



Maple-Leaf News

Summer 2012

Laugh a little, learn a little & take a break from the daily grind

Made A Good Investment Lately?

With some not-so-good economic data coming out recently, surveys show that business owners are uncertain about their future. However, many owners are beginning to take action to protect their companies. By adapting their business strategies, they are establishing and maintaining effective business practices for the benefit of their clients and employees.

For some owners, maintaining a safe and well-cared-for company is an investment—not only an investment in the property itself, but it can be a way to keep your customers happy and keep them coming back. It can also provide a boost in employee morale as well as your own as a business manager. And it sends a message to your customers that “we’re confident about the future of our company—look at what we’re doing.”

One way to stand out from the competition is to make the experience of doing business with your company an enjoyable one. Providing customers with a more pleasurable and convenient experience can improve relationships and drive sales.

Maple-Leaf Construction can help you make an informed decision about your property investments. Sometimes a subtle improvement can provide a more



Interior view of Hampshire First Bank, Londonderry, N.H.

welcoming location or setting. Does your office need a new look? Would you like to improve your view? Are you in compliance with set standards?

We can help you transform an ordinary area into an extraordinary space where your clients and employees will enjoy spending time.

Sometimes it takes putting yourself in the frame of mind of your customer or employee. Enter the front door of your business. What do you see?

Today, customers are being offered waiting areas and lobbies with such comforts as flat screen televisions, Internet access, fireplaces and coffee stations.

It’s been found that people feel uncomfortable in dark areas, so a well-lit

interior/exterior, whether through lights, windows or skylights, can give a sense of pleasure and contentment.

While some prospective clients are able to view a production team in action on the manufacturing floor through a glass wall, they are also able to keep a watchful eye on their children in newly-built themed play areas.

Customers who love cooking have gathered at one of our completed construction projects

for an appliance store that included setting up an actual working kitchen for cooking demonstrations.

For employees, some firms are providing a dose of motivation by including cafeterias with full kitchens, training and conference

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**MAPLE-LEAF CONSTRUCTION
COMPANY INC.**

5 Congress Street • P.O. Box 443
Nashua, NH 03061-0443
TEL (603) 882-7498
FAX (603) 595-8688
www.maple-leafnh.com



Live kitchen built for Fletcher’s Appliance, Nashua, N.H.

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rooms, and outdoor patios for employees to enjoy during breaks or for company entertainment. Key to employee productivity



Interior showroom upgrade at Best Ford, Nashua, N.H.

and the reduction of absenteeism, more businesses are implementing childcare/eldercare classrooms and on-site fitness centers. Maple-Leaf recently installed a kitchen in one office. Complete with stove, sink and refrigerator, as well as microwave, counter space and storage cabinets, the kitchen offers all the comforts of home. Originally an area provided for employees to refrigerate, prepare or heat a lunch, now warm streusel coffee cake fresh out of the oven is offered at staff meetings and clients are greeted at the front door by the aroma of freshly-baked cinnamon rolls. The kitchen also played an important part in a catered event held at the office.

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Interior amenities play a large role in attracting and keeping customers, but the outside of the building is the first thing that a client sees. It is important that the first impression of your business is positive. The exterior of your building, outdoor lighting and signage all convey a message to your potential customers.

And if parking lot entrances and exits to your facility are hard to navigate, customers could become impatient and may think twice before returning.

These investment examples are modest to make when compared to the

value of your company. As professionals with years of experience, Maple-Leaf can provide guidance for meeting present and future space needs with cost-effective solutions.

When was the last time you invested in your company?



Results Chiropractic's waiting area, Nashua, N.H.

Planning A Project? Have Questions? Give Us A Call!

We are happy to be your one-stop resource for any questions you may have...whether we constructed your building or not, we're here to serve you. Call one of our commercial project managers at 603-882-7498 or email Loren Dubois, President, at ldubois@mlccinc.com.



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5 Congress Street
P.O. Box 443
Nashua, NH 03061-0443



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