



Kitchens Installed in New Dwellings in Australia 2007

A PROPOSAL FROM BIS SHRAPNEL



BUILDING AND CONSTRUCTION

INTRODUCTION

This is the inaugural edition of *Kitchens Installed in New Dwellings in Australia*. It is envisaged that the study will be produced biennially.

We have examined kitchens in new dwellings through two previous reports:

- *Household Appliances Installed in New Dwellings and Renovations, 2003*; and
- *Building Materials and Fittings in Australia, 1998*.

An update of this information is now overdue; the new report will provide a more comprehensive analysis of kitchens installed in new dwellings, by combining the strengths of the above reports with additional analyses.

The primary objective of the study is to focus specifically on kitchens installed in new dwellings, covering products from benchtops and cupboard doors to cooking appliances and dishwashers – all from the perspective of residential builders.

In summary, BIS Shrapnel Pty Limited has been analysing and monitoring building and construction activity and household appliance markets in Australia for 25 years through private and multi-client studies. This study builds on our experience and expertise in analysing these markets.

METHODOLOGY

The general methodology used for this study is the product of over 40 years of methods research and development by BIS Shrapnel.

We will employ a qualitative-quantitative approach to information collection.

Initially we will conduct face-to-face interviews with around five to seven kitchen designers and/or manufacturers in Sydney and Melbourne. We will discuss current trends and industry drivers and their expectations for the future.

We will then collect quantitative feedback from around 150 residential builders across Australia, via our established *Residential Builders Panel* (a quarterly online survey of builders across Australia). While the focus is on builders of detached houses, we also include semi-detached and multi-unit dwellings.

Any issues that arise via the initial designer/manufacturer interviews will be tested in the builders' survey.

Respondents will be weighted to represent their total number of dwellings built; results will then be weighted to represent all new residential dwellings in Australia in 2007.

The interviews will be conducted in September 2007.

MARKET COVERAGE

The study will be presented in one volume.

Products to be analysed are:

- Benchtops and sinks
- Cupboard doors
- Cooking appliances
- Rangehoods
- Dishwashers
- Coffee machines (built in)

We can add building materials or appliances for subscribers on a customised basis if required.

SCOPE OF THE REPORT

The report will include the following information:

Executive summary

The report will include a clear, concise executive summary, providing the most relevant attitudinal and quantitative findings of the study.

Economic and Housing Outlook to 2009

BIS Shrapnel is Australia's largest independent economic and building forecasting consultancy.

We will present a situational analysis of the domestic economy, along with forecasts through to 2009.

Emphasis will be on key drivers that effect new dwelling construction and consumer spending. This will include:

- An examination of the economy and our expectations for inflation, interest rates and employment.
- A thorough review of the new housing market and forecasts
- An analysis of household renovations and additions and future expectations
- A discussion on consumer sentiment and retail trade expectations.

Designer/Manufacturer Interviews (Qualitative Research)

We will report findings from our interviews with kitchen designers/manufacturers. This will include their feedback on trends, drivers and future expectations.

We will also include relevant verbatim comments.

Residential Builders Survey (Quantitative Research)

Results from the survey of around 150 residential builders will be presented by product category (i.e. a separate chapter per product).

In addition, builders will provide ratings on leading benchtop manufacturers and suppliers, based on their experience. The following attributes will be rated: reputation; appearance/aesthetics; price; quality; availability of products; innovation; ordering efficiency (i.e. on time and get what you ordered); and after sales service.

Kitchen overview...

- Kitchen layouts
- Who installs the kitchen
- Materials trends
- Size trends
- Cost analysis
- Who drives industry trends
- Future expectations

Benchtops and sinks...

- Material of benchtop
- Average area of benchtop
- Sink analysis (shape and style)
- Material of splashback
- Key decision maker
- Benchtop supplier/manufacturer ratings

Cupboard doors and drawers...

- Material of cupboard doors and drawers
- Number of cupboard doors and drawers
- Prevalence of feature doors (e.g. glass fronted or alternative colour)
- Key decision maker

Cooking appliances...

- Cooking appliance combinations installed (electric cooktop/electric oven, gas cooktop/gas oven, gas cooktop/electric oven, electric cooktop/gas oven, electric upright, gas upright, gas cooktop only, electric cooktop only)
- Number of cooktop plates
- Material of cooktop
- Brand of cooking appliances
- Key decision maker

Rangehoods...

- Incidence of rangehood inclusion
- Type of rangehood installed
- Brand of rangehood
- Key decision maker

Dishwashers...

- Incidence of dishwasher inclusion
- Standard versus integrated dishwashers
- Colour of standard dishwashers
- Brand of dishwasher
- Key decision maker

Coffee machines (built in)...

- Incidence of built in coffee machines
- Key decision maker

SPECIAL QUESTIONS

Early-bird subscribers can ask questions specific to their own needs. If such information is of general interest or requested by a number of subscribers, it may be incorporated in the report (conditional on available questionnaire space).

Should subscribers prefer confidential questions a higher price will be charged.

PRESENTATION

The survey results will be presented in a user friendly report; all clients receive two hard copies and a PDF electronic version.

Wherever possible, results will be displayed by state.

COST AND TIMING

BIS Shrapnel plans to commence the fieldwork for this study in September 2007. We expect the report to be published in November 2007.

If subscribers require specific information prior to publication, we will meet these needs wherever possible.

Companies who subscribe by Friday 31 August will receive a substantial discount.

Please note:

We realise subscribers to this new report will be focused on certain products more than others and hence the pricing schedule has taken this into account.

The price schedule is:

	Early Bird Price (A\$) By Fri 31 August	Standard Price (A\$) From Mon 3 Sept
<i>Kitchens Installed in New Dwellings in Australia, 2007</i>	12,000 + GST (13,200)	14,000 + GST (15,400)

BIS SHRAPNEL

BIS Shrapnel Pty Limited is Australia's largest independent business research and forecasting company. We offer an unmatched combination of strengths: economic analysis and forecasting, coupled with marketing intelligence gathering and analysis. For further details visit the BIS Shrapnel website at: www.bis.com.au.



Kitchens Installed in New Dwellings in Australia 2007 Subscription Form



APPLIANCES AND POWER TOOLS

Full Report

Subscription Price (A\$)

\$13,200

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I confirm that these report(s) are for the internal use of my organisation and its branches or subsidiaries only, and will not be made available or copied for the benefit of other organisations.

Signature: _____ Date: _____

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