



# Managing Children in Business

Keeping  
Kids busy



"Shopping with the kids, it's a nightmare!"

"I can't go to the bank I've got the kids with me."

"There's never enough time!"

"Just the thought of traveling with the kids – I just couldn't do it."

"We don't go out much because of the children."

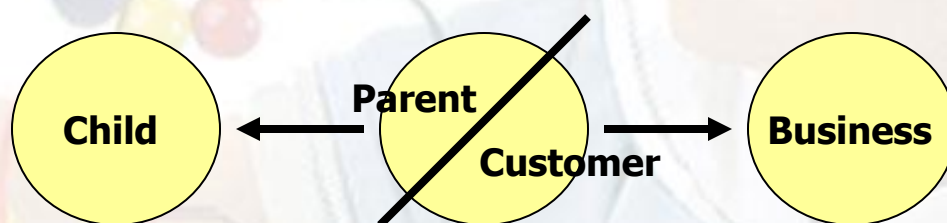
### Play Furniture - Our Mission

To accommodate children in business, waiting and leisure environments safely and effectively in order to reduce anxiety and risk and hence to increase repeat business and profitability.

What are we missing? / What's the problem?

There's a fundamental conflict involved in what we call the;

### Parent – Customer Dilemma.



To a business Parents are the Customers. To the Child they are Mum and Dad *"..and they look after me!!"*

Both want the Parents attention and the problem is that both want it at the same time

It is essential to recognise the 'Tug of Time' that is going on every time the Parent tries to take their focus away from the Child.

Therefore from the businesses perspective it is necessary to ensure that they do not give their attention to just one or the other, Parent or Child, but to both, Parent and Child.

To do this any business should adopt a complete Family Focus, not just implement some form of temporary Child Care, creating an engaging distraction for the child and time to concentrate or relax for the Parent.



## But How?

*two of them don't*

*(Here's a clue, one of them works.*

There are three general approaches.

- Do Nothing!
- Get a Toy Bin
- Play Furniture or Managed Toy Placement

### *Do Nothing*

- No cost - No results You get what you pay for!
- Leaves the Parent to manage their Children, doesn't focus the Parent's attention and if the decision is finish the business or attend to the Child, the child wins every time

### *Get a Toy Bin*

- Create more problems than they solve!
- Require high levels of staff time for maintenance
- Bins encourage things to be dropped in them
  - waste, gum, old food containers, other unwanted or broken toys. Definitely does not enhance business image or reputation
- A large selection of small toys creates their own problems
  - Are they appropriate for all ages? Are they safe? Do they make noise or mess? Can they be cleaned easily?

### *Play Furniture or Managed Toy Placement*

- Provides a variety of activities in one controlled area
- Allows for tailoring activity and toy provision to many varied applications and premises
- Guarantees safety and appropriateness of the equipment and hence the comfort and safety of the Child....and the Parent!
- Strong, durable and robust purpose built equipment provides cost effective solution for many years
- Provides engaging distraction for Children and creates time for Parents to relax, focus and finish business



## But Why?

### For Showrooms or Sales environments

- Eliminate Parent Child conflicts
- Increase time with the Customer
- Focus Parents on the business and command attention
- Increase sales performance
- Increase Customer satisfaction

### For Waiting environments

- Need to create a pleasant atmosphere and waiting experience
- Occupy Children to remove the risk of ruin to all efforts to create a controlled environment for those waiting and staff
- Remove anxiety and promote relaxation
- Encourage repeat business / attendance

### For Businesses hosting Children

- Improve Customer satisfaction
- Offer activities to entertain but maintain control
- Improve Customer perception – demonstration of Customer care and understanding
- Increase sales performance
- Promote repeat business and show that the Customer's business is valued

*"I prefer going to the bank in the High Street, they have that play table for the kids."*

*"You've got time to finish your meal at that restaurant when the kid's are playing."*

*"My two were a dream at the airport. With those play tables."*

*"She actually likes going to the Doctor's now, to play in the waiting room."*

