

**LOOK
INSIDE!**

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

Growing Design Business in 2011



*Helping kitchen-related businesses make smarter decisions
and better products by delivering actionable insights*

Research Institute for Cooking & Kitchen Intelligence

2108 South Boulevard
Suite 201
Charlotte, NC 28203

www.kitchenintelligence.org

Overview

Research Shorts are mini-studies conducted by RICKI, the Research Institute for Cooking & Kitchen Intelligence. Some *Research Shorts* are developed around two to four questions posed to RICKI's exclusive panel of professional kitchen designers. Other *Shorts* are designed to glean new insights by mining data from our vast library of market research studies.

For this *Research Short*, professional kitchen designers were asked a short series of questions about how their business has been trending and what things they plan to do in 2011 to help grow their business. The survey took place online from November 30 through December 10, 2010.

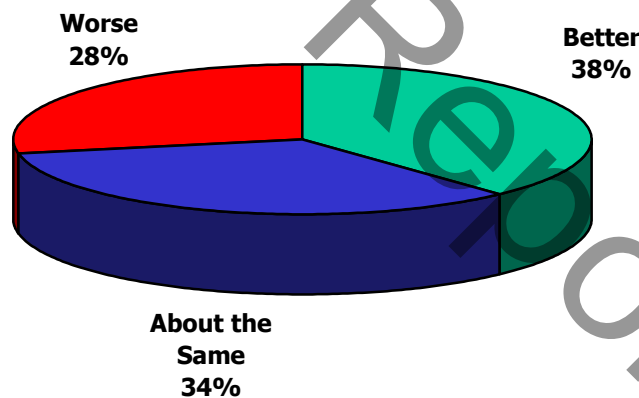
Eighty-five designers from across the country participated in the survey.

Designers Take on Business in Late 2010

Question: "Thinking of your kitchen design business over the past few months, how is your business trending? Is it getting better, worse or staying the same?"

Designers are largely positive in their assessment of business in the past few months versus earlier in the year. Nearly four in ten of the designers participating in the survey say their business has improved, while another three in ten feel business has been about the same. Around a quarter of the designers feel that their business was worse in the later part of 2010.

Kitchen Design Business Trending
Last Few Months of 2010



Those designers who have experienced a boost in business lately indicate they completed more high-end kitchen design projects in the past year (those costing \$50,000 or more), while those designers who have not seen better business recently are more likely to take on more moderately priced kitchen design projects (those costing between \$20,000 and \$50,000). Designers who say that they have seen no change in their business in recent months seem to be at the two ends of the spectrum.

Detailed Verbatim Comments

Q.: What things are you doing now or plan to do in the coming year to help grow your business?

NOTE: Designers' verbatim comments below are exactly as they entered them with only minor edits.

Modernizing our website, utilizing social networking.

Participate in local kitchen walk, photograph completed work, re-design website, start/maintain a kitchen design blog linked through our website, maintain contact with field editors for national publications to secure features in magazines and books.

Improve my website and send out a newsletter.

Update website, advertise on internet and/or print, reach out to former clients for word of mouth.

Stay in contact with past clients, builders and architects with whom I have worked in the past. This is where my business is coming from.

Improve my website, attend more local community meetings to network with other professionals...both in my field and others who can afford my services.

More events...open houses...wine and appetizer parties...networking...

My business is brand new so I'm working to build an online presence, re-establishing contact with former clients, and working with local publishers and editors to write articles and publish photos of finished projects.

Website, have work/photos in local magazine and join local builders associations.

Updating website with new graphics and improve SEO, focusing more on "free" advertising via public relations and social networking.

Stronger website, downsize from 8,000 sq. ft. (roughly) and offer lower-priced products.

Starting website, contacting old clients, possible relocation.

Develop web site, Facebook, Twitter.

Improving my web and Facebook status.

Finally, a web site! Venture beyond just kitchen & bath design.

We hired a business coach to help us define our competitive strengths. Our 2011 marketing plan is going to focus on past client contacts through newsletters 3 times per year, client appreciation parties for newly completed projects so the homeowners can show off their project to their family, friends and neighbors, use door hangers at the start every job to neighbors within 1 block of the job. Participate in local Remodeler's Showcase 2 times each year. Phone call past customers to see if they have an upcoming project or friends needing work done. Enter projects in local, regional, and national design competitions. Follow up successes with press releases. Partner with other vendors to generate leads. Try at least two speaking opportunities with the public. We are also redoing our web site and hired a group that does search engine optimization. Only as directed by our SEO group: extremely limited YouTube, Facebook, and blogging. Finally continue to spend most of our marketing budget on taking the extra time to make sure our projects are as perfect as possible and do something unexpected that will keep them talking about us. What we will not do is TV, radio, newspaper or magazine advertising, tweeting or LinkedIn, flyers or postcards, yellow pages or internet ad clicks, or community directory advertising.

Ask for referrals from existing clients and talk about what I do to everyone I meet. I have a website and Facebook but so does everyone else!

Working my referral base, conducting customer seminars in our showroom, tapping into new markets, ongoing sales training.

This report is for the private internal use of members of the
Research Institute for Cooking & Kitchen Intelligence.
Unauthorized use or reproduction of all or any part is prohibited.

Copyright 2011. Research Institute for Cooking & Kitchen Intelligence

All rights reserved. No part of this work may be reproduced or transmitted in any form or by any means,
electronic or mechanical, including photocopying, recording, or by any information storage and/or retrieval
system, without permission in writing from the publisher.

Sample Report