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# Franchise Prospectus

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# Why Our Customers Love Us!

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At Kitchens Direct, we offer our customers a total solution. From the initial quote right through to design, manufacturing, and installation, we take care of the whole process through a unified platform. No matter the style or model, at Kitchens Direct we offer a comprehensive service, unlimited by our design process or ability to manufacture.

We make sure to stay ahead of the trends, meeting our customer unique needs and exceeding even the highest expectations every time. With a product offering that ranges from modest to mid-range and high-end materials, we cater to a diverse customer base; no job is too big or small.



# The Journey So Far

Karl Te Raki started Kitchens Direct in 1997. With joinery and cabinet-making experience under his belt, he was already familiar with the industry when he decided to launch his own comprehensive kitchen business. In the decades that have followed, Karl has continued the journey of manufacturing and designing kitchens, growing a large operation that includes call staff, designers, and installers.

Having been in the kitchen industry most of his career, Karl is a kitchen specialist with a reputation for fast, modern designs that keep customers coming back for more. Now, after more than 20 years running his own successful Kitchens Direct operation, Karl is ready to onboard welcome franchisees that share his passion for home design and renovation.





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MOTTO IS "YOUR TOTAL  
SOLUTION" AND WE PROVIDE  
NOTHING LESS

## What We Do

From the moment a customer contacts us with an enquiry, throughout our comprehensive consult and installation process, we offer a complete range of services and products to build their dream kitchen.

With a cost-effective, hassle-free renovation process and a 5-year guarantee on all of our installations, customers are confident in the service they receive from our highly trained team of consultants and installers.



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# What A Typical Day Is Like For A Franchisee

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A typical day in the life of a Kitchens Direct operator will see franchisees up early and installing until 4:00 – 4:30pm.

By 9:00am, a franchisee will be on the road, off to their first in-home appointment by 10:00am.

From there, it isn't unusual to attend 2-3 consults in a day. At the end of each consult they will be putting together designs that can be brought back to the client within a week.

Typically, half of the franchisees day will be spent on the road, interacting with clients and overseeing installations and the other half of the day in the office, managing business development and administration.

Successful franchisees may take some time building their customer base and operation but should be aiming to complete 2 kitchen installs each week.

All 3D Design is done by the design crew inhouse, leaving franchisees to focus on lead generation and network with local builders and suppliers.





# The Growth Of The Company

Throughout its more than 20 years of operation, Kitchens Direct has grown steadily, building a reputation as an industry leader at the forefront of kitchen design, manufacturing and installation.

As the company onboards new franchisees, Kitchens Direct is passionate about guiding and growing each individual operation to ensure the same successful outcomes we've maintained over the last 2 decades.

Our goal is to establish franchises throughout New Zealand.

# The Ideal Franchisee



Ideal Kitchens Direct franchisee will be a husband-and-wife team or couple whose values align with the brand and are enthusiastic to join a family business.

Kitchens Direct offers a lucrative opportunity for partners who can both sell and install the products, while having a strong intuition for colours, textures, and design. While previous industry experience isn't strictly necessary, successful franchisees will have some prior experience or interest in home renovation and design.

Franchisees with confidence in their installation skills and ability to build rapport with customers will perform well leading a Kitchens Direct operation. Though a trade background is advantageous, great communication skills and a passion for design are invaluable in the Kitchens Direct business.

# Why Should You Choose A Kitchens Direct Franchise?



With high quality design and installation at the heart of our brand's longstanding success, we comprehensively train all new franchisees next to existing experts through their initial training period.

This approach guarantees our franchisees are confident and capable when they hit the road and our quality and processes are maintained across the board.

Ongoing support from head office and our specialised team of designers means franchisees have continued access to a range of professionals, while they also benefit from more than 2 decades of industry experience. Franchisees can focus on networking with local builders and suppliers, forming personal relationships while the bulk of the brand's digital advertising is managed by head office.

With ample opportunity for franchisees to cultivate repeat business, or even focus on high-profit, commercial opportunities, Kitchens Direct affords franchisees the rare opportunity to turn a passion for design and renovation into a rewarding installation business.



# Steps to Owning a Kitchens Direct Franchise





# The Business Model

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Our lucrative business model has been refined over more than two decades of successful practice in the kitchen installation trade. Designed to propel the growth of new franchisees, Kitchens Direct' franchise process is simple, straightforward, and profitable for all parties. Buying a franchise is an important investment and we know that the prospect of beginning a new venture can be daunting, but with our support owning your own successful kitchen design and installation business has never been easier.

If you are ready to take the next step in your franchise journey or want to know more, reach out. Nicola will be happy to answer any questions and guide you through our simple franchise process.

For more information contact



[nicola@firstfranchise.co.nz](mailto:nicola@firstfranchise.co.nz)



+64 22 194 8747