



**Kitchen Furniture Market  
*Research & Analysis UK 2010***

***Report Sample***

**Domestic Kitchen Furniture Market Size & Review 2004-2010; SWOT & PEST Analysis, Product Mix 2004-2014; Channel Mix 2004-2014; Manufacturers Profiles, Retailers' Profiles & Key Financials; Market Forecasts to 2014**

**February 2010**

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Whilst we endeavour to attain high levels of accuracy, it should be borne in mind that the rankings and other information provided within this report contain an element of estimation, should be regarded as such and treated with a degree of caution.

#### **Estimates Provided**

In order to enable benchmarking, competitor analysis and facilitate further market research, MTW have provided estimates for turnover, profit before tax and number of employees for small, medium sized and other companies who are not obliged to submit this information to Companies House. As such, in the interests of clarity, all data relating to turnover, profit and number of employees provided in this report should be regarded as independent estimates by MTW. Whilst we endeavour to attain high levels of accuracy with these estimates, they may not reflect the actual figures of a company and should therefore be treated with caution.

# 1. Introduction to *Research & Analysis* Reports

## 1.1 Key Features & Benefits of this *Research & Analysis* Report

MTW's "*Research & Analysis*" market reports provide an independent, comprehensive review of recent, current and future market size and trends in an easy to reference format. Each report provides vital market intelligence in terms of size, product mix, distribution channel mix, SWOT, key trends and influences, supply and distribution channel trends. In addition, rankings by turnover, profit and other key financials for the market leaders are provided as well as a 1 page profile for each key player in the market. Contact, telemarketing & mailing details are also provided for each company to enable the reader to quickly develop sales leads.

Based on company sales returns which provide higher confidence levels and researched by market research professionals with experience in the industry, MTW's *Research and Analysis* reports are used as a foundation for coherent strategic decision making based on sound market intelligence and for developing effective marketing plans. MTW reports can also used as an operational sales and marketing tool by identifying market leaders, enabling the reader to quickly grow sales to new clients and focus marketing budgets.

This report includes:-

- **Market Size, PEST, SWOT & Trends – Historical, Current & Future**

Based on sales data from a representative proportion of the industry, this report provides market size by value over a ten-year period. As they are based on quantitative data as well as qualitative input from the industry, our reports are more accurate than other qualitative based reports and offer better value for money. By combining the best of both quantitative and qualitative input, we offer our clients greater confidence in our market forecasts as well as discussing key market trends and influences from a qualitative perspective.

- **Product Mix – Current & Future**

This report identifies the key product sectors in the market and provides historical, current and forecast market share estimates for each, alongside qualitative discussion on key trends for each segment of the industry. With input for this report being both qualitative and quantitative we are able to offer an effective insight into the core components of the market, as well as forecasting future market shares.

- **Distribution Channel Mix – Current & Future**

The report identifies the key distribution channels that drive demand for this market and provide a current, historical & future market share estimate for each. This enables the reader to identify the key driving forces behind current market demand and adapt business tactics accordingly. With forecasts of market share by key channels also provided, the reader is able to undertake strategic decisions with greater confidence as well as basing marketing strategies on solid market intelligence.

- **Market Leaders Ranking**

This report identifies the key players in the market and ranks them by a number of criteria, including turnover and profitability. This enables the reader to identify the most relevant potential key customers in a market, understand their current position in the market and quickly identify new targets. Also, MTW provide a turnover estimate for every company included in the report, enabling the reader to develop market share estimates.

- **Company Profiles & Sales Leads**

This report includes a 1 page profile for each company including full contact details for developing fast sales leads; 4 years of the most recent key financial indicators; and MTW's '*at a glance*' chart, enabling the reader to quickly gauge the current financial health of a company.

- **Relevant Companies, Saving You Time**

MTW Research have been researching and writing market reports in these sectors since 1999 and as such we are able to develop a company listing which is more relevant to the market, rather than automatically selecting companies to be included by industry code. Our reports represent excellent value for money and don't bombard you with irrelevant financial data; they are designed to enable you to engage in fast and effective market analysis. We focus on providing what's important in an easy to reference and use format.

## 2. UK KITCHEN FURNITURE MARKET

### 2.1 EXECUTIVE SUMMARY & MARKET OVERVIEW

The UK Kitchen Furniture Market comprises of a wide range of products suitable for a variety of applications within a domestic kitchen environment. Specifically, this report reviews the UK domestic kitchen furniture market between 2004 and 2010 with forecasts to 2013 for:-

- **Fitted Kitchen Furniture** – rigid & flat pack, all materials
- **Freestanding Kitchen Furniture** - rigid & flat pack, all materials
- **Sinks & Integral Drainers** – stainless steel, ceramic, composite
- **Worktops** – laminate, solid surface (natural & composite)
- **Dining Tables** – wooden, metal, stone & other materials
- **Bar Tables & Bar Stools** – used in domestic kitchens, diners etc.

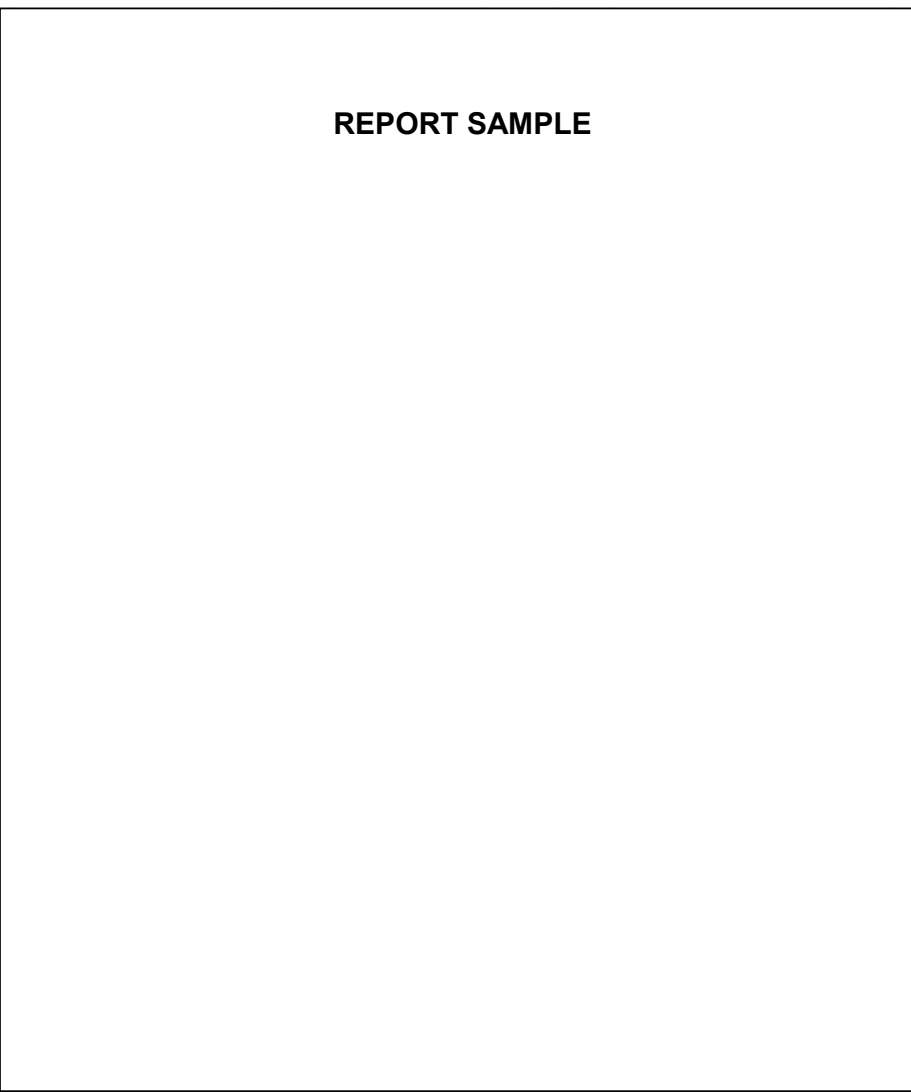
The UK kitchen furniture market in 2010, with the economy entering a recession, conditions

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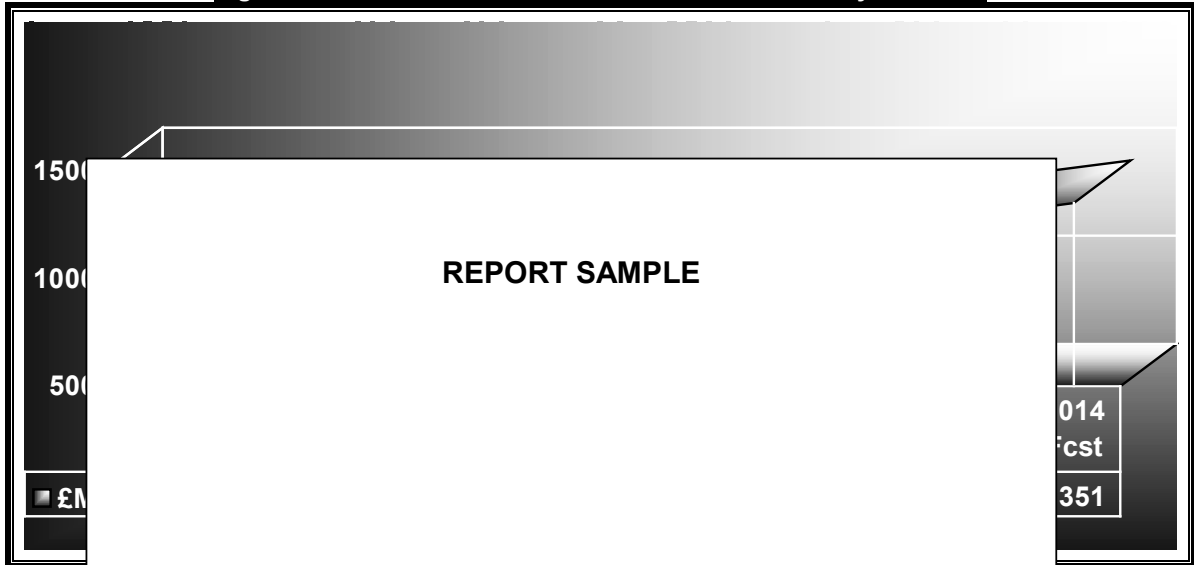
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## 2.2 KITCHEN FURNITURE MARKET SIZE & TRENDS 2004-2013

### 2.2.1 Kitchen Furniture Market Size 2004-2013 – Current Prices

The UK Kitchen Furniture market encompasses a wide range of products and is estimated to be worth just over £xx.x billion in 2010 as illustrated in the following chart:-

Figure 1: Kitchen Furniture Market – UK 2004 – 2013 By Value £m



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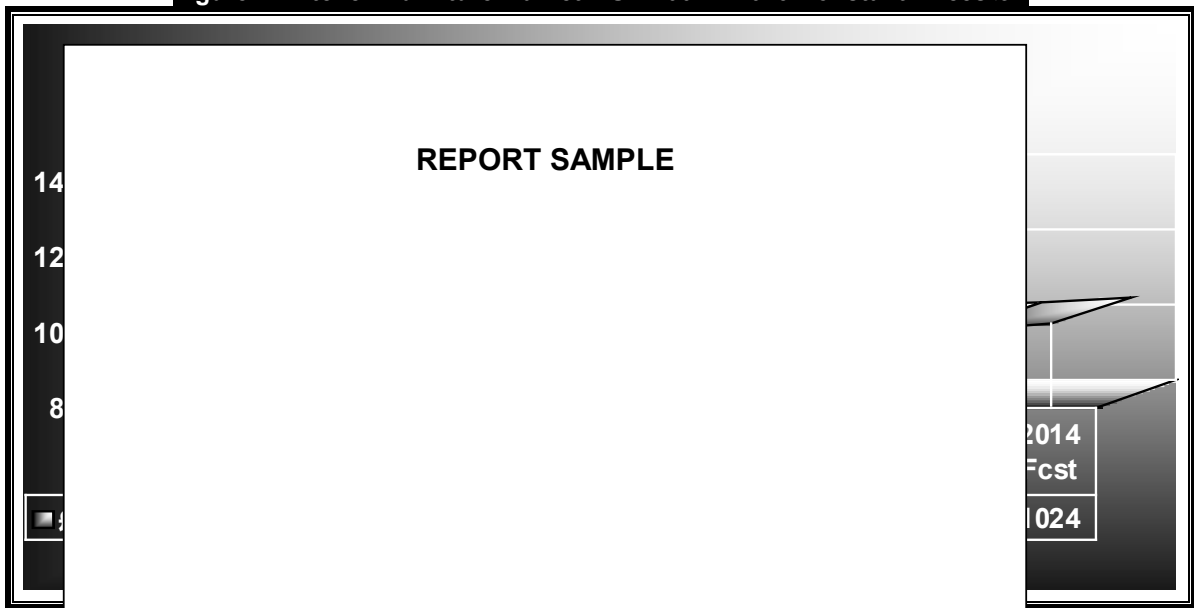
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**2.2.2 Kitchen Furniture Market Size 2004-2013 – Constant Prices**

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**Figure 2: Kitchen Furniture Market – UK 2004 – 2013 Constant Prices £M**



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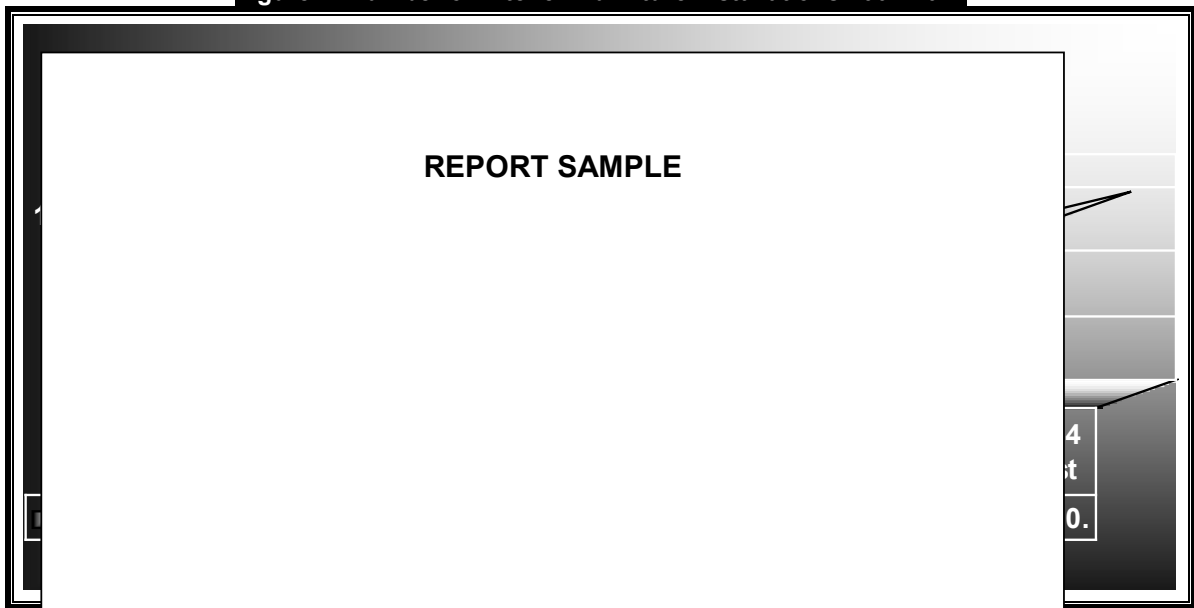
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**Figure 2: Number of Kitchen Furniture Installations 2004-2014**



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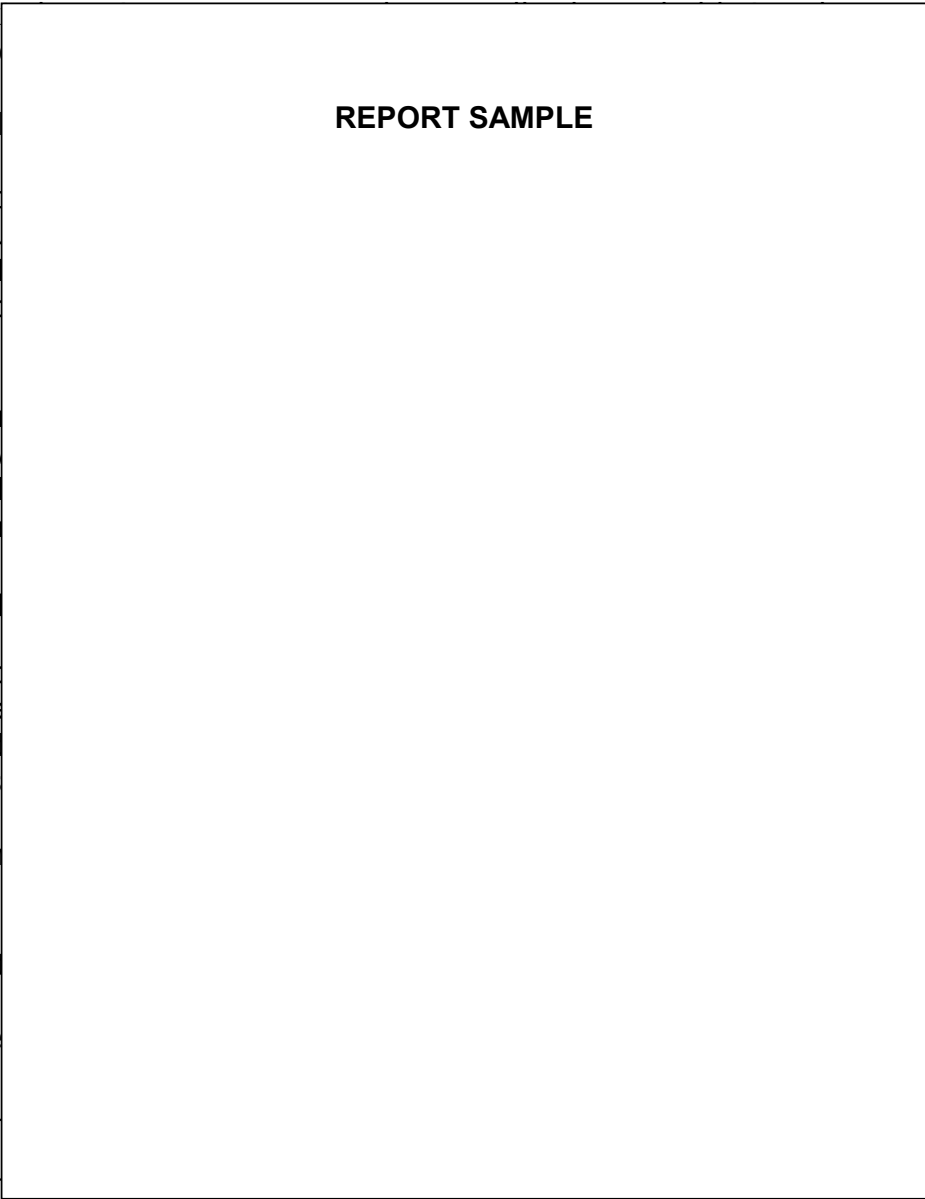
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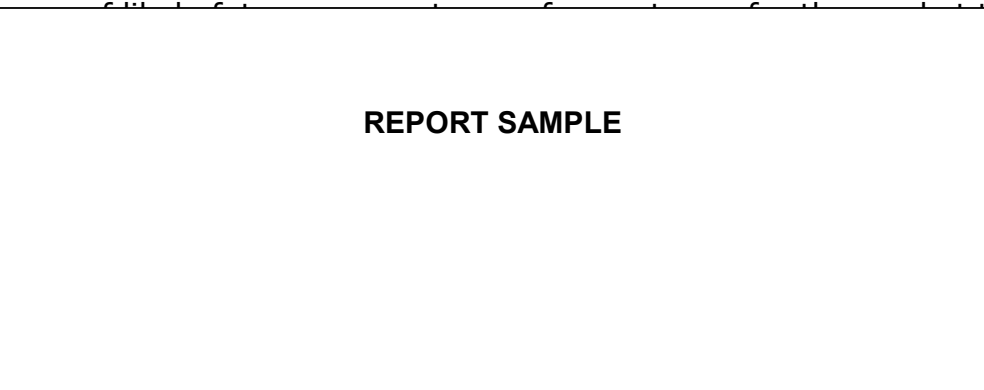
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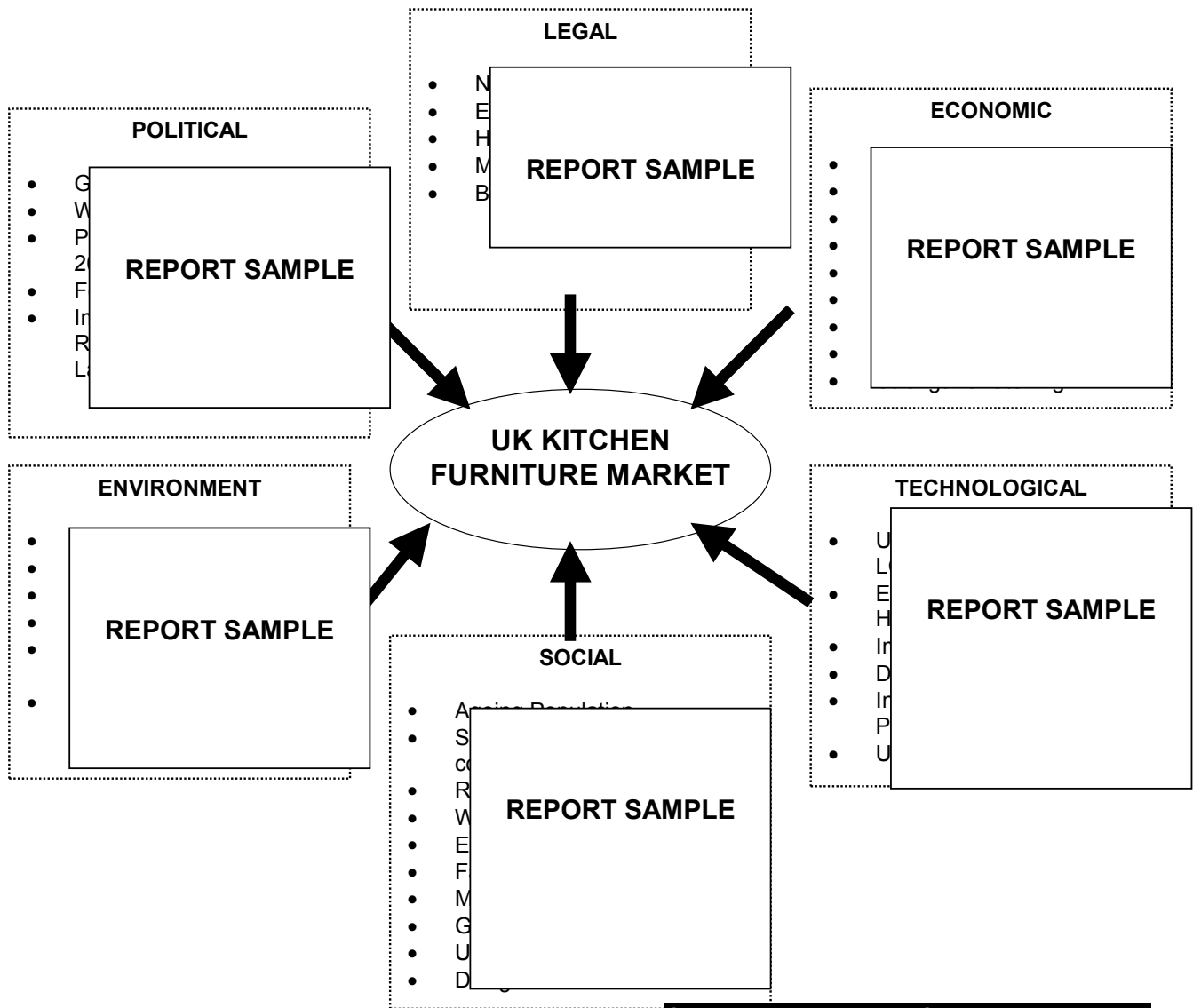
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## 2.3 KEY MARKET TRENDS IN THE KITCHEN FURNITURE MARKET

### 2.3.1 PEST Analysis – Illustration of Key Market Forces

There are a large number of macro market issues and trends which directly or indirectly influence the UK Kitchen Furniture market. These issues typically relate to political, legal, economic, environmental, social and technological factors. The following diagram provides a brief overview of some of these key issues which are currently impacting the market at present and those which may stimulate or dampen market growth in the future:-

**Figure 3: PEST Analysis for UK Kitchen Furniture Market in 2010**



**Source: MTW Research Strategic Review 2010**

Whilst the above diagram is by no means exhaustive, it provides an illustration of some of the key issues impacting the market at present and in the future.

### 2.3.2 Political & Legal Influences & Trends

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**2.4 SWOT ANALYSIS – Strengths, Weaknesses, Opportunities, Threats**

Following a strategic review of the kitchen furniture market, the following table identifies some of the key strengths & weaknesses evident in the market at present:-

**Figure 8: Key Strengths & Weaknesses in the Kitchen Furniture Market 2010-2013**

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>• Inherent retailer</li> <li>• Highly produc</li> <li>• Focus continu</li> <li>• Well de manufa</li> <li>• UK ma sector</li> <li>• Well es able to</li> <li>• High m sector &amp; expe</li> <li>• Efficient system retailer add va</li> <li>• Wide r compre</li> <li>• Sophis comme</li> <li>• Most c models change</li> <li>• UK ma catego defined</li> </ul>	<p style="text-align: center;"><b>REPORT SAMPLE</b></p> <p>ed with</p> <p>e.</p> <p>etc.</p> <p>s results suppliers</p> <p>stry of 'staff</p> <p>y some s.</p> <p>etail or market</p> <p>during entiated</p> <p>ustry uct</p> <p>ases'</p> <p>in the</p> <p>back uses and mfrs</p> <p>ls and within RM and</p>

**Source: MTW Research Strategic Review 2010**

Key opportunities and threats evident in the market at present include:-

**Figure 9: Key Opportunites & Threats in the Kitchen Furniture Market 2010-2013**

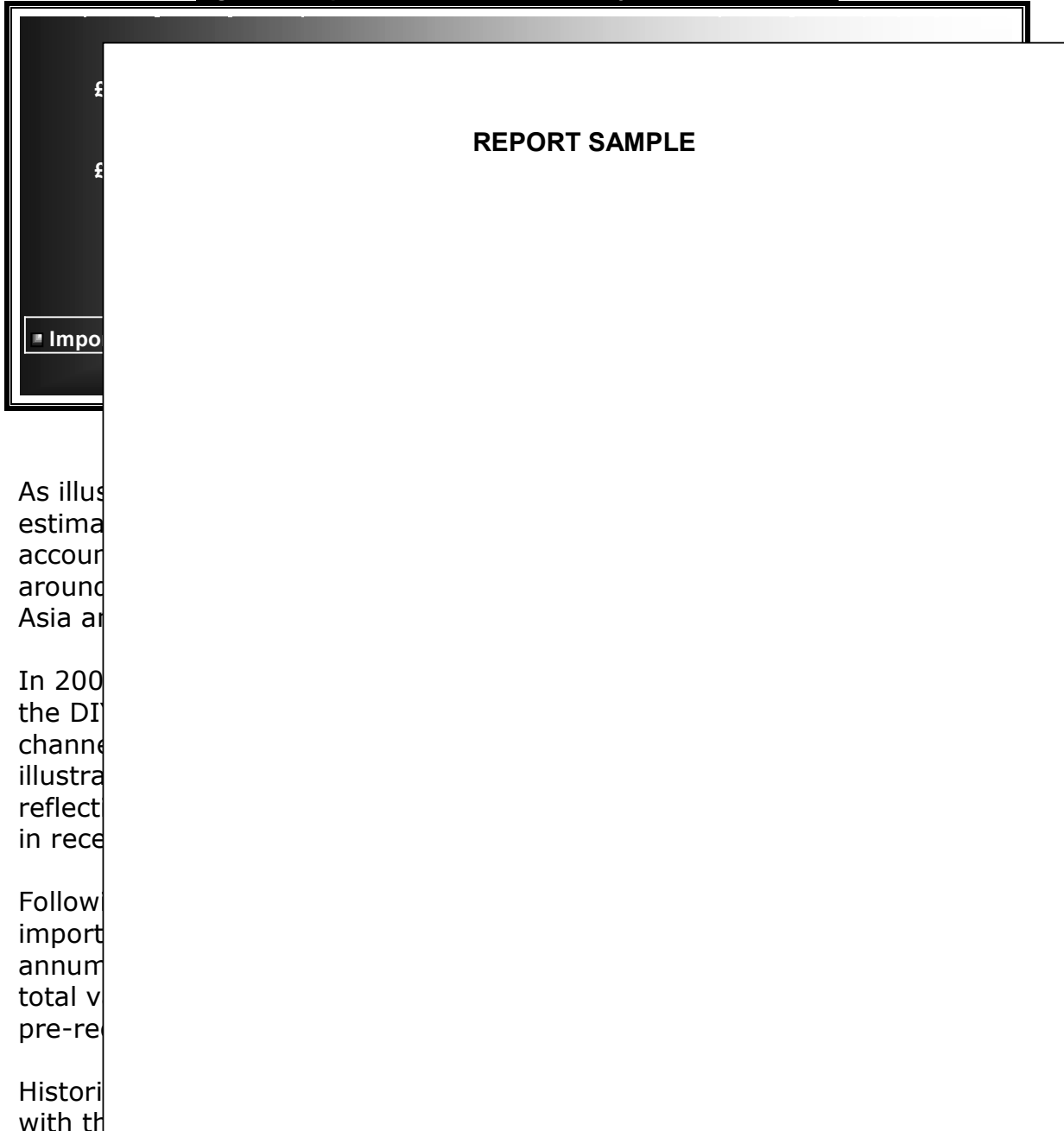
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>• Gro of d</li> <li>• Max inn</li> <li>• Cha stim</li> <li>• Dist tie in rela</li> <li>• Use hom</li> <li>• Gro</li> <li>• Use perc</li> <li>• Use pur</li> <li>• Rec in c</li> <li>• Gro LCD</li> <li>• Tec MP</li> <li>• Hou new</li> <li>• 'Tra pur</li> <li>• 'Per dur</li> <li>• Diff flex</li> <li>• Use sus trad</li> <li>• Use tech e-co</li> <li>• Risi bec</li> <li>• Risi incr</li> <li>• Ava of th</li> <li>• Use dec</li> </ul>	<p style="text-align: center; font-weight: bold; font-size: 1.2em;">REPORT SAMPLE</p> <p>value for rom East anies estment. of price hich impact ated highly tax. resent, lers with market. increase hilst ting in ct trending net, social</p>

## 2.5 IMPORTS & EXPORTS OF FURNITURE 2004-2013

The UK kitchen furniture market has been increasingly dominated by the level of lower cost imports in recent years, with this issue a key inhibitor of growth within the low-mid market sectors according to some sources.

The following chart illustrates the level of imports of wooden kitchen furniture since 2004 and forecasts to 2014 in value terms:-

Figure 10: Imports of Kitchen Furniture By Value 2004-2013 £M



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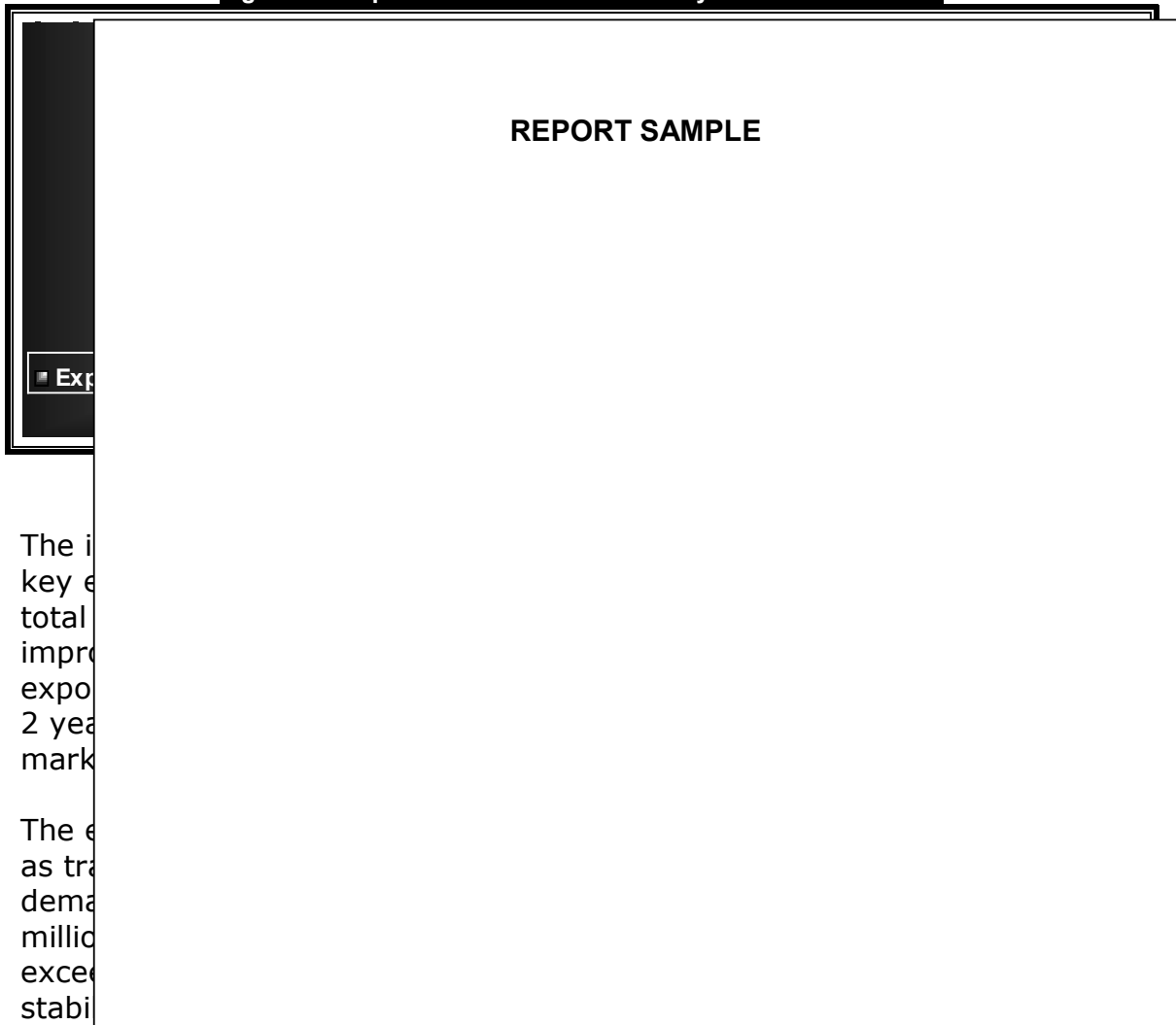
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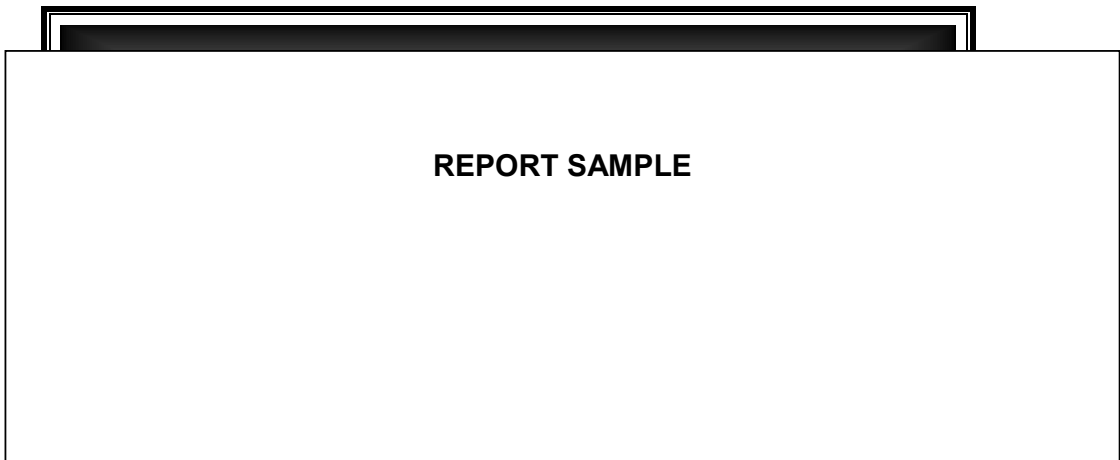
market. The following chart illustrates the level of exports of wooden kitchen furniture since 2004 and forecasts to 2014 in value terms:-

**Figure 11: Exports of Kitchen Furniture By Value 2004-2014 £M**



The following chart illustrates the share by key target countries for kitchen furniture exports in 2010:-

**Figure 12: Share by Key Export Region for Kitchen Furniture 2010**



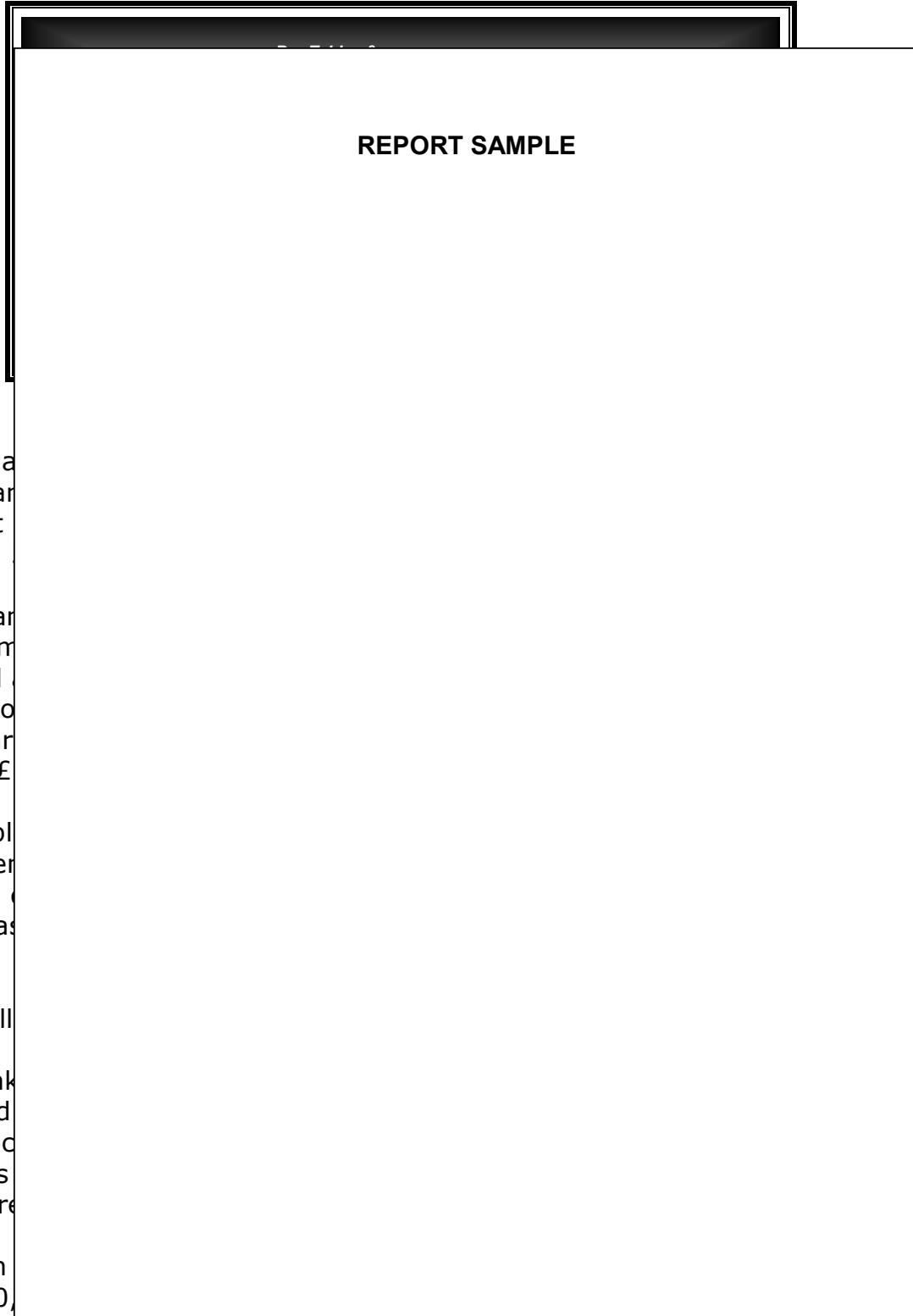
**Source: MTW Research / HM Customs**

### 3. PRODUCT TRENDS & SHARES

#### 3.1 Share by Key Product Sector – 2010, 2004 & 2013

The share accounted for by each of the key sectors within the UK kitchen furniture market in 2010 is illustrated in the following chart:-

**Figure 13: Share by Product in Kitchen Furniture Market 2010**



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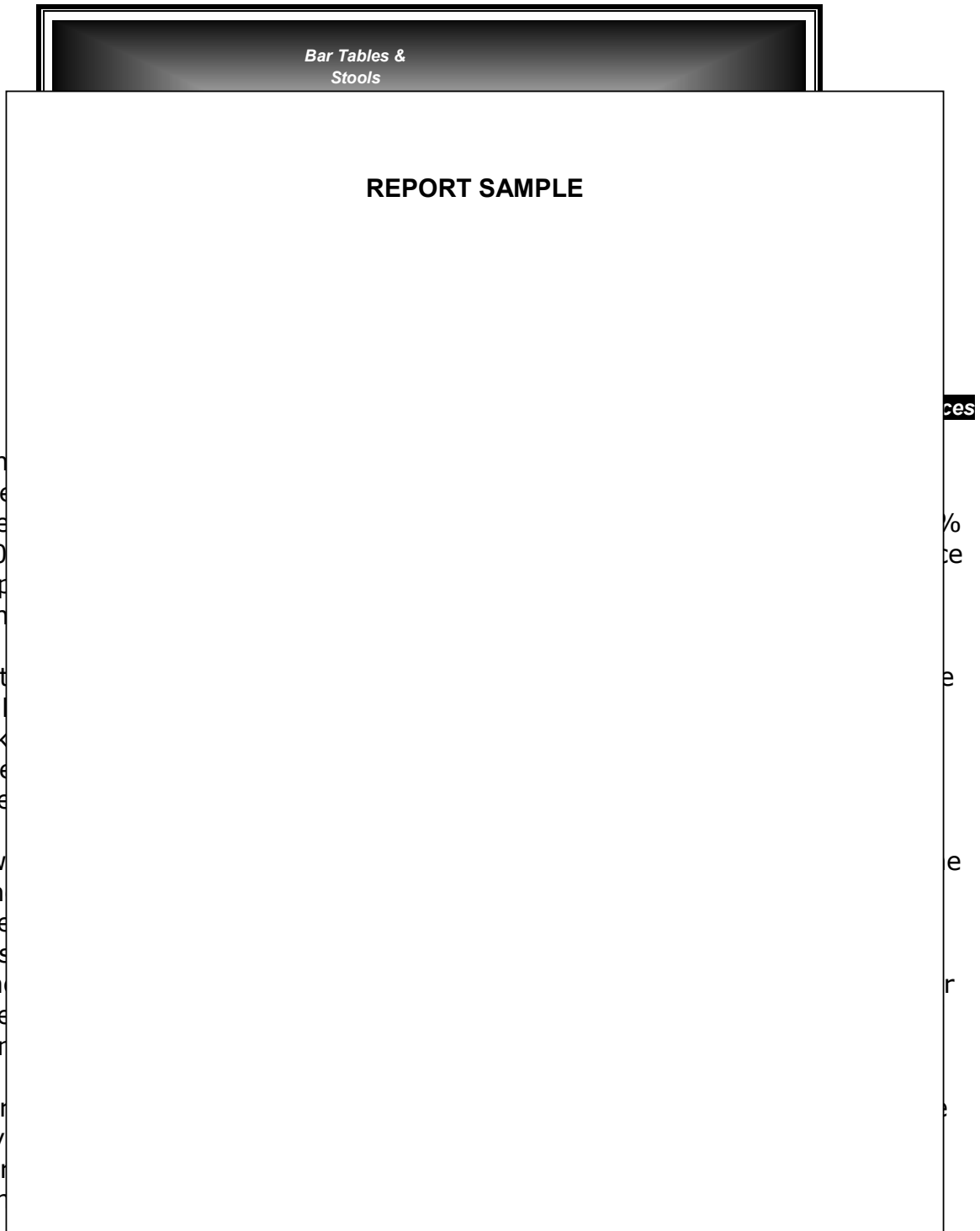
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To year end December 2010, total sales of kitchen tables in the UK are estimated to reach around £xx million at manufacturers selling prices.

In order to illustrate historical trends, the following chart illustrates the share by key product sector in 2004:-

**Figure 14: Share by Product in Kitchen Furniture Market 2004**



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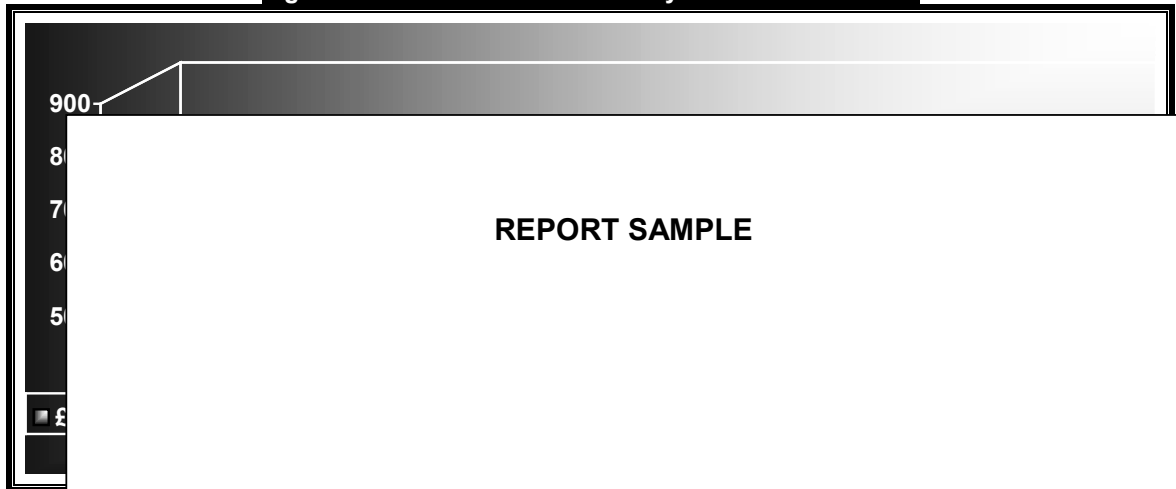
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The following chart illustrates the forecast share for each key product sector within the kitchen furniture market in 2013:-

### 3.2 Fitted Kitchen Furniture Market 2004-2014

The following chart illustrates the performance of the domestic fitted kitchen furniture market by value since 2004 and forecasts to 2013:-

Figure 16: Fitted Kitchen Market by Value 2004-2014 £M



As illustrated by architectural manufacturers

The local share has risen rapidly in economic downturns within purchasing

One key lighting trend in this home generation is light switches as a wall

There is a move towards global colour indicators and content

Sources towards and a more ergonomic

applications are rising in popularity, with this trend providing a useful tool for suppliers to add perceived value.

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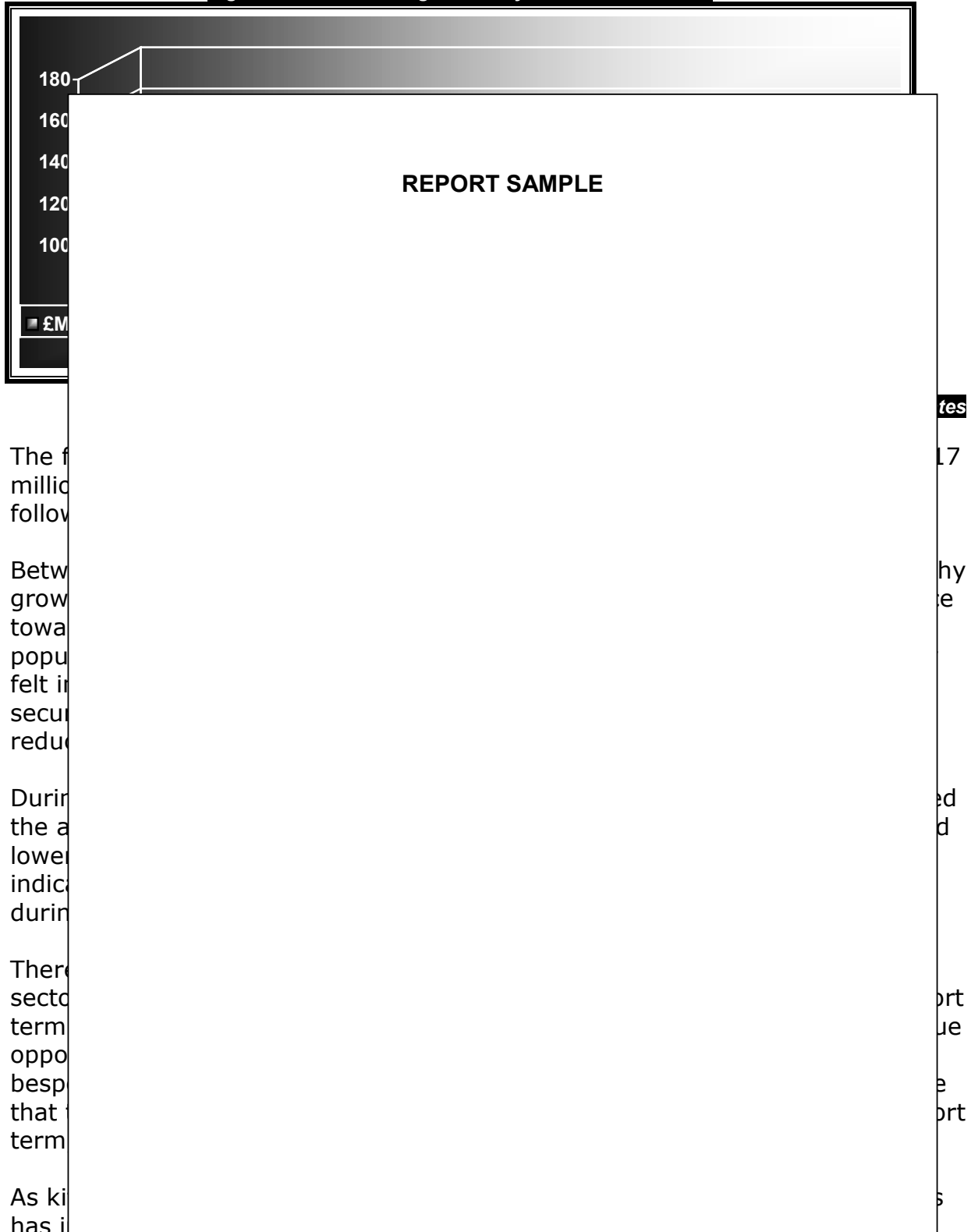
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### 3.3 Freestanding Kitchen Furniture Market 2004 – 2014

The following chart illustrates the performance of the domestic freestanding market by value since 2004 and forecasts to 2014:-

Figure 17: Freestanding Market by Value 2004-2014 £M



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## 4. KITCHEN FURNITURE MANUFACTURER PROFILES

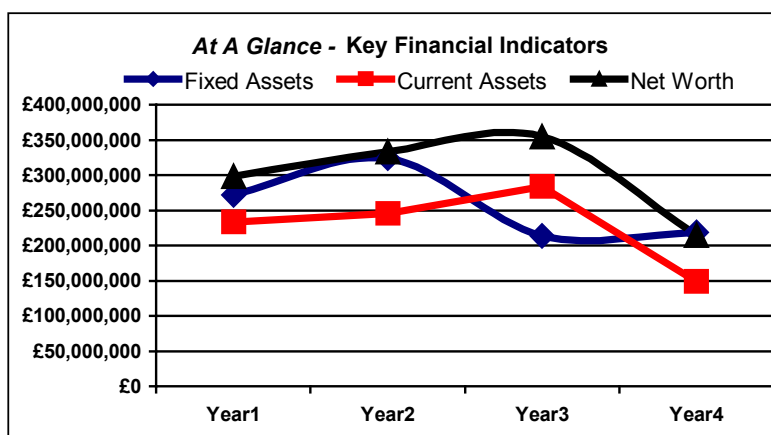
The following section identifies some of the key UK manufacturers & importers and provides a 1 page profile with key performance indicators for each. It should be noted that whilst we endeavour to include all the major players in the market, inclusion or otherwise in the following section does not necessarily indicate a company's relevance in the market.

### 4.1 Kitchen Furniture Manufacturers Profiles & KPIs

#### Sample Ltd - Company Overview & 'At a Glance'

Sample Address  
Sample Address  
WEST MIDLANDS  
B90 4LH  
Tel: Sample

Sample Ltd is a public limited with share capital company, incorporated on 05 July 1939. The company's main activities are recorded by Companies House as "A group engaged in the design, development, manufacture, sale and service of premium brand cookers, refrigerators and other kitchen and household products." In early 2010, the company has an estimated 2770 employees. To year end December 2009, Sample Ltd is estimated to have achieved a turnover of around £290 million. Pre-tax profit for the same period is estimated at around £15 million.



The following table briefly provides a top line overview on Sample Ltd Group:-

<b>Company Name</b>	Sample Ltd
<b>Brief Description of Activities</b>	A group engaged in the design, development, manufacture, sale and service of premium brand cookers, refrigerators and other kitchen and household products.
<b>Parent Company</b>	N/A
<b>Ultimate Holding Company</b>	N/A
<b>Estimated Number of Employees</b>	2770
<b>Senior Decision Maker / Director</b>	Sample Contact

The following table illustrates the company's key indicators for the last 4 years:-

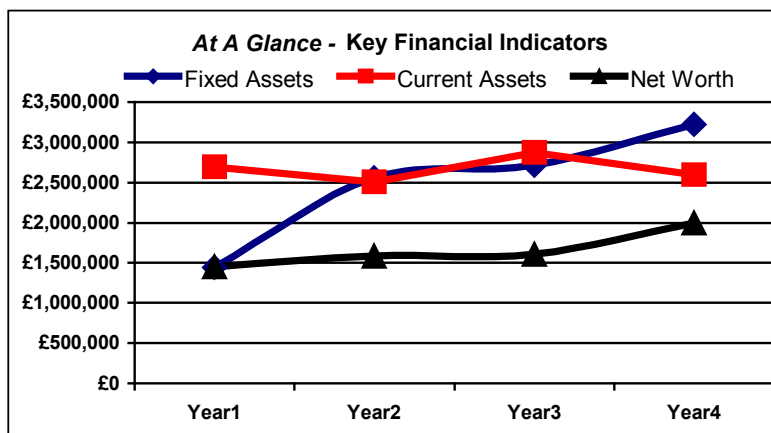
**Sample Ltd- 4 Year KPIs to Year End 31/12/08**

Key Indicator £	Year End 31/12/06 (Year1)	Year End 31/12/07 (Year2)	Year End 31/12/08 (Year3)	Year End 31/12/09 (Year4)
<b>Fixed Assets</b>	£272,100,000	£324,000,000	£213,800,000	£219,000,000
<b>Current Assets</b>	£233,400,000	£245,300,000	£283,400,000	£149,100,000
<b>Current Liabilities</b>	£133,300,000	£137,400,000	£92,000,000	£92,400,000
<b>Long Term Liabilities</b>	£73,500,000	£98,400,000	£50,200,000	£61,000,000
<b>Net Worth</b>	£298,700,000	£333,500,000	£355,000,000	£214,700,000
<b>Working Capital</b>	£100,100,000	£107,900,000	£191,400,000	£56,700,000
<b>Profit per Employee</b>	£7,570	£4,574	£4,564	£5,193
<b>Sales per Employee</b>	£81,528	£46,341	£49,324	£100,757

## Sample Ltd Limited - Company Overview & 'At a Glance'

Sample  
Sample Ltd Road  
Prestwich  
LANCASHIRE  
M25 3HU  
Tel: Sample Ltd

Sample Limited is a private limited with share capital company, incorporated on 06 February 1979. The company's main activities are recorded by Companies House as "The manufacture and supply of domestic fitted kitchens." In early 2010, the company has an estimated 190 employees.



To year end December 2009, Sample Ltd is estimated to have achieved a turnover of around £6.8 million. Pre-tax profit for the same period is estimated at around £0.40 million.

The following table briefly provides a top line overview on Sample Ltd Limited:-

<b>Company Name</b>	Sample Ltd
<b>Brief Description of Activities</b>	The manufacture and supply of domestic fitted kitchens.
<b>Parent Company</b>	n/a
<b>Ultimate Holding Company</b>	n/a
<b>Estimated Number of Employees</b>	190
<b>Senior Decision Maker / Director</b>	Sample Contact

The following table illustrates the company's KPIs for the last 4 years:-

**Sample Limited - 4 Year KPIs to Year End 31/03/08**

Key Indicator £	Year End 31/03/05 (Year1)	Year End 31/03/06 (Year2)	Year End 31/03/07 (Year3)	Year End 31/03/08 (Year4)
<b>Fixed Assets</b>	£1,440,000	£2,555,000	£2,717,000	£3,226,000
<b>Current Assets</b>	£2,693,000	£2,504,000	£2,875,000	£2,597,000
<b>Current Liabilities</b>	£2,510,000	£2,548,000	£2,952,000	£2,921,000
<b>Long Term Liabilities</b>	£172,000	£923,000	£1,035,000	£907,000
<b>Net Worth</b>	£1,451,000	£1,588,000	£1,605,000	£1,995,000
<b>Working Capital</b>	£183,000	£-44,000	£-77,000	£-324,000
<b>Profit per Employee</b>	£1,384	£1,011	£61	£-989
<b>Sales per Employee</b>	n/a	n/a	n/a	n/a

## 5. DISTRIBUTION CHANNELS SHARE & TRENDS

### 5.1 Share by Key Distribution Channel 2010, 2004 & 2014

The share accounted for by each of the key distribution channels within the UK kitchen furniture market in 2010 is illustrated in the following chart:-

**Figure 196: Share by Distribution Channel for Kitchen Furniture Market 2010**



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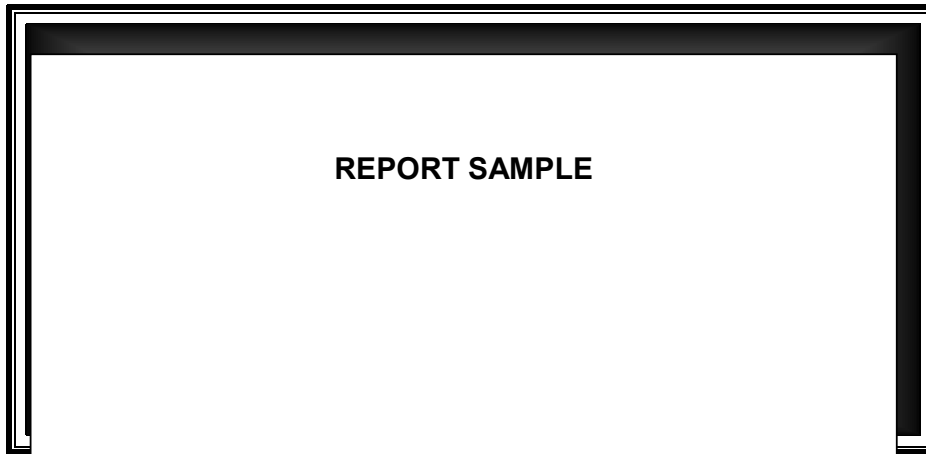
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developing their kitchen furniture portfolio in recent years. With an increasing

In order to provide a historical context, the 2004 share for each of the key channels illustrated in the following chart:-

**Figure 197: Share by Distribution Channel for Kitchen Furniture Market 2004**



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In terms of future prospects, the following chart illustrates the forecast share for each key channel in 2013:-

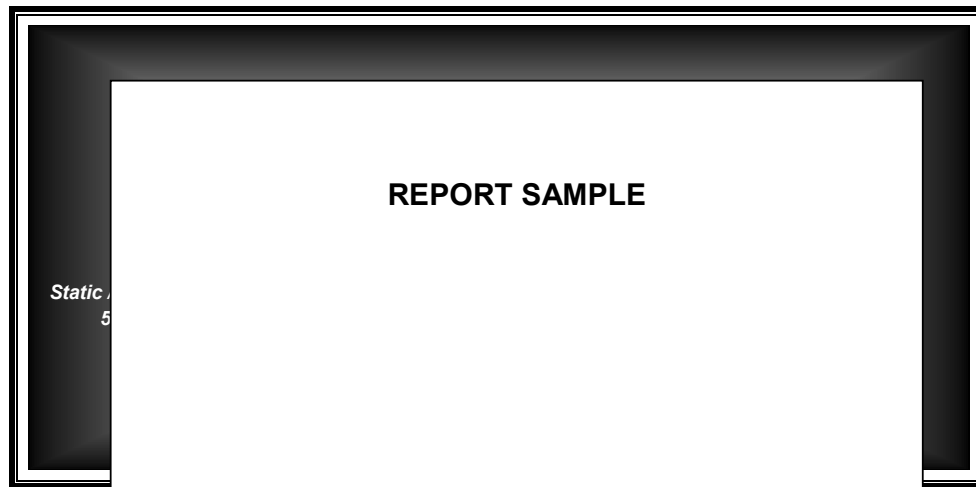
## 5.2 Kitchen Furniture Retailers Market – Industry Structure

The following section reviews the UK kitchen furniture retail market in 2010 in terms of industry structure and provides key performance indicators for the largest channel of the UK kitchen furniture market.

### 5.2.1 Market Mix by Growth/Decline Over Last 12 Months

The following chart illustrates the share accounted for by the number of companies reporting either a rise, contraction or static sales during the last 12 months:-

**Figure 199: Market Share by Kitchen Furniture Retailer Sales Growth / Decline 2009**



#### Company Accounts

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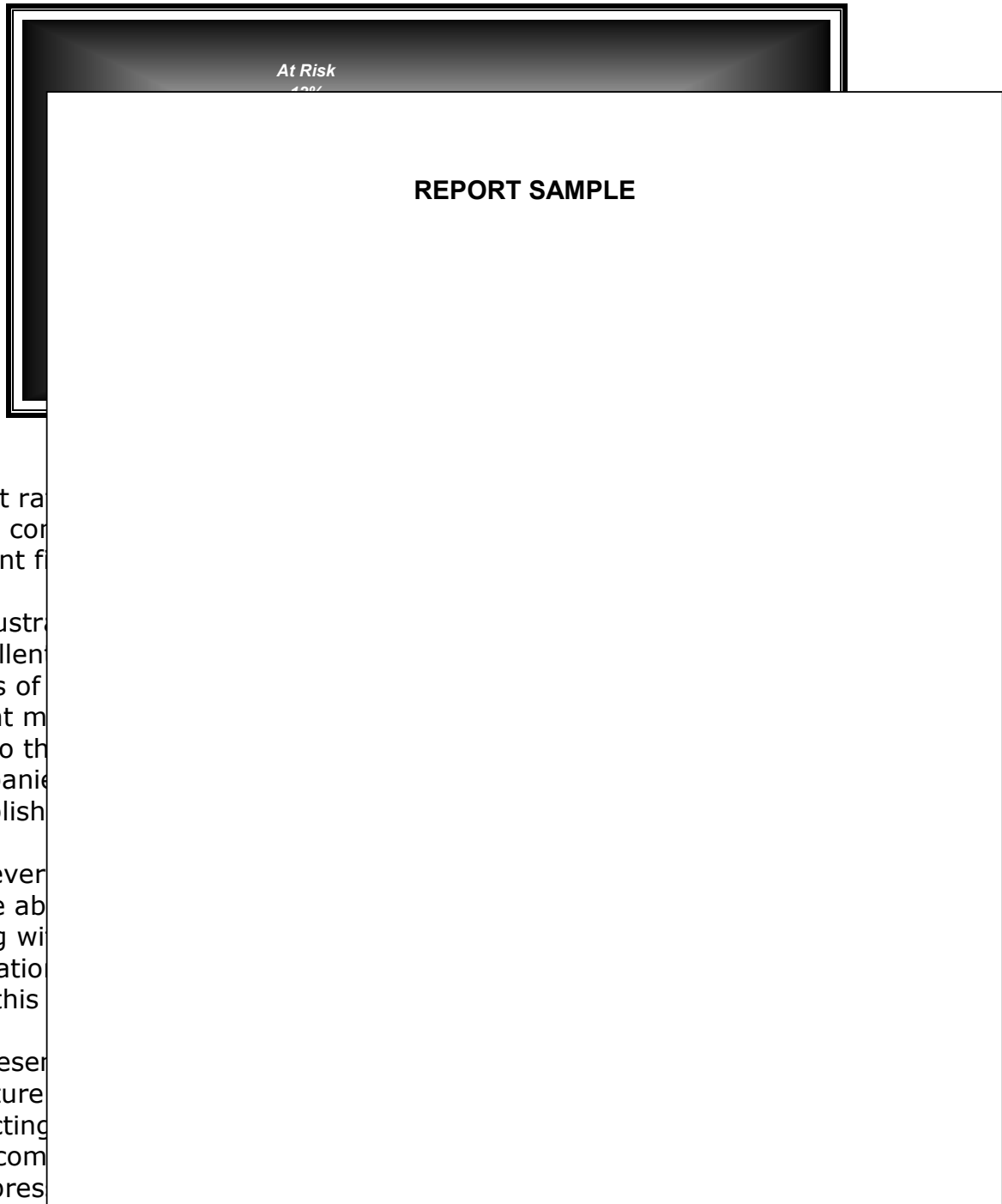


that this sector typically consisted of some larger companies, where even a small decline in revenue will have a fairly dramatic impact on the market.

### 5.2.2 Industry Share by Credit Rating in 2010

Credit ratings also provide a crucial indicator as to an organisation's performance and underlying health. When combined with other companies and viewed on an industry wide basis, credit ratings also offer an effective insight into the fundamentals of a market. The following chart illustrates the share accounted for by kitchen furniture retailers in terms of credit rating in January 2010:-

**Figure 200: Market Share by Credit Rating in the Kitchen Retail Industry 2010**



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### 5.2.3 Industry Mix by Age of Companies in 2010

The following chart illustrates the share by age of companies within the UK furniture retail market as at January 2010:-

**Figure 201: Market Share by Company Age in the Kitchen Retail Market 2010**



The kitchen retail market has experienced a significant increase in the number of new companies entering the market over the past few years of which account for

Given the market conditions indicated, the market share of part retailers is expected to increase proportionally, even if they are reluctant to invest at present.

Companies in the kitchen retail market in the UK are the most active in the sector, with the most significant exacerbation of issues like the acquisition of new

Despite the fact that accountants have experienced

and are more likely to possess key strengths such as more prominent customer awareness, wider product choice, and generally stronger order books.

#### **5.2.4 Industry Share by Number of Employees in 2010**

The following chart illustrates how the kitchen furniture retail industry is segmented by number of employees as of January 2010:-

## 5.4 Kitchen Furniture Retailers Ranking & Turnover Estimates

### 5.4.1 Kitchen Furniture Retailers Listing

The following identifies key market players active at present:-

**Figure 214: Kitchen Furniture Retailers Company Listing**

Abbey Kitchen & Bathrooms	George Morrison	Optiplan Kitchens
Adam Furniture Group Plc	German Kitchen Solutions	Palazzo Dream Kitchens (Scotland)
Allied Manufacturing Company	Hallmark Kitchens	Peter Haining Kitchens
Alno	Hardleys Kitchens & Bedrooms	Philip Dowse Interiors
Alternative Plans	Harvey Jones	Plain English Design
Apex Interior Systems	Hayburn Wood Products	Plasman Laminate Products
Archcourt	Himley Kitchens	Poggenpohl Group UK
Arkad Services	HK Group	Prentice Furniture
Artisan Bespoke Furniture	Homeform Group	Pullman Furniture
Ashley Ann	Ibstock Kitchen Company .	Q A (Ironbridge)
Bespoke Kitchens Systems	Ideal Distribution	Ravensdale Indoor Living
Better Kitchens	Ikas World Of Kitchens	Raventree
Boa Style	Imperial Cabinet Co	Readesign Kitchens Limited
Bodel Manufacturing	Intamarble	Reface Scotland
Browns	James Theobald	Richford Design
Bsf Solid Surfaces	John Lewis Of Hungerford Plc	Rivendell Of Winchester
Capricorn Kitchen Studios	Johnson & Johnson Furniture	Robinson & Cornish
Cavendish Equipment	Joinery & Timber Creations (65)	Roundel Manufacturing
Chamois Furnishings	Just Granite	Roundhouse Design
Changing Rooms Leicester	K D R Kitchen Factory	SFG Products
Chantry Kitchens	Kazfam Kitchen Systems	Sigma 3 Kitchens
Chenez	Kendal Domus Design	Simplicity Interiors
Clarity Arts	Kitchen & Bathroom World	Spekva Uk
Clive Christian	Kitchen Art	Spen Valley Kitchens
Commodore Kitchens	Kitchen Consultants	Sterling Designs
Contract Kitchen New Milton	Kitchen Culture	Stoneham Plc
Contract Kitchens	Kitchen Finesse Highland	Such Designs
Cordiners Kitchens & Bedrooms	Kitchens	Sussex Kitchen Designs
Counter Production	Kitchens & Bathrooms Direct	System 6 Kitchens
Countryside Kitchens	Kitchens With Klass	T & S Bespoke Kitchens
Court Homemakers	Knightsbridge Kitchens	Talk Kitchens & Bathrooms
Crown Products (Kent)	Kutchenhaus	The Complete Kitchen Co.
Cupboard Love UK	Leangrange	The Kitchen Centre (Newcastle)
Custom Design	Leanvale	The Kitchen Range
Custom Kitchens (Poole)	Lines & Jones	Thwaite Holme Kitchens & Bedrooms
David Johnston Design	Lochside Installations	Topline Distribution
Dayrooms	Mag Kitchens & Bathrooms	Tradestyle Cabinets
De Mornay Boyes	Magnet Limited	Trans-Form Kitchens (East Anglia)
Dennis & Robinson	Marpatt Plc	Treyone Woodcraft
Design Interiors	Masterpieces	Twenty5 Design
Direct K B B	Mereway Contracts	Ultima Furniture Systems
Dream Doors	Mimar	Underwood Kitchens
DTW Installations	Monzie Joinery	Unibase Cabinet Systems
Duo Design & Build	Moores Furniture Group	VC Industries
Eclipse Kitchens & Bedrooms	Murray & Murray	White Rose Interiors
Edwardian Kitchen Co	Naturewood	Whitehall Fabrications
Empire Kitchen Co	New Kitchen & Bathroom Centre	William Ball
English Hardwood Design	Newcastle Furniture Co.	Wood Style Kitchens & Bedrooms
F D Kitchens	Nicholas Anthony	Woodbridge Interiors
Falcon Interiors	Nobilia Gb	Woodcraft
Figura	Norwood Interiors	Wooden Heart Warehouse
Finefix	Ochre	Woodwork Traditional Handmade
Fontoura Worktops	Offspec Kitchens	Furniture
G & A Solutions	Omega Kitchens (Leicestershire)	Worktop Fabrications

**Source: MTW Research / Trade Sources**

The following section ranks the companies identified above by various key financial indicators. It should be noted that each company will have varying degrees of activity within this sector and will include an element of variation in terms of product and service portfolio.

Where possible, we have used the financial information reported by each company. However, for small and medium sized companies reporting obligations are less strict and these companies are not obliged to disclose turnover, profit before tax and other information such as number of employees etc. Where this data does not exist, MTW have provided an estimate based on previous performance, industry averages, other financial indicators and background knowledge of the industry.

Whilst we endeavour to attain high levels of accuracy, it should be borne in mind, therefore, that the rankings and other information provided within this report may contain an element of estimation.

### 5.4.2 Kitchen Furniture Retailers Ranking By Turnover

The table illustrates our estimates of the turnover rank for each company:-

**Figure 215: Kitchen Furniture Retailers Ranked By Turnover 2009**

Rank	Company Name	Turnover Rank
1.	M	
2.	M	
3.	H	
4.	C	
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34.	I	
35.	A	
36.	S	
37.	U	
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47.	H	
48.	C	
49.	A	
50.	C	
51.	C	
52.	M	
53.	D	
54.	C	
55.	D	

Source: MTW Research / Company Accounts

### 5.4.3 Kitchen Furniture Retailer Turnover Estimates 2009

The following table illustrates the estimated turnover for each company for 2009:-

**Figure 216: Kitchen Furniture Retailer Sales Estimates 2009 £M**

Trading Name	2009 Turnover	Trading Name	2009 Turnover
M	£360.0	A	£2.7
H	£160.0	Q	£2.7
M	£70.0	C	£2.6
A	£30.0	N	£2.4
A	£30.0	K	£2.4
J	£25.0	D	£2.3
O	£22.0	C	£2.3
C	£21.0	D	£2.3
M	£20.0	V	£2.2
S	£20.0	C	£2.0
D	£17.0	H	£2.0
R	£12.8	F	£2.0
A	£12.0	J	£2.0
V	£12.0	L	£1.9
C	£11.0	H	£1.9
F	£11.0	R	£1.9
H	£9.5	S	£1.9
J	£9.0	C	£1.9
F	£9.0	C	£1.8
V	£9.0	A	£1.7
S	£8.2	D	£1.7
F	£8.1	M	£1.6
C	£8.1	B	£1.6
H	£8.0	K	£1.6
J	£8.0	S	£1.5
Z	£6.8	W	£1.5
R	£6.5	W	£1.5
V	£5.4	F	£1.5
J	£5.0	P	£1.4
S	£5.0	P	£1.4
F	£5.0	E	£1.4
A	£4.7	L	£1.4
U	£4.6	C	£1.4
I	£4.3	U	£1.3
A	£4.2	L	£1.3
U	£3.8	T	£1.3
B	£3.7	C	£1.2
T	£3.7	W	£1.2
R	£3.7	M	£1.2
F	£3.3	C	£1.2
S	£3.3	N	£1.2
M	£3.3	I	£1.2
C	£3.2	R	£1.1
M	£3.2	R	£1.1
F	£3.1	O	£1.1
A	£3.0	I	£1.1
K	£2.8	T	£1.1
G	£2.7	M	£1.0





### 5.4.4 Kitchen Furniture Retailers Ranking by Profitability

The following table illustrates the profit ranking for each retailer in 2009:-

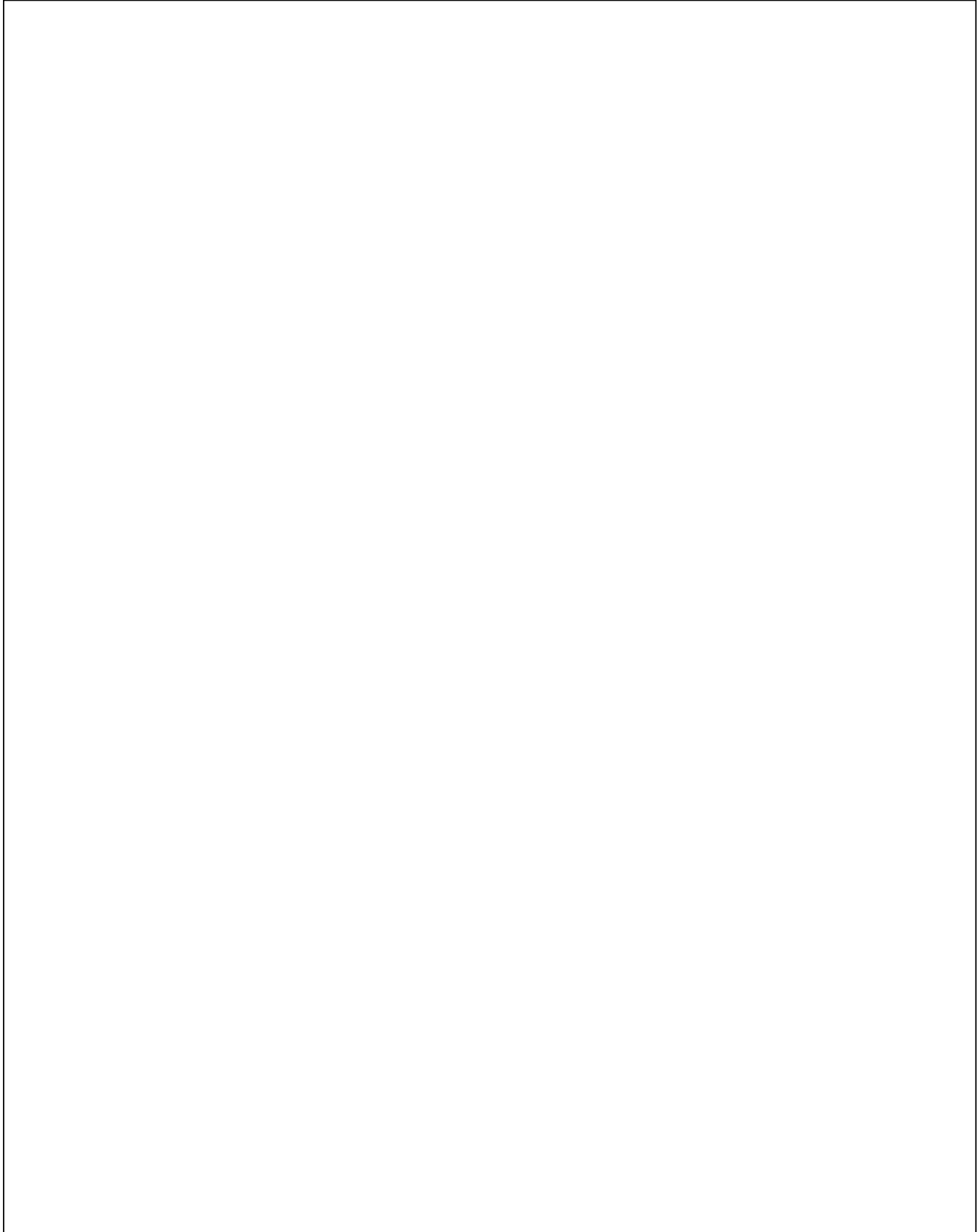
**Figure 218: Kitchen Furniture Retailers Ranked By Profit 2009**

1.	<b>REPORT SAMPLE</b>	
2.		ens
3.		hens & Bedrooms
4.		
5.		ns
6.		Design Ltd
7.		
8.		
9.		ign
10.		
11.		hrooms Ltd
12.		td
13.		s (East Anglia)
14.		
15.		
16.		
17.		
18.		tems
19.		room Centre
20.		s Ltd
21.		gn Ltd
22.		hens (Scotland)
23.		hens Ltd
24.		utions
25.		
26.		ghland Ltd
27.		oole) Ltd
28.		Ltd
29.		
30.		
31.		
32.		td
33.		ceicester Ltd
34.		ns Direct
35.		s Ltd
36.		Ltd
37.		ester Ltd
38.		
39.		
40.		Limited
41.		
42.		pany Ltd.
43.		
44.		(Newcastle) Ltd
45.		
46.		
47.		Ltd
48.		
49.		igns Ltd
50.		s Ltd
51.		
52.		
53.		
54.		<b>MTW Research</b>
55.		

### 5.4.5 Kitchen Furniture Retailers Ranking by Assets

The following illustrates the rank by total assets for each company in 2009:-

**Figure 219: Kitchen Furniture Retailers Ranked By Assets 2009**

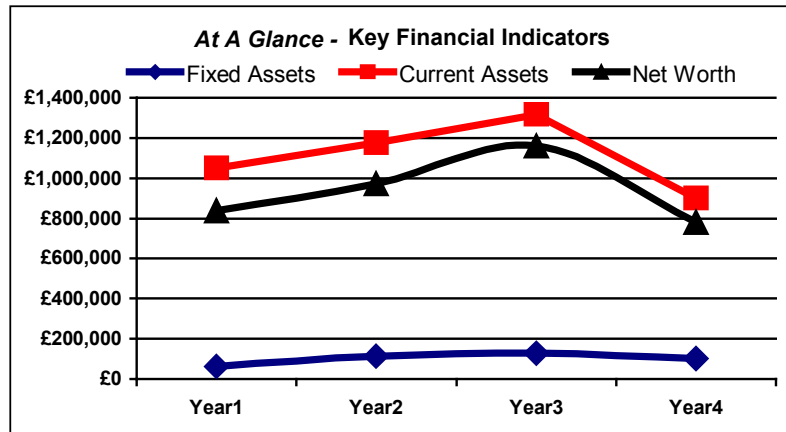


## 5.5 Kitchen Furniture Retailers Profiles, KPIs & 'At a Glance'

### Sample Ltd - Company Overview & 'At a Glance'

Sample Road  
Sample  
Sample  
Tel: Sample

Sample Ltd is a limited company, incorporated on April 5, 1995. The company's main activities are recorded by Companies House as "Manufacture of other furniture". In early 2010, the company has an estimated 20-30 employees.



To year end December 2009, Sample Ltd is estimated to have achieved a turnover of around £2.7 million. Pre-tax profit for the same period is estimated at around £0.10 million.

The following table briefly provides a top line overview on Sample Ltd:-

<b>Company Name</b>	Sample Ltd
<b>Brief Description of Activities</b>	Manufacture of other furniture
<b>Parent Company</b>	n/a
<b>Ultimate Holding Company</b>	n/a
<b>Estimated Number of Employees</b>	20-30
<b>Senior Decision Maker / Director</b>	Stuart Sample

The following table illustrates the company's key performance indicators for the last 4 years:-

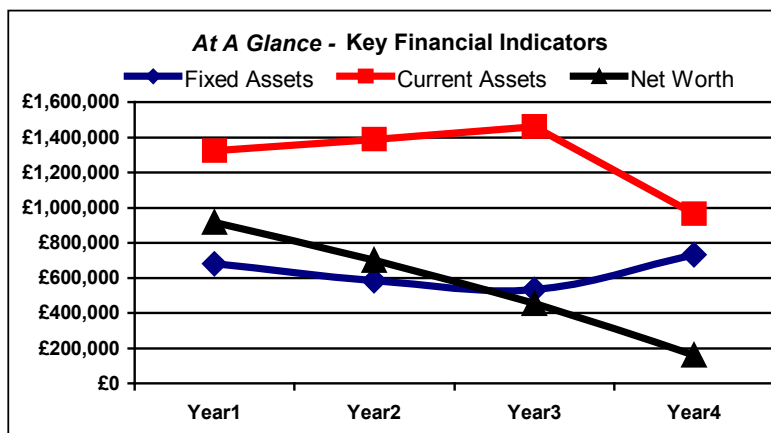
**Sample Ltd - 4 Year KPIs to Year End 31/12/08**

Key Indicator £	Year End 31/12/05 (Year1)	Year End 31/12/06 (Year2)	Year End 31/12/07 (Year3)	Year End 31/12/08 (Year4)
<b>Fixed Assets</b>	£62,000	£114,000	£128,000	£101,000
<b>Current Assets</b>	£1,049,000	£1,175,000	£1,316,000	£901,000
<b>Current Liabilities</b>	£272,000	£318,000	£283,000	£222,000
<b>Long Term Liabilities</b>	£0	£0	£0	£0
<b>Net Worth</b>	£839,000	£971,000	£1,161,000	£780,000
<b>Working Capital</b>	£777,000	£857,000	£1,033,000	£679,000
<b>Profit per Employee</b>	n/a	n/a	n/a	n/a
<b>Sales per Employee</b>	n/a	n/a	n/a	n/a

## Sample Group Plc - Company Overview & 'At a Glance'

Sample Road  
Sample  
Tel: Sample

Sample Group Plc is a limited company, incorporated on June 17, 1973. The company's main activities are recorded by Companies House as "The manufacture of kitchen, bedroom and bathroom furniture." In early 2010, the company has an estimated 50-60 employees.



To year end December 2009, Sample Group Plc is estimated to have achieved a turnover of around £3.0 million. Pre-tax profit for the same period is estimated at around £0.11 million.

The following table briefly provides a top line overview on Sample Group Plc:-

<b>Company Name</b>	Sample Group Plc
<b>Brief Description of Activities</b>	The manufacture of kitchen, bedroom and bathroom furniture.
<b>Parent Company</b>	n/a
<b>Ultimate Holding Company</b>	n/a
<b>Estimated Number of Employees</b>	50-60
<b>Senior Decision Maker / Director</b>	Lille Sample

The following table illustrates the company's key performance indicators for the last 4 years:-

**Sample Group Plc - 4 Year KPIs to Year End 31/12/08**

Key Indicator £	Year End 31/12/05 (Year1)	Year End 31/12/06 (Year2)	Year End 31/12/07 (Year3)	Year End 31/12/08 (Year4)
<b>Fixed Assets</b>	£679,000	£586,000	£533,000	£733,000
<b>Current Assets</b>	£1,323,000	£1,388,000	£1,460,000	£963,000
<b>Current Liabilities</b>	£1,001,000	£1,259,000	£1,531,000	£1,320,000
<b>Long Term Liabilities</b>	£84,000	£14,000	£8,000	£215,000
<b>Net Worth</b>	£917,000	£701,000	£454,000	£161,000
<b>Working Capital</b>	£322,000	£129,000	£-71,000	£-357,000
<b>Profit per Employee</b>	£-603	£-5,019	£-5,830	£-6,478
<b>Sales per Employee</b>	£66,897	£72,547	£73,792	£71,326