

# PERFORMANCE CERTIFICATE

In a nationwide survey, German fitted kitchen furniture specialists measured the performance of their suppliers in the following 11 categories:

- order processing
- customer complaint management
- selling strategies / business concepts tailored to trade specialists
- achievable profit margins
- communication with trade specialists
- advertising and sales support
- adaptability to market changes
- field sales support
- product quality
- product design
- range / product refreshment

In competition with 19 suppliers / brands the winner is



with an overall average grade of 1,51 and got

## 1st place

and is the total winner of service performance „Kitchen 2014“.

Düsseldorf, January 2015

### markt intern



RA Georg Clemens  
(Chefredakteur Möbel-Fachhandel)



RA Lorenz Huck  
(Redaktionsdirektor)

