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## Watson family leisure memphis tn

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Whether it's a gift for under a tree or something bigger, you'll find it on Family Leisure make we want to thank everyone for their generousness this season and all the incredible toy driving donations that go to Indianapolis Boys & more thanks to Family Leisure staff who go above and beyond to make this possible!3.581 gefällt dasJennifer is Watson's Girls in Indy towns, Nashville, Memphis, KCMO, Minneapolis, San... 23.757 gefällt dasFreedom 43 TV is KAUT-TV in Oklahoma City. Air in the air at 43 and 43.1. On Cox Cable on 16th in SD and 714 at HDMehr ansehen3.941 gefällt dasSpecializing in stylish and sophisticated terrace furniture, fireplaces, swimming pools, grills, games rooms,... Tennessee Credit Union8.177 gefällt dasTitan Grills offers the best premium gas grill full of incredible features at rock-bottom,... 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Family Leisure is your local superstore for swimming pools, terrace furniture, spas, pool tables and more! Buy our website or visit one of our showrooms with thousands of products in stock. We stand behind every sale with incredible installation and maintenance assistance and customer service. Our online store offers the best deals available on the web, always showcasing terrace furniture for sale as well as many other products at the lowest price. Trust an experienced name with a solid reputation and an unassured customer service department. Family Leisure has been in the family fun business since 1967; We have extended our presentation during that period of time to include everything you need to entertain your immediate family as well as visit neighbours, family members and friends. Why trust online resources without a physical location? Family Leisure offers a wide range of locations throughout the United States, each with dedicated staff eager to get your business through reliable service, large selection and unmatched prices. Our selection is almost endless, with each category of outdoor furniture, above the ground swimming pool, pool supplies, bar stools and other family-friendly items available for beach delivery to the beach. Get Instructions 2120 Whitten Rd Memphis, TN 38133 (901) 371-9090 Email Shop Monday-Friday: 9:00am-7:00pm Saturday: 9:00am-6:00pm Sunday: 12:00 pm-5:00 PM Service technicians and Cashiers apply in store or send a resume Family Leisure in Memphis is your one-stop shop for all the fun of the family! Our showrooms and mass warehouse hot tubs, furniture, swimming pools and family recreation products offer the largest options available in Tennessee, Arkansas and Mississippi! Every item we bring, from our ground, will help your family have fun in the garden, in the back yard or in the lakehouse! Experience facilities and amenities from trusted local sources! With nearby assembly crews and responsive customer service departments you can physically visit, we take worrying about shopping for family fun! It doesn't matter if you're in Shelby County, or across the river in West Memphis, location Our road is here to suit your every need! Come our hospitality experience today; we welcome more guests through our doors than Graceland! And since we've been in the industry since 1969, you can rely on our staff for helpful and accurate advice. Trust local resources here in Mid-South! Contact or visit Family Leisure at Memphis Memphis The 2-year-old tag line for superstore family Leisure's recreation product is a lot interesting: where families and fun come together! But it could take years before a new name builds a brand-bound equity type at an old one: Watson's. Customers at each of the eight chain markets still identify stores with Watson Girl Jennifer Eichler, who showcased pool tables, terrace furniture, hot tubs, swimming pools and 15-year-old welding beds. Kevin Prefontaine operates most of the day-to-day operations at Family Leisure, including his popular ad campaign, while his father remains CEO. (IBJ Photo/ Perry Reichanadter) The company changed its name two years ago, both to clearly deliver store missions as it launched a new website and highlighted the independence of Indianapolis-based operations from a cluster of Cincinnati-based Watson stores, said Family Leisure is eight shops scattered from Tennessee to Texas—often buy alongside the Watson chain, and companies have agreed not to open shops in the same market. Family Leisure has its offices in a giant showroom and warehouse at 11811 Pendleton Pike. It has an annual revenue of \$50 million, According to Prefontaine. Family Leisure can be well positioned for U.S. expansion because there are no category killers for big-ticket family recreational products, said Theresa Williams, director of the Center for Education and Research in Retailing at indiana University. I think they have a chance, he says. They have a chance, he says a chance have a chance, he says a chance have tag lines certainly help, Williams said, but store-level execution is the most important. The fact is not lost on Prefontaine, 34, a cousin to that famous runner. Nothing I sell there is that you have to have, he said. As a former wrestling member, Prefontaine likes to hire a sales team of former athletes. Half of the sales come on weekends, so associates need to have a family of patience and understand. The company has an incredible franchise-based growth strategy. Top executives aren't looking for new stores and owners gradually pay for it. Outsiders with cash can't just buy. It's a slow process, a method, says Prefontaine. If more stores open, great. Otherwise, I'm OK with that as well. Bigger is not always better. use about 25 people each and range in size from 35,000 square feet up to 60,000 square feet—usually attracting customers from a 100-mile radius. In addition to being independently owned, each store creates its own results, helping to minimize large purchases of merchandise that do not sell. The inventory turns around four times a year. If the housing market is booming, customers are on vacation with two or three items, According to Prefontaine. The excitement of buying disappears when the housing market dives. But the recession is not all a downside to Family Leisure. The company benefits from what Prefontaine describes as cocoa—a decision that if you're at home won't sell, however, you might as well upgrade while you live there. Game room furniture, pool tables and bars are the main sellers today, while the swimming pool and hot tub move fastest during the housing boom. The Family Leisure website, launched in early 2009, still vields less than 10 percent of online sales come from customers outside the chain market, giving the company intelligence where it should open a new store. The site also helps companies track trends, especially for outdoor rooms and terrace furniture. Family Leisure invested about \$125,000 to add an outdoor pool and build a row of luxury outdoor rooms in the Pendleton Pike store. And it is considering additional stores for the Indianapolis market. The first is either northwest or west, and a third can go south, according to Prefontaine. Other locations are in Nashville and Memphis, Tenn.; Kansas City, Kan.; Minneapolis; Little Rock, Ark.; Oklahoma City; and Clarksville, Father Ind. Prefontaine, Andy, is a partner with the original Bill Watson in Watson, which begins in Ohio. Andy Prefontaine came to Indianapolis and opened a shop in Pendleton Pike in 1985. The young chain gained fame about 10 years, and customers in each market thought he was local. He actually lives in Indianapolis. Bruce Bryant, president of localbased Promotus Advertising, thinks the chain needs to continue changing its ad campaigns to better match businesses. He was surprised when visiting the store and looking for top-class options and friendly customer service. Based on TV venues, he expects more underground products to bargain and warehouse warehouse flavors. Bryant, who shops for terrace furniture, was impressed by the selection but decided jingle corn chains and matching images playing children didn't match his upscale product. Obviously, they've done a good job from a business standpoint—there shouldn't be any that recognizes that or makes it a joke, Bryant said. We are large-scale, we will treat you well, and we will support our products. You don't want people to leave because they came out of the league. Prefontaine says that shouldn't be a problem. We are not low, medium or luxurious, he says. We closed it all out. • all. •

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