

A modern kitchen with dark blue cabinets, a wooden island, and two people talking. The kitchen features a large island with a wooden countertop and a brass faucet. Two people, a man and a woman, are standing near the island, engaged in conversation. The man is wearing a light blue shirt and khaki pants, while the woman is wearing a light-colored top and pants. The kitchen has a clean, minimalist design with a mix of materials and colors.

küchenhaus

The German Kitchen

Franchise Information Pack



Introduction

Küchenhaus is the UK retail arm of Nobilia, Europe's market leading kitchen manufacturer, with a turnover of €1.37bn in 2020.

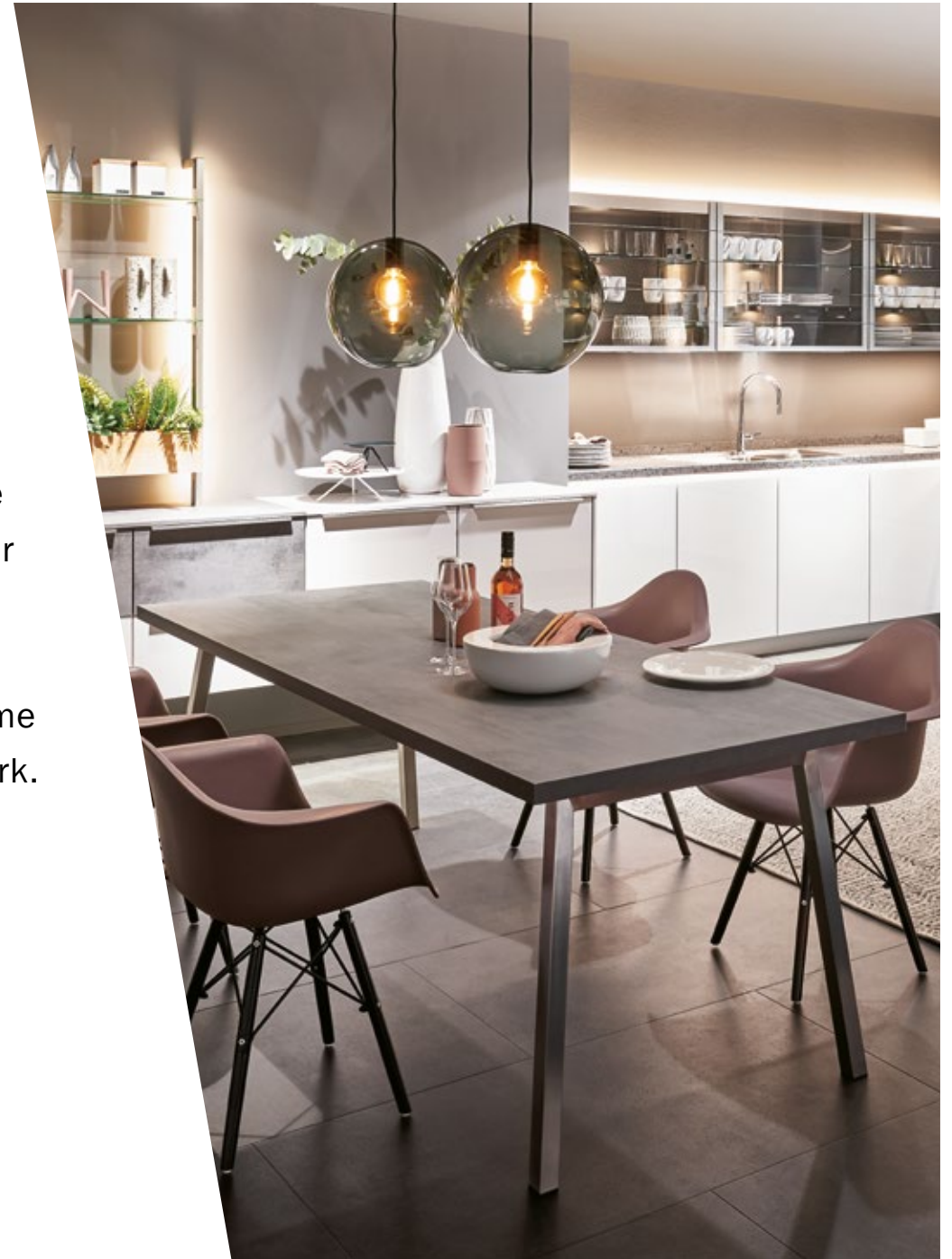
Küchenhaus was established with the goal of delivering intelligently engineered German kitchens to the UK market.

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We uniquely combine the benefits of a market leading multinational company with the service and attention to detail you'd expect from a local business.

We deliver the support of Europe's largest kitchen manufacturer, whilst each franchise partner provides the personality and creativity, meaning Küchenhaus are quickly becoming the go-to high street kitchen retailer for German engineered kitchens at an affordable price.

Join our family of successful business owners and become part of the UK's fastest growing kitchen franchise network.





Why Kütchenhaus

With a 5 star consumer reputation and market leading product, it's no surprise that Kütchenhaus is fast becoming a well recognised name on the kitchen high street. Our franchise owners take pride in their businesses, and their hard work has earned us a 5* rating on Trustpilot, making us the UK's highest customer rated kitchen retailer.

We have established trade links and premier partnerships with countless major appliance brands, meaning that we not only have direct access to the best customer aftercare and brand representatives, but also the most competitive prices on the market.

Our franchisees have access to great finance deals provided by Hitachi Consumer Finance, so securing those sales is easy.

Kütchenhaus is accredited by the Furniture Ombudsman, providing your customers with peace of mind, and you with the confidence and support if any problems should arise.



Joining the Kütchenhaus family means you'll have the support of the UK's fastest growing franchise brand. We offer both business and product technical support from our Head Office in Manchester, alongside dedicated support from Regional Managers.

All of your leads are managed through our tailor-made CRM system, allowing you to easily track and convert showroom and website enquiries into sales. Through our dedicated website, customers can browse and start designing their own kitchens, ready for you to finalise and sell.

Lead generation is also supported through national magazine ads, trade shows, such as Grand Designs Live, and partnerships with major companies like Amazon.

With no upfront franchise fee and access to advice from our set up funding provider, becoming a franchisee is simple. Throughout your journey, you will be able to rely on a support network of other experienced and successful franchise owners.



Our product

Exceptional quality product, direct from an award winning manufacturer. Everything arrives fully assembled, with handles and hinges pre-drilled, cabinet lighting seamlessly wired within the unit, and worktops factory edged and cut to size. This attention to detail not only makes our kitchens a dream for your fitting teams, but ensures the same level of German manufacturing quality is apparent in every part of the kitchen.

Each cabinet is made using 16mm coated HDC and tested to Germany's "Golden M" standard of manufacturing and quality excellence, making them incomparable to the UK 18mm MFC carcass standard. The Nobilia factory has its own laboratory grade testing facility where every door, carcass, hinge and door runner is rigorously put to work, ensuring it can withstand 25+ years of daily life, and earning a fantastic reputation for quality.



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The Nobilia manufacturing process has earned numerous awards in recognition of its efforts to minimise emissions and limiting its environmental impact. From responsibly sourcing all raw wood materials, to minimising waste materials, the manufacturing process has been PEFC certified and is recognised by the German DGM “climate agreement for the furniture industry”.

To date, Nobilia is the only kitchen manufacturer to be awarded the ‘Blue Angel’ seal in recognition of exceptional management of environmental and health protection.



Our partners

At Kütchenhaus we focus on partnering with other market leading suppliers and service providers in their respective field to bring the combined experience and benefit to our franchise partners.

Bertelsmann

SEO and Google Adwords

A key strategic partner of Kütchenhaus, Bertelsmann provide SEO and search management through Google AdWords, ensuring your business is easily found and correctly represented.

YEXT

Intuitive web search function

This API acts as your online brand management tool to boost your listings, reviews and reputation across the breadth of the internet. Accessible from desktop, mobile and even Amazon Alexa, YEXT helps put your business directly in front of your customers by improving business listing accuracy.

We Are Boutique

Marketing and PR

Contracted marketing agency providing social and PR support to all showrooms. Ensuring consumers see our brand across a plethora of platforms from social media, to press, to print.

Consumer Credit Solutions

Financial guidance & consultancy

Guiding our franchise partners to not only ensure compliance with the FCA regulations but equipping each sales person to increase order values and sales volumes by utilising finance as a tool.

Furniture Ombudsman

Industry advice and guidance

Ensuring all showrooms have the advice and protection they need to deal with any customer issues whilst maintaining the highest level of standards that you would expect from a market leading company.

9XB

E-commerce web development

Provide web development and visual marketing, helping us craft our consumer journey from initial enquiry to completion of their kitchen.



AEG

BARAZZA
taste of design

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BOSCH

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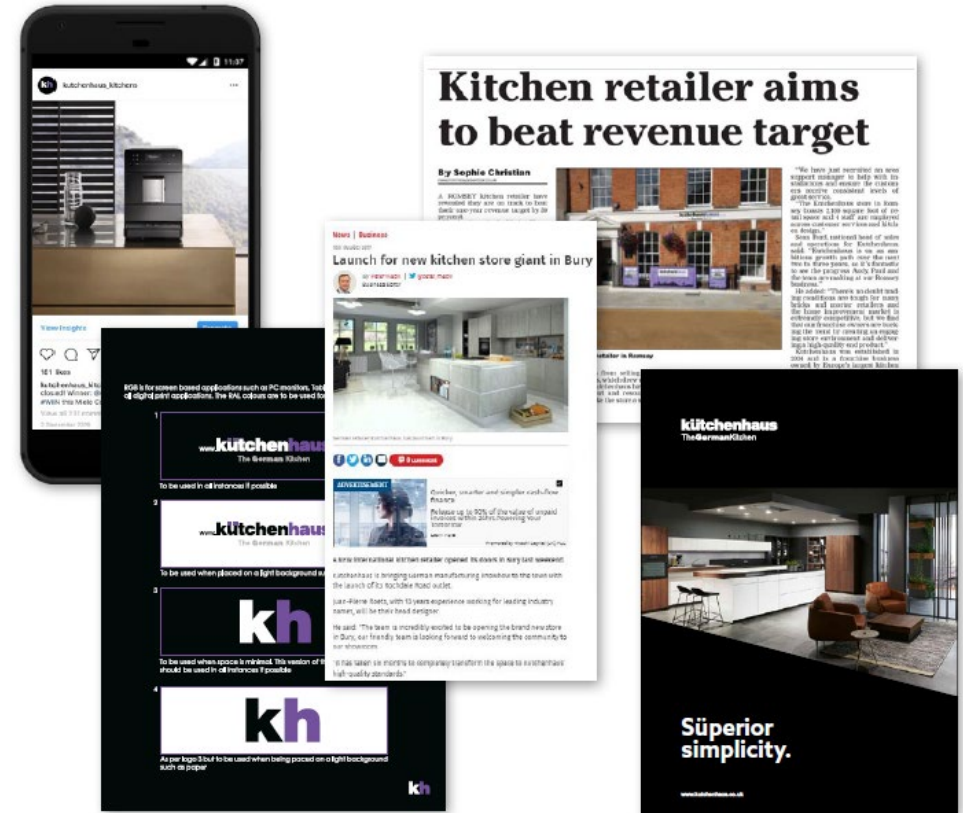
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Support

We offer full marketing support for our franchisees. From showroom stationery to uniforms, all are available to order, quickly and efficiently from our online portal.

Having a consistent and professional internet presence is a key element in any business, which is why we have partnered with some of the biggest names in API integration, SEO and data management, so you can focus on running your business knowing that the digital aspects are already taken care of.



We provide marketing support which covers social media and print ready advertising, so you get back to providing an excellent customer experience. We work with digital and PR agencies who take the time and confusion out of creating a successful campaign, and work hard to manage your brand across a variety of digital and print platforms.

You will find us shoulder to shoulder alongside other major kitchen retailers in industry leading home and interior magazines such as Ideal Home, House Beautiful and Living Etc.

Initial finances

We want to make the first steps on your K tchenhaus journey as easy as possible. You will receive full advice and support from our Head Office teams, from application and set up, to securing franchise funding partners.

Our top showrooms turnover in excess of  2million per annum after just three years of trading.

Typical year one running costs ** 80k -  120K**

We help you secure funding from partners **up to 70%**

Repayment schedule of funding over **5 Years**

Average breakeven point for showrooms ** 250k**

Realistic three year turn over ** 400k -  2m**



Marketing support

BOUTIQUE

Boutique are the appointed marketing agency partner for Kütchenhaus, but we also offer a range of support services specifically for you as a new franchisee.

Launching your new store – PR & Social Media

PR

Boutique have a PR team that will support your store in receiving regional, business and trade press coverage. They will work with you in notifying the press about the opening of your store, as well as sharing newsworthy stories such as business growth or case studies with the press. This will amplify the opening of your store and increase awareness of your services.

Social Media

Boutique manage the national social media channels for Kütchenhaus, including Facebook, Instagram, Pinterest, Twitter and LinkedIn. We can support you in getting your showroom and your work featured on the main Kütchenhaus channels.

This will amplify your business on social media, increasing awareness of your location and showcasing your kitchen designs.



Ongoing support – PR & Social Media

We'd love you to keep us up to date on any news from your store. Be that plans to relocate, customer case studies, business growth or exciting community activity. Anything deemed newsworthy will help keep your showroom in the media and therefore increase awareness of the brand and your store.

Great installations, events or community activity you undertaken can also be used on the Kütchenhaus national social media account too, so keep us informed.

Other Services from Boutique

We work across a range of services to help you promote your business and be seen in the right places. The range of services focus on how you find and engage customers and promote your business. Services include:

- Paid search and social
- Creation and management of social media accounts
- Gaining PR coverage in local press

We'd love to hear from you.

Email us on **Kütchenhaus@weareboutique.co.uk** to discuss any of this in more detail.





Our franchisees

Rob Bristol

Whether you're from the kitchen industry or not, our franchisees all have one thing in common and that's the drive to own and run their own successful business. We have the training, support and infrastructure to help you succeed in the kitchen industry.

“Coming from a kitchen background and set on opening my own business, I was attracted to the K tchenhaus franchise due to the support and infrastructure on offer to help give me a platform for success. The Head Office team and the growing network provides you the feel of a national company, whilst being able to provide the service of a local independent business.”





Lilly & Charlotte Orpington

Many of our franchisees join us as a partnership; if you don't feel like joining alone, K tchenhaus can provide the streamlined support and advice in setting up your kitchen business, with all of the complicated elements taken care of.

“Having worked together for another kitchen retailer selling Nobilia we decided to partner up to set up our own business. K tchenhaus offered the perfect option as a way to set up with a well established business model, selling products that we knew and were comfortable with. The K tchenhaus model is a great fit as it enabled us to focus on the elements that we each enjoyed. We've now got a great team that support us and have our sights set on a second showroom.”



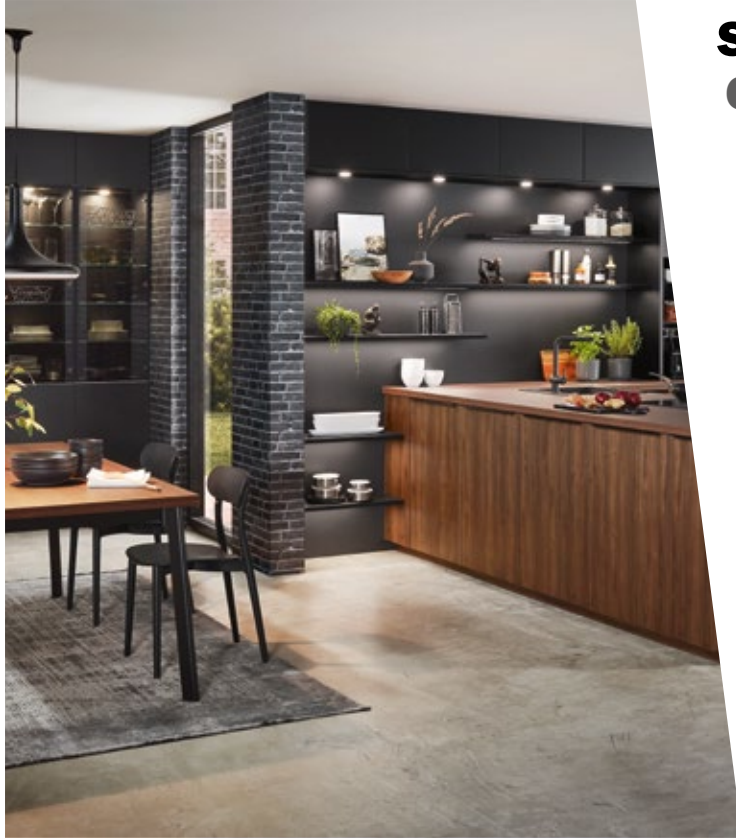


Paul Southend

Many independent kitchen retailers are opting to join Kütchenhaus for the added commercial benefits we can bring. Maintain control of your business whilst benefiting from the added advantages available to our partners and the support of the network.

“For me, the important thing is that you’re not on your own. There is a team of people working hard to ensure the success of the franchise, allowing us to compete on a level not achievable as an independent, while maintaining the personal customer service I’ve built my reputation on.”





Shahab Cardiff

Many of our franchisees have worked in the kitchen industry for years and have a passion for delivering exceptional results through their design, service and pricing. Kütchenhaus could support you in setting up your own business and turning your passion for kitchen design into a reality.

“I was instantly blown away by the quality of the product and everyone I encountered was helpful, inspiring and professional. Kütchenhaus put the structure in place for us to succeed. I am not only running the business, I’m also a designer; that’s my passion and I like the hands-on approach.”



Launch process



- 1.** Introduction meeting and preliminary discussions
- 2.** Due diligence on both sides; visit to our showrooms and head office
- 3.** Finding the perfect location for your showroom
- 4.** Our creative design team work to produce your store concept
- 5.** Showroom displays are checked, ordered & delivered
- 6.** Our installation teams fit out your showroom
- 7.** The marketing team help with a launch campaign
- 8.** Your showroom opens, ready to start designing and selling kitchens



Summary

No upfront franchise fees

Europe's largest manufacturer

Direct factory pricing

Full training and ongoing support

Proven and fast growing business model

A recognised and trusted brand

Full website integration and lead generation

Dedicated franchise support managers

Customer finance options

Improved appliance buying terms

Free of charge showroom installation

Tailored CRM system

Presence at national shows and exhibitions

Dedicated UK based technical, order processing, logistics and customer services

Full service marketing support





If you are interested in becoming a Kütchenhaus Franchisee or would like more information, you can contact us via:

E franchise@kitchenhaus.co.uk
T 0161 855 2746

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