



## **IT Software Usage by Modular Kitchen Solutions' Retailers- A CReq. Survey**

**-For a medium-scale IT enterprise, Nov. 2011**

DeltaCadd Solutions, a medium scale IT company, which has proprietary product portfolio viz. PanelSuite, SpacePlan and DocuMan intended to conduct a survey among its target customers in the modular kitchen industry space to decide on its positioning and pricing strategies.

***What is modular kitchen industry? How big is this? Who are the branded players in the industry? What is the business model of a retailer of modular kitchen solutions provider? Who are the vendors to these retailers? How do retailers generate a blueprint of the modular kitchen that is in the minds of their prospective customers?***

***.....Interact with the two student researchers at BSBS to know in detail....***