

BUSINESS TUNE UP



I
a
p
p

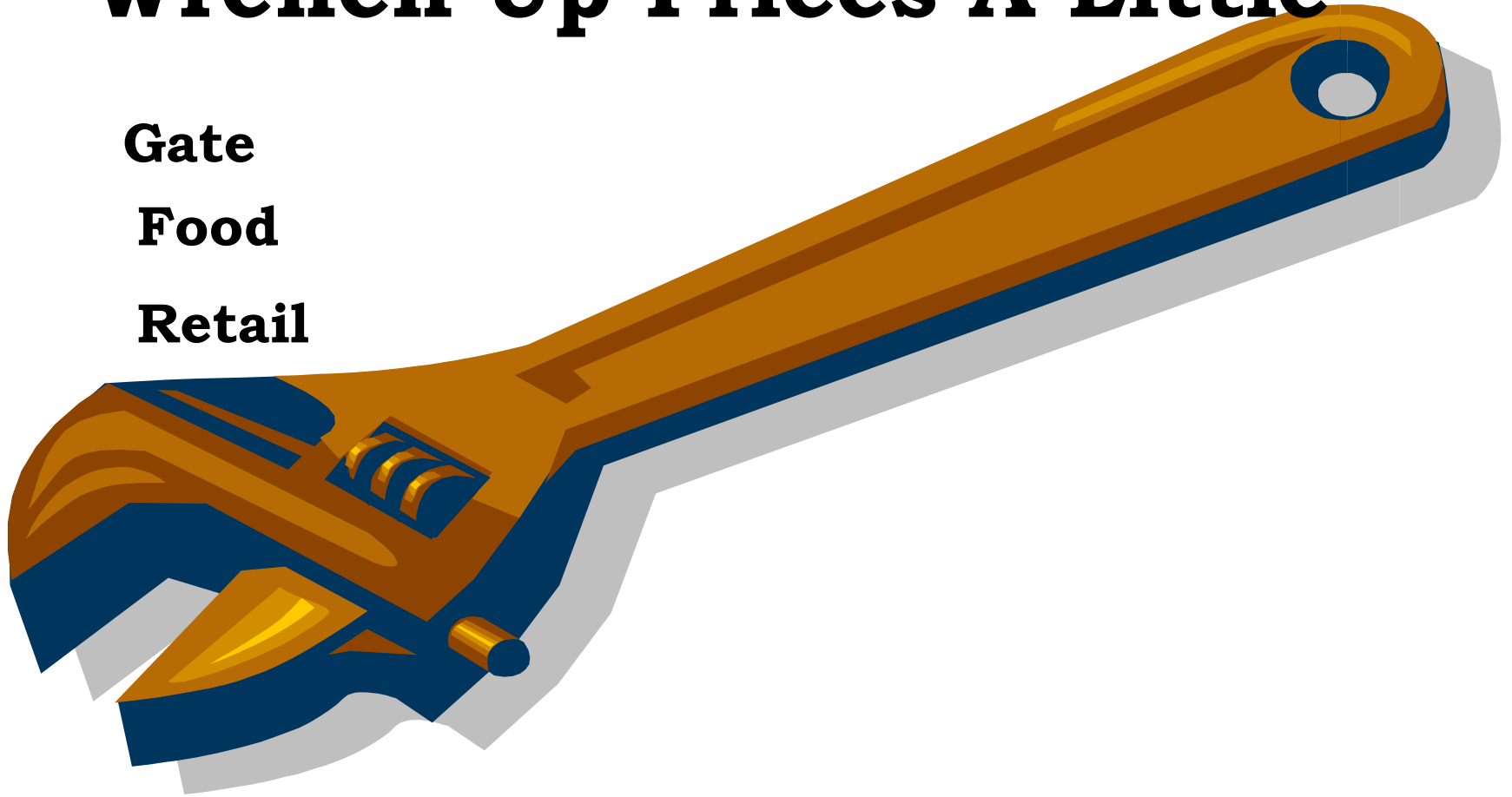
IAAPA
11/16/09

Wrench Up Prices A Little

Gate

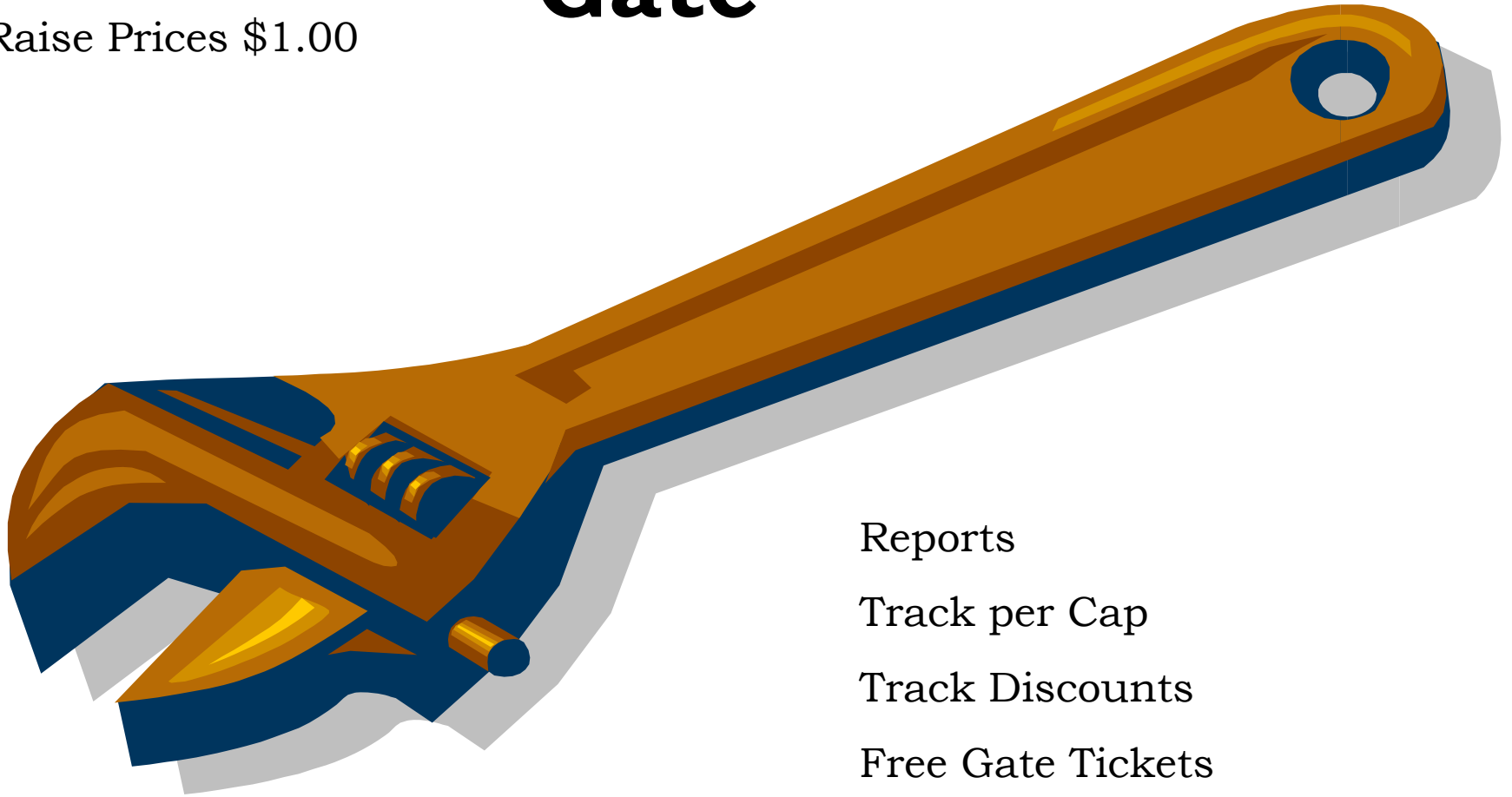
Food

Retail



Gate

Raise Prices \$1.00



Reports

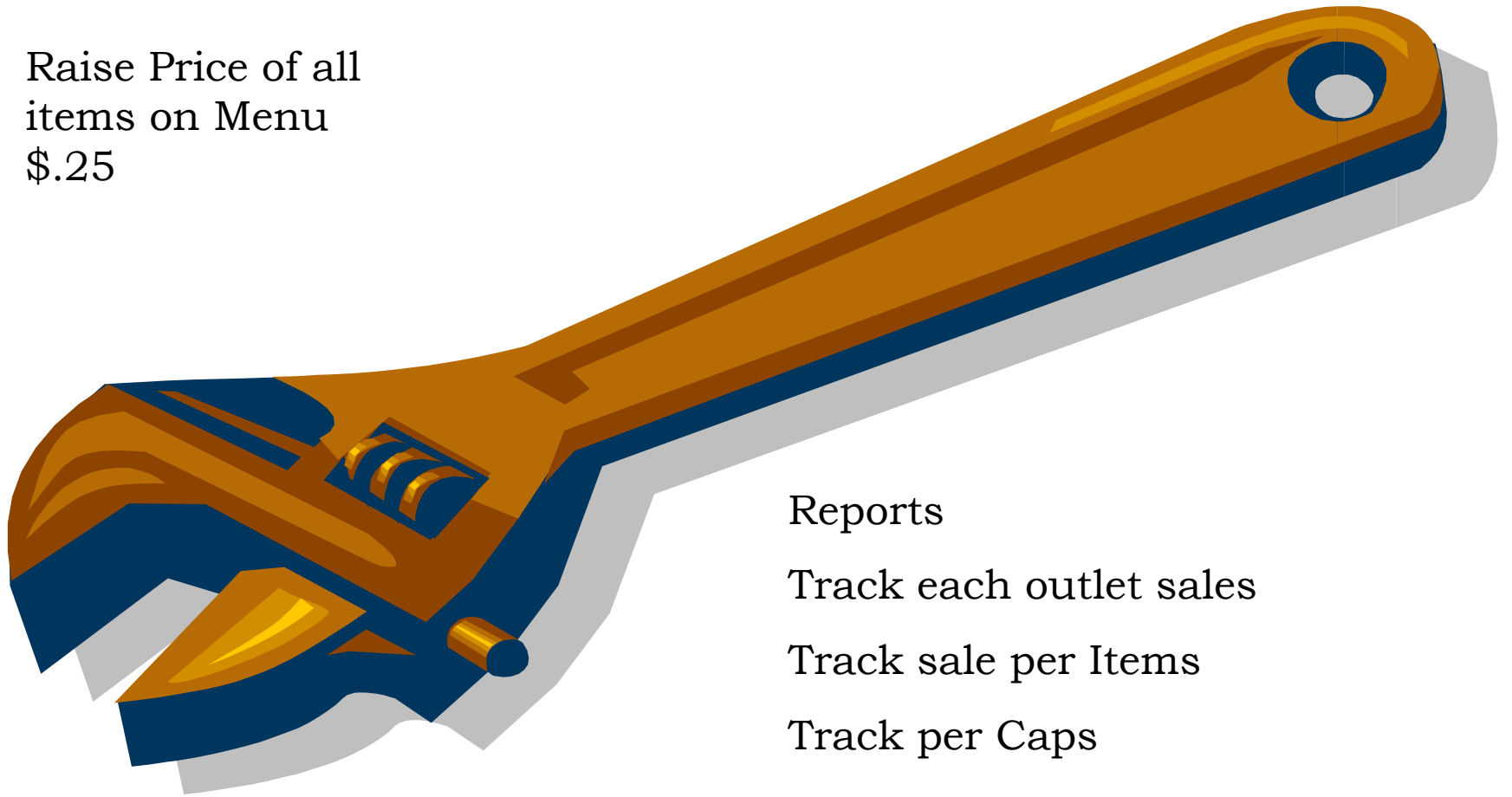
Track per Cap

Track Discounts

Free Gate Tickets

Food

Raise Price of all
items on Menu
\$.25



Reports

Track each outlet sales

Track sale per Items

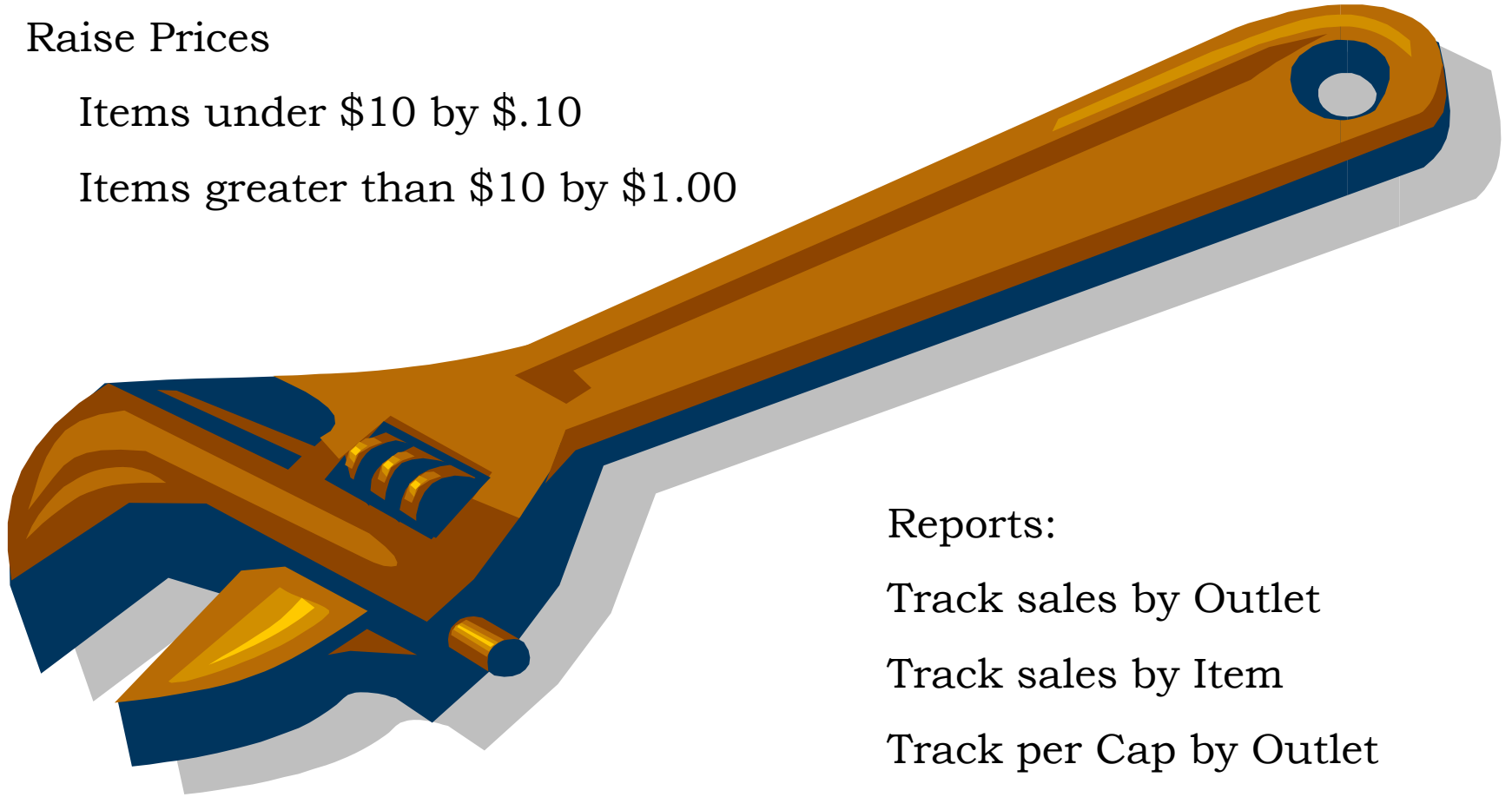
Track per Caps

Retail

Raise Prices

Items under \$10 by \$.10

Items greater than \$10 by \$1.00



Reports:

Track sales by Outlet

Track sales by Item

Track per Cap by Outlet

Tighten Down Expenses

Payroll

Supplies

Utilities

Marketing



Payroll

Cut an Hour per week for each Hourly Personal

Watch for the 7 Minute rule

No Overtime

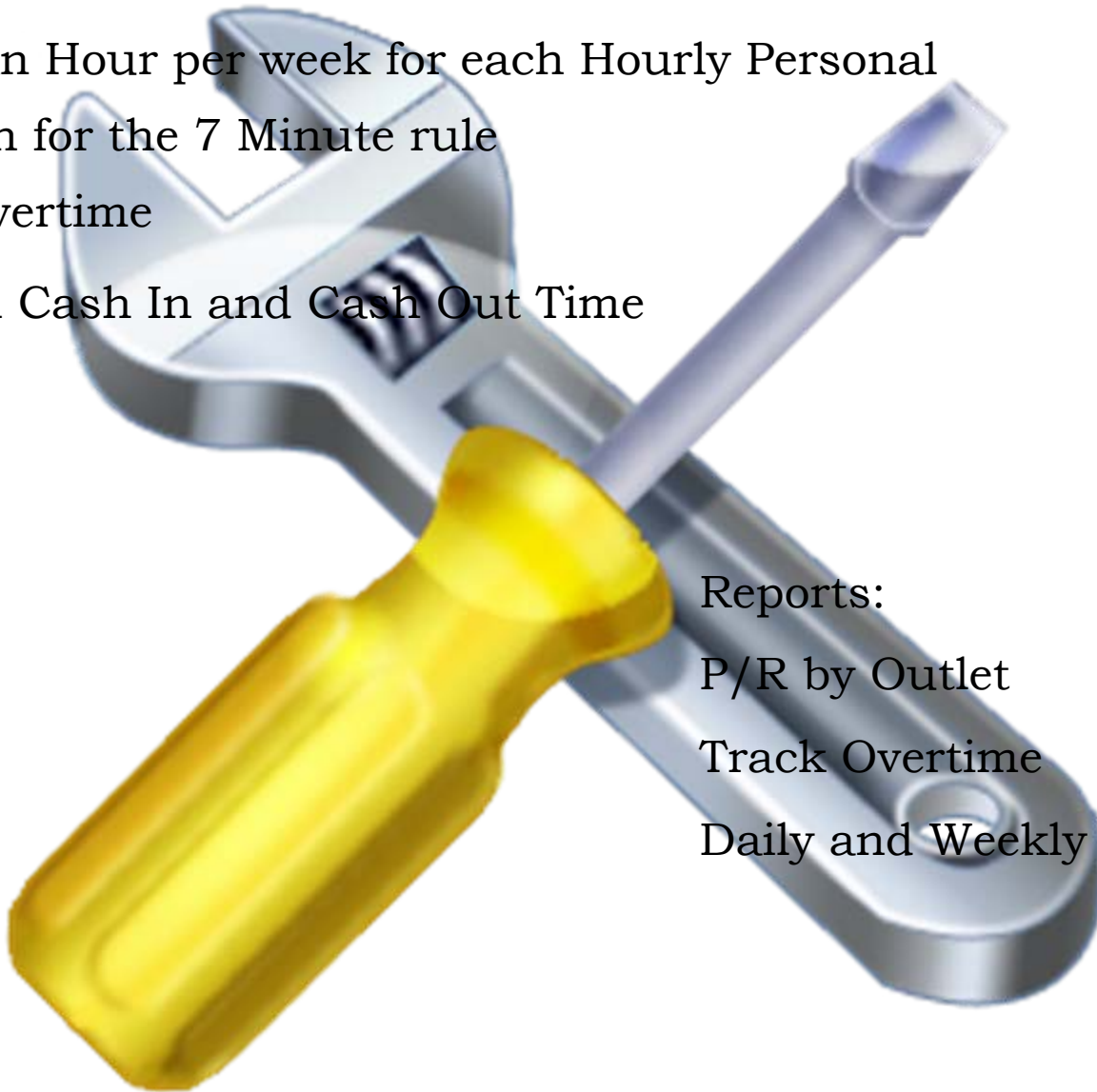
Watch Cash In and Cash Out Time

Reports:

P/R by Outlet

Track Overtime

Daily and Weekly Reports



Supplies

Reduce Copies

Make Sure all Printed Items are
Two Sided

Eliminate Post It's

Reports:

Track Supplies by Department



Utilities

Turn Off Lights in Back of House Areas

Look at when lights are Turned on

Use Energy Saving Light Bulbs



Reports:
Monitor Usage by area in Park
Track Usage not \$

Marketing

Evaluate all Coupons & Ads

Reduce size of ads



Reports:

Track every coupon by redemption

Cost per guest per Coupon

Hammer Vendors & Banks



Better Terms

Better Prices

Extend Payments

Better Terms



Talk to Vendors about Terms

Talk to Charge Cards about
Processing Terms

Better Prices

Re Negotiate Prices

Make sure you have a back-up to
Vendor

Extend Payments



Ask Vendors for a 60 day turn
around

Ask Banks for better Terms on
Credit Cards Interest

Clamp Down

Theft

•Inventory

•Cash

Controls



Clamp Down

Theft

- **Inventory** (Spot Check)
- **Cash** (over/short reports by Cashier per Day)



Clamp Down

Controls

Look at ALL controls



Income Statement

Attendance	100,000
------------	---------

Increase

Revenue			
Admission	\$1,000,000.00	\$1.00	\$1,100,000.00
Food	\$200,000.00	\$0.25	\$225,000.00
Retail	\$200,000.00	\$0.50	\$250,000.00

\$1,400,000.00		\$1,575,000.00
----------------	--	----------------

Cost of Goods Sold	\$200,000.00		\$237,000.00
--------------------	--------------	--	--------------

\$1,200,000.00		\$1,338,000.00
----------------	--	----------------

Expenses			
Payroll	\$250,000.00		\$225,000.00
Supplies	\$20,000.00		\$18,000.00
Utilities	\$40,000.00		\$35,000.00
Insurance	\$40,000.00		\$40,000.00
Marketing	\$70,000.00		\$63,000.00
G & A	\$150,000.00		\$150,000.00
Other	\$250,000.00		\$250,000.00

\$820,000.00		\$781,000.00
--------------	--	--------------

Net Profit	\$380,000.00		\$557,000.00
------------	--------------	--	--------------

\$177,000.00

Check List

- Look at all your pricing structures
 - Gate
 - Food
 - Retail
 - Parking
 - Arcades
- Look at all your expenses
 - Payroll
 - Benefits
 - Supplies
 - Utilities
 - Insurance
 - Travel
 - Telecommunication
 - Marketing

Check List (Cont)

- Check all your controls
 - Inventory
 - Cash Controls
 - Entrance/Exit
 - Shipping/Receiving
 - Security Monitoring
- Try to Renegotiate
 - Charge Cards
 - Banks fees/interest
 - Telecommunication
 - Vendors

USE ALL THE TOOLS IN YOUR TOOLBOX

