

### ***Kiosks /Impulse Counters***

One of the biggest challenges in the Cinema business is maximising concession business when it is busy. Transaction time is crucial – the longer it takes to serve a customer the more the queue builds the more chance there is of a late joining customer abandoning the queue and hence the loss of sales and income. Never mind the irate customer seeing the movie without a traditional accompaniment

On the other side there is a need for new product and ideas – and so the kiosks were launched.

Initially trialled with Ice Cream (OLA), Doughnuts and Sausage Saloon Hotdogs, along with Glaceau Vitamin Mineral Water and Chaywa Coffee these kiosks proved (after some testing) to increase the concession turnover by between 4 and 5%

The impulse counters were placed outside of the catering counters carrying a line of imported sweets (Hello Kitty video boxes, Mike and Ike Sour Balls), Caramel popcorn, and Lucky Packets. Very little pilferage – the staff were given a brief to maintain an eye on the product and it was counted into their stock – and sales increased by 2%

Happily – and importantly – no cannibalisation of the main product was evidenced and these increases added to the turnover and bottom line.