



## Cultural Guidelines for Korean Store Owners in Local Community

For the long term success of your store, it is important to build a strong relationship with local community. There are TWELVE guidelines to follow which can help:

1. Keep prices steady throughout the month.
2. Buy foods for your shelves that are not close to expiration. Check to see that all packaged foods are at least 1–2 months before expiration.
3. Contribute part of your profits back to the community and advertise it. (For example, donate food to needy residents, provide support for schools, recreation and public safety)
4. Greet your customers when they enter your store. (Hi, Hello, How are you?) In American culture, it is appropriate to greet.
5. Make eye-contact and small talk (jokes, comment on the weather, discuss personal experiences).
6. Do not ignore customers (it is considered a direct insult).
7. Do not watch customers constantly.
8. Do not put change on the counter; put it back into the customer's hand.
9. Say goodbye when they leave (Thank you. See you later, Take care, Have a nice day).
10. From time to time, ask regular customers what they would like you to stock and get those items.
11. Hire workers from the community.
12. Set-up a bulletin board for community members to post information.