

(b) Was your experience satisfactory?

Not all retailers who answered part (a) answered part (b). Most retailers who did answer the question claimed a satisfactory experience, and received good quality products. One or two retailers said they has suffered shipment delays, and problems with quality or packaging.

Question 19:Can you describe the consumer for your KD producrs?

Almost all retailers agreed that consumers buying KD products are in the 25-45 age group, and that consumers incomes range from \$20,000 to \$50,000 .That they are often setting up home for the first time, or furnishing children's rooms, or home offices.

Consumers are described as discriminating. It was also noted that consumers purchasing KD also buy fully assembled furniture.

Question 20:What price level do consumers expect to pay for products?

Low:	29 %
Medium:	55 %
High:	4 %

Note: not all retailers answered this question.