

dedicated display space.

There is potential for Canadian companies:

There is substantial and growing potential for KD kitchens in the U.S. In order to tap this potential Canadian manufacturers must do more than sell the kitchens; they need to supply as much marketing support as possible. Staff training, initial assistance with staffing, effective point of sale merchandizing aids, and display layout are key elements. The main sales targets should be home centers, mass merchants, and carefully selected dealers.

Manufacturers should be interested to note that MFI, the giant mass market British kitchen retailer, has recently opened its first three U.S. kitchen stores. MFI's stores in the U.S. are called Priceless. All three are located near Philadelphia. The Priceless stores are following the same formula as MFI in England, the "Box and Door" program. All cabinet carcasses are available in one finish only, this ensures maximum production cost efficiency. Doors are not packaged with the carcasses, but are packaged separately and available in a wide range of designs and finishes. Both consumers and builders shop at MFI in England.