

# Survey of Major Yellow Pages Advertisers \*

## Baby Accessories / Carriages & Strollers

Comparative Ad Analysis for \_\_\_\_\_

<b>Primary Products &amp; Services Offered:</b>	Baby Furniture & Accessories Imported & Domestic New Babies/Adoptions Cribs/Cradles/Beds/Mattresses Bedding/Custom Bedding High Chairs/Strollers Car Seats (Approved) Baby Joggers Twin Carriages Tables & Chairs Armoires/Desks Bassinets/Crib 4 Life "Nursing Center" Rocking Chairs & Horses Repair All Baby Products Custom Design Service Developmental Toys	Infant/Children's Clothes Changing Tables Dressers/Mirrors/Night Stands Canopy Beds Glider Chairs Play Yards/Play Pens Lamps/Clocks Toys/Toy Chests/Swings Bunk Beds/Loft Beds/Twin Beds Children's Shoes Cotton Clothing/Wooden Toys Safety Products Casual Furniture Breast Pumps (Rental) Infant Carriers Books/Tapes/CDs on Parenting Christening Gowns	Layette's/"Complete Layette Dept." Birth Announcements Photography / Baby Art Clothing - Preemie to Size ____ European Furniture "Furniture That Grows With Your Child" Designer Furniture Juvenile/Youth/Teen Furniture "Complete Selection of Bedding Ensembles" "Meet All Baby's Needs For First Three Years" <b>ILLUSTRATIONS - CRIBS, ETC.</b> Matching Quilts "Nursery Through Teenage Needs" Nursing Bras			
<b>Key Brand Names:</b>	Amisco Aprica Baby's Dream Beatrix Potter Burlington	Camelot Century Childcraft Combi Crib 4 Life	Dutailer Emmaljunga Evenflo Fisher Price Gerry	Graco Kolcraft Lane-Venture Legacy Maclaren	Moosehead Morigeau Pali Ragazzi Simmons	Snugli Summer Telescope Tropitone ETC.
<b>Confidence Factors:</b>	Years in Business Experienced/Helpful Staff "Ultra-Safe Furniture & Accessories"	Warranties/Price Guarantee Product Demonstrations Charity Affiliation "Top Brands at Discount Prices"	National Baby Registry Wide Selection in Stock "Quality Infants' & Children's Wear" "Quality Furniture & Accessories"			
<b>Convenience Factors</b>	Hours/Days/Open 7 Days Shower & Baby Gift Registry Location Data/Map <b>Invitation to Visit Website</b> Website/E-Mail Address	Credit Cards/Store Financing One-Stop Shopping Ample Parking Multi-Locations Showroom/Street Parking	Delivery & Set Up / House Calls Size of Show Area Specified Phone Orders/Free Catalog/UPS Shipping Toll-Free/Mail-Order Number Gift Certificates/Gift Wrapping			
<b>Special Services or Extras:</b>	Nursing Maternity Supplies Layaway (Interest Free) Rentals Available Made-to-Order Quilt Sets Special Order Crib Bedding	Nursery Design Service Foreign Language(s) Hand-Painted Accessories Personalized Accessories Product Service/Stork Lawn Signs	"Mention This Ad & Receive A Free Gift" "We Supply Everything But the Baby" "Lower Price Guarantee" Hand/Foot Impressions			
<b>Typical Related Headings:</b>	Furniture-Children's-Retail	Baby Carriages & Strollers				

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