

3 Pillars of Pro-Family Business

Infrastructure	Service	Strategy
<ol style="list-style-type: none"> 1. Space Layout 2. Flooring 3. Safety & Security 4. Cleanliness 5. Access to Information 	<ol style="list-style-type: none"> 1. Greeting and Send-off 2. Attitude 3. Extra Assistance 4. Emergency Processes 5. Feedback 	<ol style="list-style-type: none"> 1. Mission Statement 2. Product & Service Mix 3. Discounts & Promotions 4. Marketing 5. Performance Review

Notes

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| 1. Easy to move around; have seats | 1. Give cheerful 'hellos' and 'thank yous'; smile, smile & smile | 1. Incorporate 'serving families' in statement |
| 2. Have level, non-slip flooring & ramps for pregnant mothers, elderly, and disabled | 2. Be friendly to families including seniors; no discrimination | 2. Offer something for every one; make 'it' fun! |
| 3. Safety from falls, cuts & knocks; kids are visible throughout the shop | 3. Offer thoughtful assistance; taking initiative | 3. Give family packages & offers |
| 4. Place is clean and easy to clean | 4. Handle lost child, injuries & accidents | 4. Target families in advertisements, mailers & events |
| 5. Info is easy to find; easy to read | 5. Ask: Is your service family-friendly? | 5. Review and refine your strategy |