

Corporate Statement

At All About Kitchens Inc., we specialize in the design and installation of furniture quality kitchen cabinets, high quality countertops and brand name appliances from our state-of-the-art design center showroom. Our expert design and remodeling team has over twenty five years of combined experience providing accurate, detailed estimates and precise quality control. This translates to a fast and efficient completion of your kitchen remodeling project - making each clients vision of a dream kitchen a reality.

Marketing Goals

- 1) Expand brand name awareness of quality services and products*
- 2) Improve overall marketing effectiveness and sales leads per marketing activity*
- 3) Increase market share and dominance within geographic regions*
- 4) Assist in meeting sales goals and increased profit per project projections*

Strategy Assumptions

Target marketing to customers within specific geographic regions.

2007 Geographic Region

Stockton/Lodi (North), Turlock (South), Tracy/Mountain House (West), Sonora/Valley Springs (East)

Regional Focus: Modesto, Stockton, Lodi, Riverbank, Oakdale

2008 Geographic Region

Tentatively phase out of Stockton/Lodi...

Salida/Manteca/Lathrop (North), Turlock (South), Tracy/Mountain House (West), Sonora/Valley Springs (East)

Positive Concepts/Key Messages

- Free in-house design consultations*
- Customers receive accurate detailed estimates*
- Precise quality control, providing fast and efficient kitchen remodeling*
- Start to finish one stop shopping in a state-of-the-art design & build showroom*
- An experienced team that works together on every job*
- Customer focused, hassle free design and remodeling experience*

Tagline

Kitchen Design & Remodeling

Headline Concepts

Custom design solutions

High quality craftsmanship

Exceeding expectations

Innovative Design – Expert Installation – Outstanding Results

Make your Dream Kitchen A Reality!

Kitchens: Where Form Meets Function

Get a Handle on Your Kitchen Cabinets

*Dream * Design * Build*

Enjoy the View from Every Angle

Unmatched Precision in Kitchen Design

Incredible Kitchens!

Become a Pampered Chef in your Remodeled Kitchen

Put our Experience To Work For You!

The Right Choices For Your Lifestyle

FREE In-Home Design Consultation

Make your Counters Productive

Sink Into a New Kitchen

Slam the Door on Your Old Kitchen Cabinets

2007 Seasonal Specials Concepts

Fall

Fall into savings! Cabinet Upgrade / Appliance Packages (Savings Available through November 31, 2007 Limitations Apply, Financing Available O.A.C. (?))

Guaranteed Project Finish Date

Begin your kitchen remodeling project today! (Savings Available through November 31, 2007 Limitations Apply, Financing Available O.A.C. (?))

Winter

Seasonal Savings Spectacular! Cabinet Upgrade Packages (Savings Available through December 15, 2007 Limitations Apply, Financing Available O.A.C. (?))

Guaranteed Project Finish Date

Major Improvement with Minimal Downtime! Cabinet Door and Hardware Upgrades (\$150.00 savings??)