

KINGKRAFT LTD
NIGEL HARRISON MD

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About Kingkraft



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Manufacturing




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Kingkraft Living Centre



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Demonstration/Assessment



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Some Products



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Challenges for Manufacturers



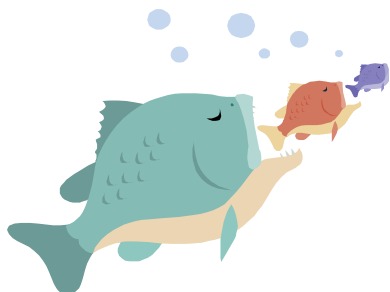
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To Innovate we need

- An identified market/perceived need
- Time and money
- Stable conditions

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The difficulties



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Small Business Survival



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One Large Market

- A lot of people- are they purchasers?
- Vulnerable client group –Time needed
- How does a small company reach them?
- Homogenous Market- 80/20 rule? What about the 20%?

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What else?

- COLLABORATION
- UNDERSTANDING
- POSITIVE ATTITUDE TO MANUFACTURING



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Summary

- SMALL MANUFACTURERS NEED STABILITY
- GETTING AWARENESS OF PRODUCTS IN RETAIL MARKET IS DIFFICULT
- MARKET HOMOGENITY?
- VULNERABLE CLIENT GROUP MAY BE UNAWARE OF CHOICE
- COLLABORATION/UNDERSTANDING

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ANY QUESTIONS?



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