



kitchenarchitecture

## OUR CORE VALUES

Our core values lie at the very heart of Kitchen Architecture. They define our brand's core identity and what our company represents. They reflect what's truly important to the people behind the Kitchen Architecture brand and they shape our culture and our interactions, both externally with clients and internally with our colleagues.

These values lead to loyal customers and business growth, allowing us to genuinely connect with our audience and attract the right talent.

# A

## Approachable

Welcoming and friendly, easy to talk to, accessible, sociable, open minded. Applies to clients and colleagues.

# B

## Be the best

Personal responsibility for constant self-improvement and pursuit of excellence; company committed to support this.

# C

## Commercial

Our intelligent propositions provide the best investment for clients and we exist because we sell kitchens at a profit.

# D

## Design-led

We add add value to lifestyle and property. We transform client's home experience through intelligent, individual design solutions and iconic products. We add the x factor.

# E

## Experience

It's all about the client experience and exceeding expectations through service, knowledge and intelligent design solutions. This experience sustains growth – we are a business built on repeat sales.