



APRIL 24-26
THE LAS VEGAS
CONVENTION CENTER

Micro Market Success

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Where People, Products & Possibilities Meet

Session Details

- What will you learn in this session?
 - How to lay the groundwork for Micro Market operations
 - Finding and closing profitable Micro Market locations
 - Choosing the right equipment for each account
 - Servicing markets to maximize profits
- Who are the panelists?
 - Leading, successful, and growing companies
 - Proven, innovative, and forward-thinking leaders
 - High performers on the Parlevel platform

Agenda

- Introductions
- Why are Micro Markets So Important?
- Overview
 - Putting the groundwork in place
 - Finding and closing profitable accounts
 - Choosing the right equipment
 - Servicing properly to maximize profits
- Conclusions
- Q&A

Introductions



Alan Munson
CCO



Chris Consentino
Manager



Dennis Laing
Owner & Operator

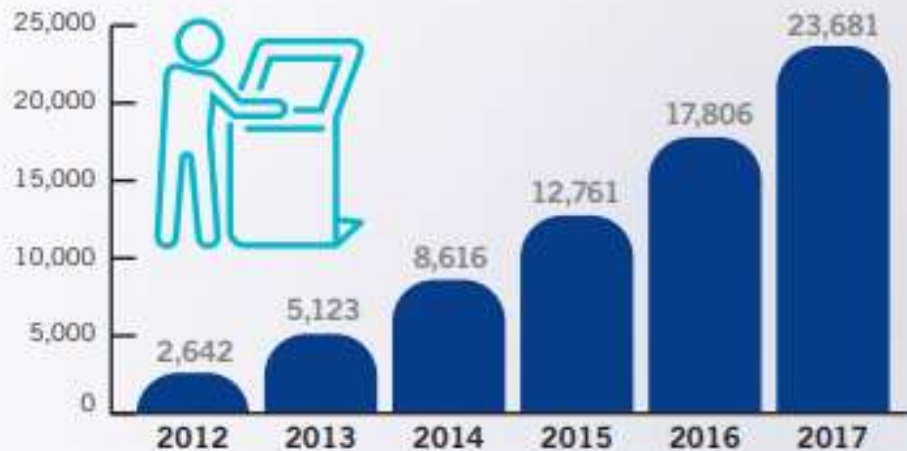


Why Are Micro Markets So Important?

- 86% of operators report that Micro Market placements are growing
- In 2017 there were over 23,000 active Micro Market locations
- From 2012 - 2017, active Micro Market locations grew almost 800%
- Replacing vending with a Micro Market can increase sales up to 300%
- In a location with 125 employees Micro Markets can generate \$1000+ / week

CHART 4C:

ACTIVE MICRO MARKET LOCATIONS



Information pulled from Vending Market Watch 2018
State of the Industry Report and internal Parlevel data

Overview

- Putting the groundwork in place
- Finding and pitching profitable accounts
- Choosing the right equipment
- Servicing properly to maximize profits

Putting the Groundwork in Place

- Suppliers - Food, beverage, equipment.
- Labor - Drivers who are in place to visit and service location.
- Logistics - Route types (Combo vs. Dedicated), Service Frequency, Management Tools.

Suppliers

- Food
 - Micro Markets Have More SKUs
 - Fresh Food
 - Higher Margins
- Beverage
 - More Variety
 - Water, tea, energy drinks, kombucha
 - Coffee. Bean to cup, K-cups, Speciality machines.
- Equipment
 - Fridges, Freezers, Shelving, Kiosks.
 - Highly dependent on location size.
 - Custom Graphics

Labor

- Drivers

- Different than servicing machines
- Wipe down kiosk, check equipment, cameras, etc
- Servicing markets takes longer

- Warehouse

- Prekitting is a must
- Setup / test before deployment
- Storage space for fresh food

- Service Techs

- Fewer moving parts - computer-based
- Higher uptime, more proactive servicing
- Kiosks, fridges, security cameras

Logistics

- Routing
 - Combo Routes vs. Dedicated Routes
 - Dynamic Routing
 - Transporting Fresh Food
- Service Frequency
 - Real-Time Analytics
 - Twice a day, once a day, once a week
 - Special events (Sushi Day)
- Management Tools
 - Need a powerful management system
 - Sales, merchandising, promotional tools
 - Inventory management
 - Security
 - Custom branding
 - All-in-one management

Finding & Closing Profitable Accounts

- Identify Optimal Accounts
- Work, Pitch, & Close
- Post-Meeting

Identify Optimal Accounts

- Private vs. Public
- Blue Collar vs. White Collar
- Employee Size
- Full-Time vs. Part-time
- In and Out Traffic
- Geography

Work, Pitch & Close

- Develop Target List
 - Purchase lead list
 - Chamber of commerce
 - Google Search
- Create Marketing Materials
 - Sales presentation / Webpage
 - Emphasize Hot Buttons
 - Highlight differentiators
- Close the Deal
 - Bring products with you
 - Demo your kiosk
 - Drop off flyers, business cards, etc.

Post-Meeting

- Terms & length of contract
- How is theft handled?
- Internet requirements
- Product mix

Choosing the Right Equipment



Kiosk Type



Racking, Coolers, & Freezers



Signage, Security, & More

Kiosks

- Maximize ROI via kiosk size
 - Max - Medium or Larger Locations (125+)
 - Mini - Smaller Locations or satellite kiosks (50-125)
 - App - Smallest accounts (< 50)
- Reliability
 - Maximize uptime
 - Minimize complaints
 - Accessible support staff

Kiosks

- Easy-to-Use
 - Intuitive User Interface
 - Maximum Payment Methods
 - Flexibility
- Sales & Management Tools
 - Prekitting, routing, servicing
 - Promotions, rewards, branding
 - Merchandising, analytics, space-to-sales

Key: Have a complete solution that allows you to manage everything in one place

Racking, Coolers, Freezers

- Racking
 - Modular - size dependent on location
 - Flexible - pegs vs. racks
 - Appealing - product pushers, custom branding, messaging
- Coolers & Freezers
 - Health locks
 - Gravity trays
 - Energy-efficient
 - Reliable

Signage, Security, & More

- Signage
 - Kiosk How-To's
 - Contact Information
 - Branding
- Security
 - Complete coverage
 - Cloud based
 - Real-time feed on monitors
- More
 - Coffee machines
 - Microwaves
 - Cups, utensils, condiments

Servicing Properly to Maximize Profits



Effective Openings



Sales Initiatives



Constant Improvement

Effective Openings

- Have a great grand opening to start off on the right foot
- Bring tastings and samples
- Train onsite
- Build excitement

Sales Initiatives

- Inspire purchases and loyal customers
- Wallet-reload promotions
- Meal deals
- Loyalty rewards
- Recognition - employee of the month
- Gift Cards

Constant Improvement

- Use management tools to maximize market efficiencies & profits
- Inventory and Money Audits
- Product Merchandising & Optimization
- Optimal service frequency

Conclusions

- To run a successful Micro Market operation, you must
 - Put the right groundwork in place
 - Find & close profitable accounts
 - Choose the right equipment
 - Service the market to maximize sales

Q/A





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