**PRODUCT DISPLAY:**

Displaying your products on the food service counter or merchandising is very important at the stage of business you're at right now, without a full kitchen, you really want to focus on displaying your different food items and making them very visibly present to the customer to entice them into buying. As you grow and add a larger kitchen, which will also wall off a lot of your counter space, you will lose the ability to do that. But you will compensate through TV screens and menus and printed placeholders on tables in other in store advertising.

Now you don't need all that because you can advertise your items on the calendar through displays your pencil display should always be full of pretzels, salt in cinnamon France's and what we recommend doing here is to cook those pretzels and then shellacked them. You can buy poly your things spray cans. Take those spray them down, let them drive two or three days and then you can display them in your display cabinet and they will never, never what go back. It is important that if you decide to do that you put a sticker or a label on your food cabinet that says does not serve or not for human consumption and then your display cabinet always has pretzels rotating in looking nice.

Whenever a customer orders a pretzel, you simply pick it on to me and it takes about nine minutes in the oven. However we would also recommend switching over to a microwave for your pretzels as opposed to the oven. The microwave cooks them in about a minute 15 and the super brand of pretzels you honestly cannot tell the difference between a microwave and the same goes with nachos, you want to make sure those nachos are visibly displayed where people know that you have them and that you they can order them candy chips, any items you sell like that, the more of that you can move to the cabinet on top, out of a display case the better. Ship racks, items like that are fairly inexpensive and really move products a lot better.

Based on your current product offerings, we would definitely recommend adding cotton candy. Typically most people get that through gold metal and at least in our area. You can't get that in the bags anymore but you can get that in plastic containers. Those stack very well on the counter and make for great point of sale purchases. You can sell those for about $3 each and make about $2 per sale. The mini doughnuts are another great item that you could sell in store. The equipment cost is about $1,000. The real issue with the mini donuts is they ship the donuts to you free name. In order to save on shipping costs you really need a lot of freezer storage space to make that work.

However deep freezers are fairly inexpensive, you can put one of those in the back. Other items that you could sell up front without a food service permit that would be very visible and good sellers or you can sell cookies. Otis spunkMeyer will give you a free cookie oven. So long as you buy so many cases of cookie have fun. Again, you need freezer storage space for this though but a deep freezer which is fairly inexpensive like a chest deep freezer. You can buy those fairly cheaply, and that will house this good just fine. There are other items people had experimented with up front from doing different flavored popcorns, candy apples, fresh cotton candy. These aren't bad ideas and we definitely would encourage people to experiment with them. The biggest issue with those is, is there is a higher labor cost associated with anything that kind of has to be made on demand there and you get into a situation where, for example, the cotton candy, it might take 20 or 30 minutes for the machine to warm up. You don't really want to have that machine going all week long. Now, people come in on Monday, Tuesday expecting time candy you don't have the machine on, we really recommend that you focus on items that you can sell kind of on demand all week long at any time of day without a large labor cost or a large food place cost. So the cookies are great items, the mini doughnuts are great items.

We also recommend pucker powder. The investment in that is about $1200 to $1300 up front and then you can sell the pepper powder tubes for a man an 80% markup; they tend to do very very well. Then your menu board is the next item, you will want to switch to a big screen TV for your menu board.

Right now I would recommend actually putting the menu board right where you're currently in your board is when you go to a larger kitchen and you wall in that area, that'll create a lot more space for additional TVs maybe to hang up top and I think painting a TV right where your existing the new board is working just fine.

**That Menu Board**

If you don't have access to a graphic designer, you can use Fiverr to have graphic logos designed and that can be done fairly inexpensively and you can do some pretty fancy new boards that way. Just always make sure that the menu board itself is very readable mistake people make when designing their menu board if they try to cram too much information on it and make it too hard for the customer to read.

The next thing you'll want to look at is currently you have a lot of chips, candies and different items like that and sometimes those items can be very good sellers, but you really want to look at your profit margin and make sure they're worth it. For example, if you're selling an arrowhead, maybe you're even selling it for 100% markup but the profit on that is only 50 cents per airhead or you can sell 100 arrowheads and only make $50. Whereas popcorn, it may have a lower markup. But the profit is actually higher because maybe you're making $2 per bucket of popcorn. So you really want to focus in on those, those items that have a higher profit margin and the problem with some of the smaller cheaper stuff is it takes away from your larger items. Based on your sales of nachos and popcorns I tend to believe that the reason why those items don't do very well in your stores because you sell so many smaller chips and candies, which is fine, so long as you're making a decent profit on each of those items. But if you're not making a whole lot of profit on those items, I would consider cutting back on those and focusing more just on a select number of items that I had a very good profit margin on.

So again, it's not always about markup, we've seen other FTCS get all excited about how they can sell candy for 200% markup. But they're making only 50 cents per piece of candy they sell and they're not selling any popcorn or nachos which have a much higher profit. So you don't want to kill your food sales by offering too many of the cheaper, lesser options. Also to when you have lots of those little pre packaged foods you have to worry about explorations.

The expiration date on many of those pre packaged ships is very short 30 to 60 days. Sugar based candy tends to have a very long shelf life chocolate based candy He begins to have a 30 or 60 day shelf life. So you'll also want to be paying attention to that and make ensure that you're not throwing a lot of stuff away due to expiration. The same goes for your bottle drinks. Most products tend to have a very short shelf life of less than 60 days. So you'll really want to pay close attention to what you're throwing away. Do not sell too many choices or if you feel like your store needs those choices, by very small amounts, recommend getting rid of the **YOOHOO** because it's in a glass bottle. No glass should ever be present in a family entertainment center where the kids wear socks, that is a disaster waiting to happen. The Dunkin Donuts products, which in most areas Coca Cola distributes in plastic bottles, so we recommend those. Typically, Pepsi co distributes Starbucks products, but they also tend to come in glass bottles, which is a problem for a facility where the kids don't wear shoes. So we recommend a coffee product in your cooler. Definitely recommend the big items like Coke, Diet Coke, we recommend some non caffeinated options like tummy, tummy power hade, apple juice those are all very good sellers. But just based on your level of business don't feel like need to offer 100 options like a restaurant.

Now as you grow. Absolutely you can expand your offerings, but right now, keep it to a smaller number so that you're not constantly fighting explorations. Because the moment you start throwing product away you start bleeding money concept of operations.