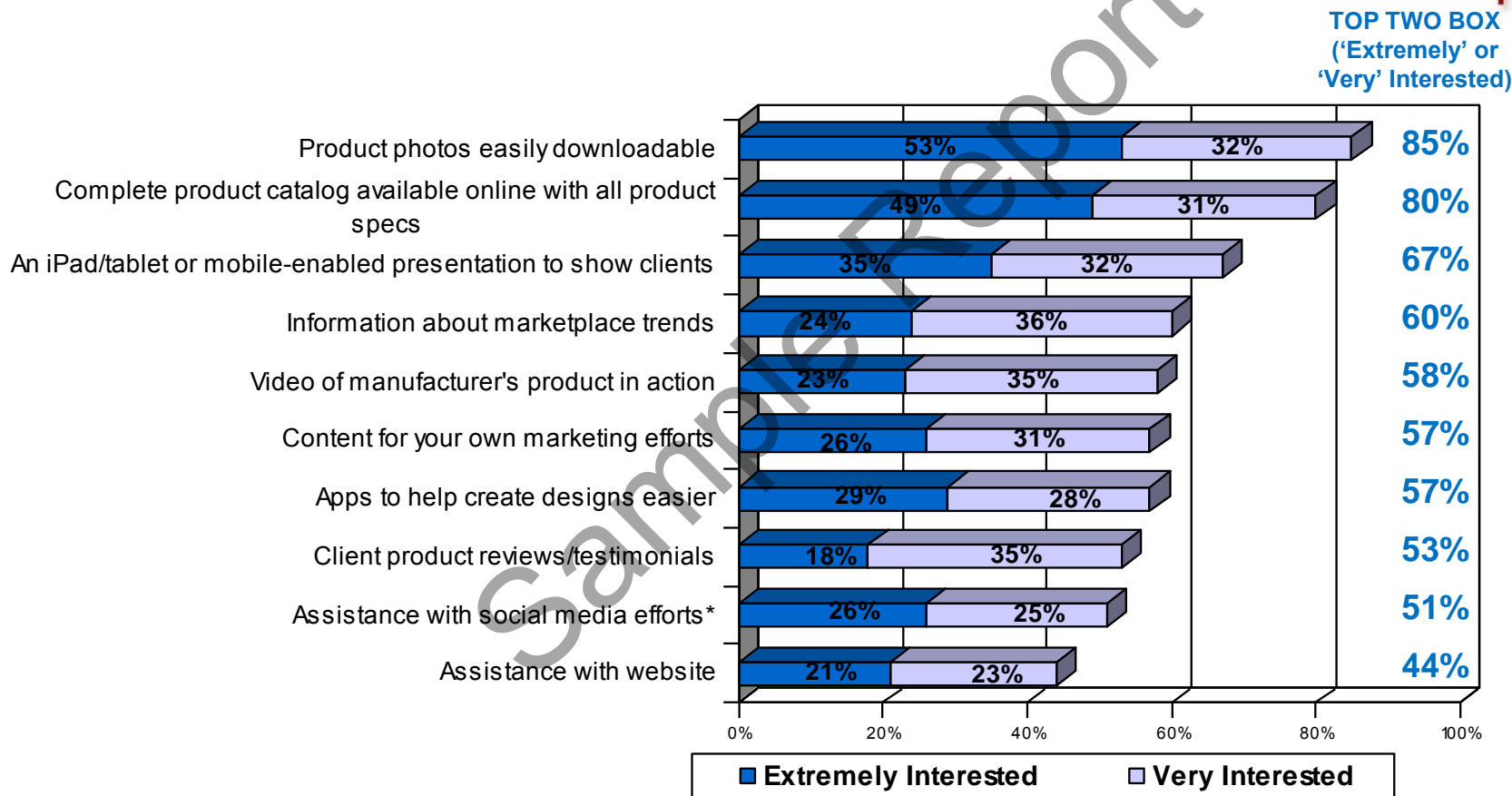
Which of the following online marketing tools do you currently use, or have plans to use, to market your business in the coming 12 months?



*Social networking sites included examples "such as Facebook, LinkedIn, Twitter, Pinterest, Houzz, etc".
Online advertising included an example "such as banner ads".

High Level of Interest in Downloadable Product Photos, Complete Online Catalog

How interested would you be in the following types of online marketing support from a manufacturer?



*Social media efforts included examples "such as Facebook, LinkedIn, Twitter, Pinterest, Houzz, and others".

About RICKI



- America's leading authority for kitchen research and trends.
- The research conducted by RICKI goes beyond traditional research methodologies to help companies gain a better understanding of the mindset of today's consumers by delving deeper into motivations and emotional drivers to pinpoint trends that will impact companies into the future.
- RICKI was founded by a group of professional market researchers. The Executive Director of RICKI spent 18 years in the home improvement industry and was a former president and board member of one of the leading associations for the overall home improvement sector, the Home Improvement Research Institute (HIRI).

To find out more about this study or RICKI, visit:

www.kitchentrends.org

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