

# BUSINESS TUNE UP



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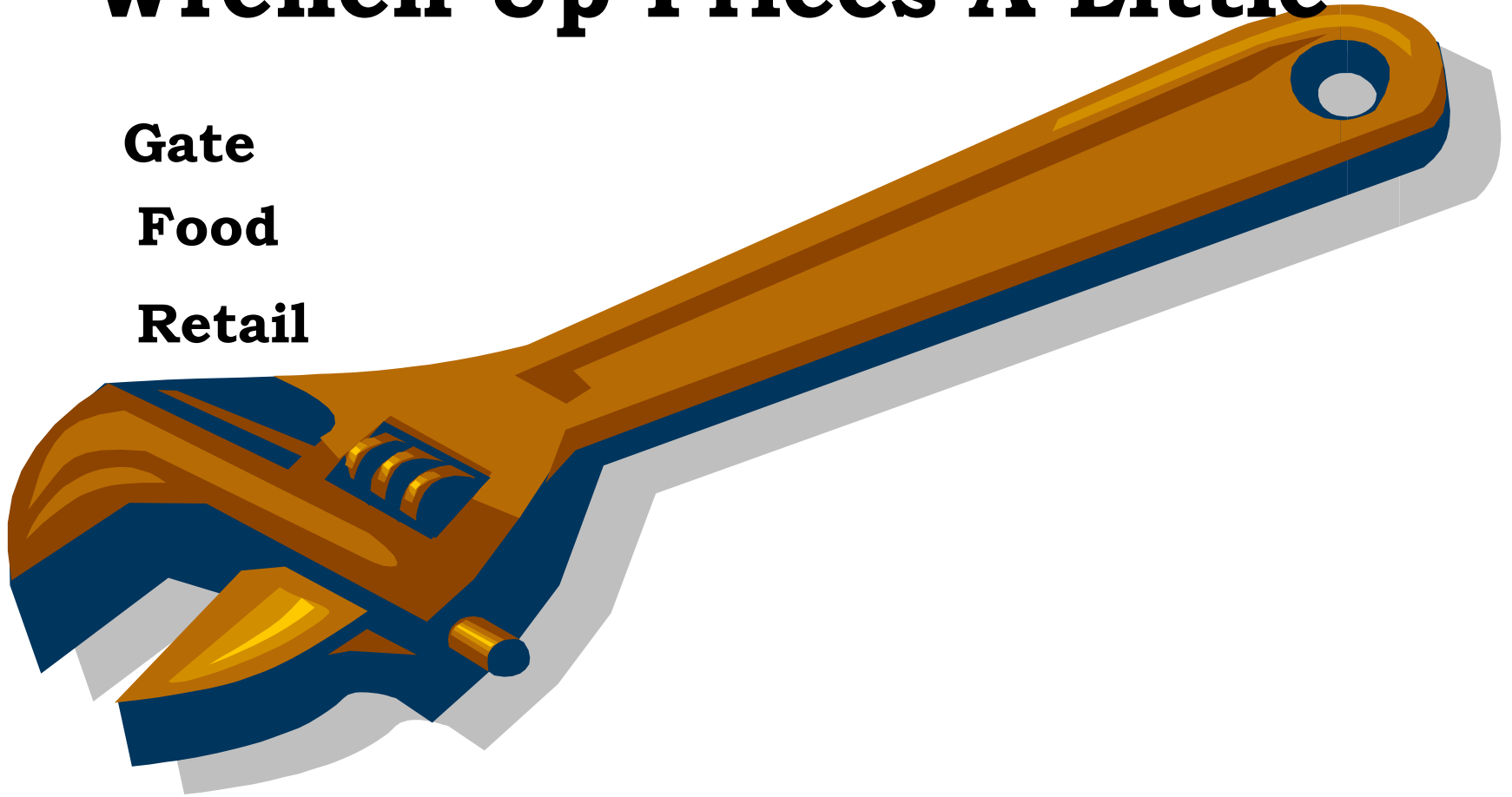
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# Wrench Up Prices A Little

**Gate**

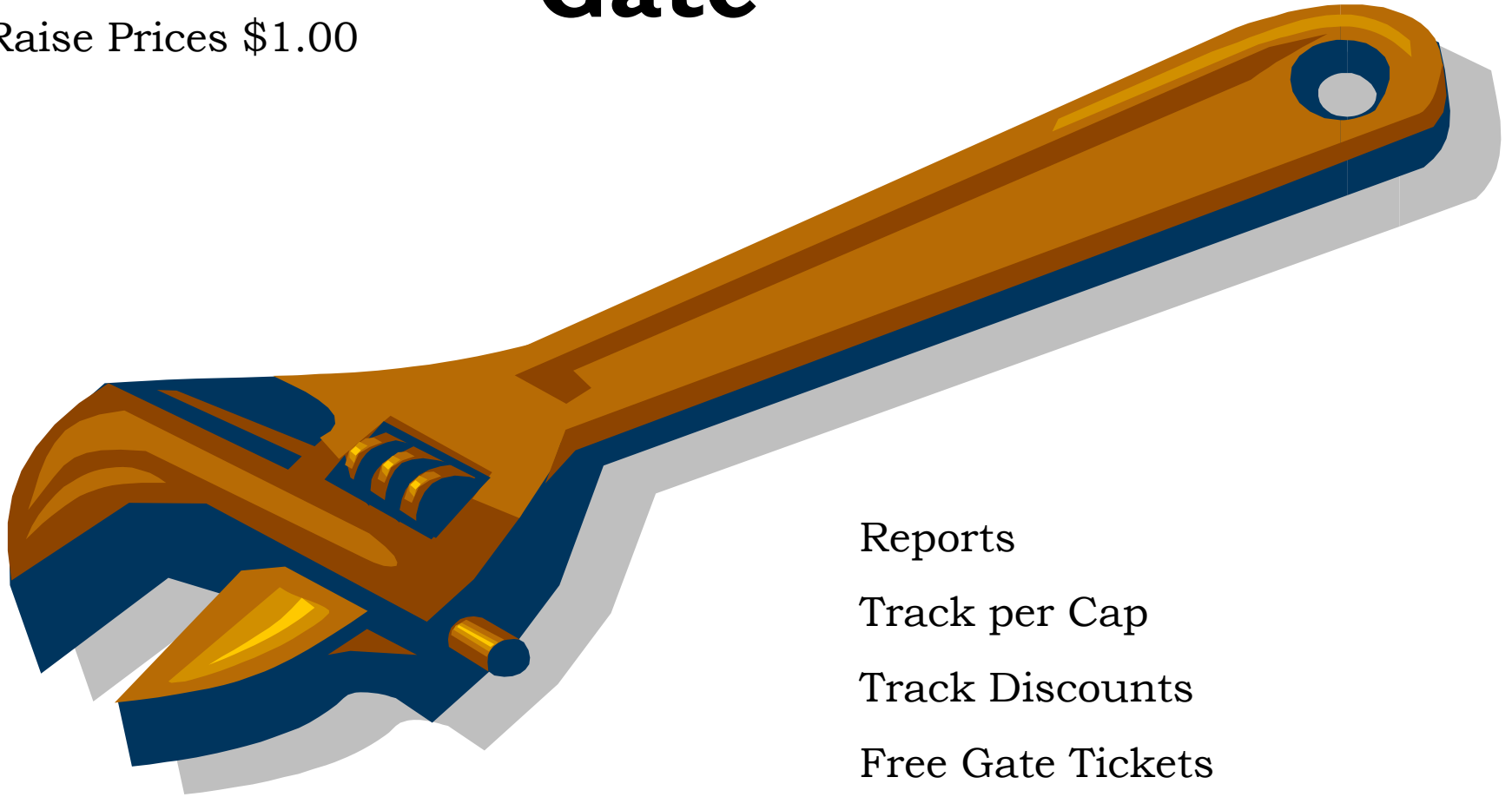
**Food**

**Retail**



# Gate

Raise Prices \$1.00



Reports

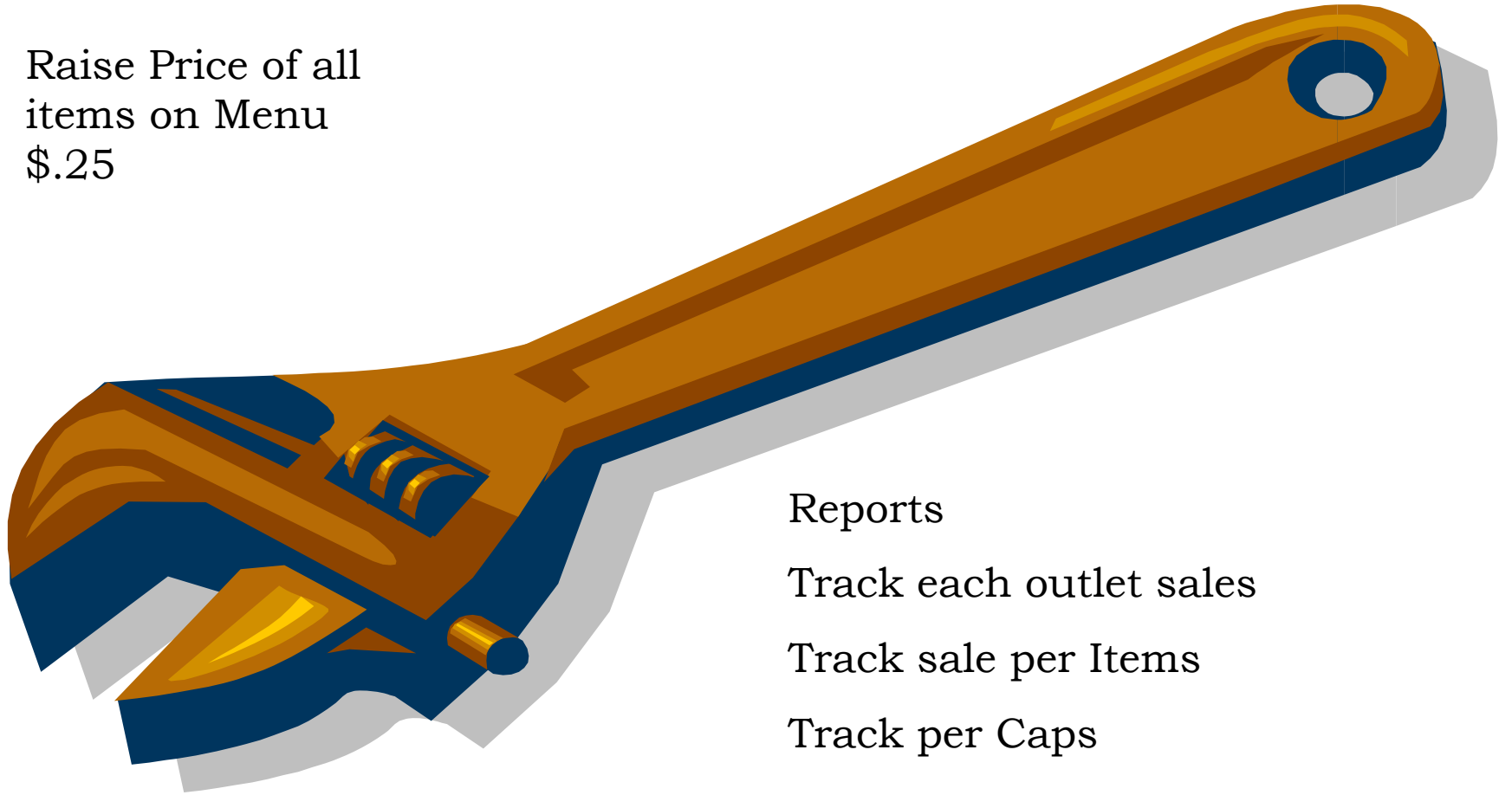
Track per Cap

Track Discounts

Free Gate Tickets

# Food

Raise Price of all  
items on Menu  
\$.25



Reports

Track each outlet sales

Track sale per Items

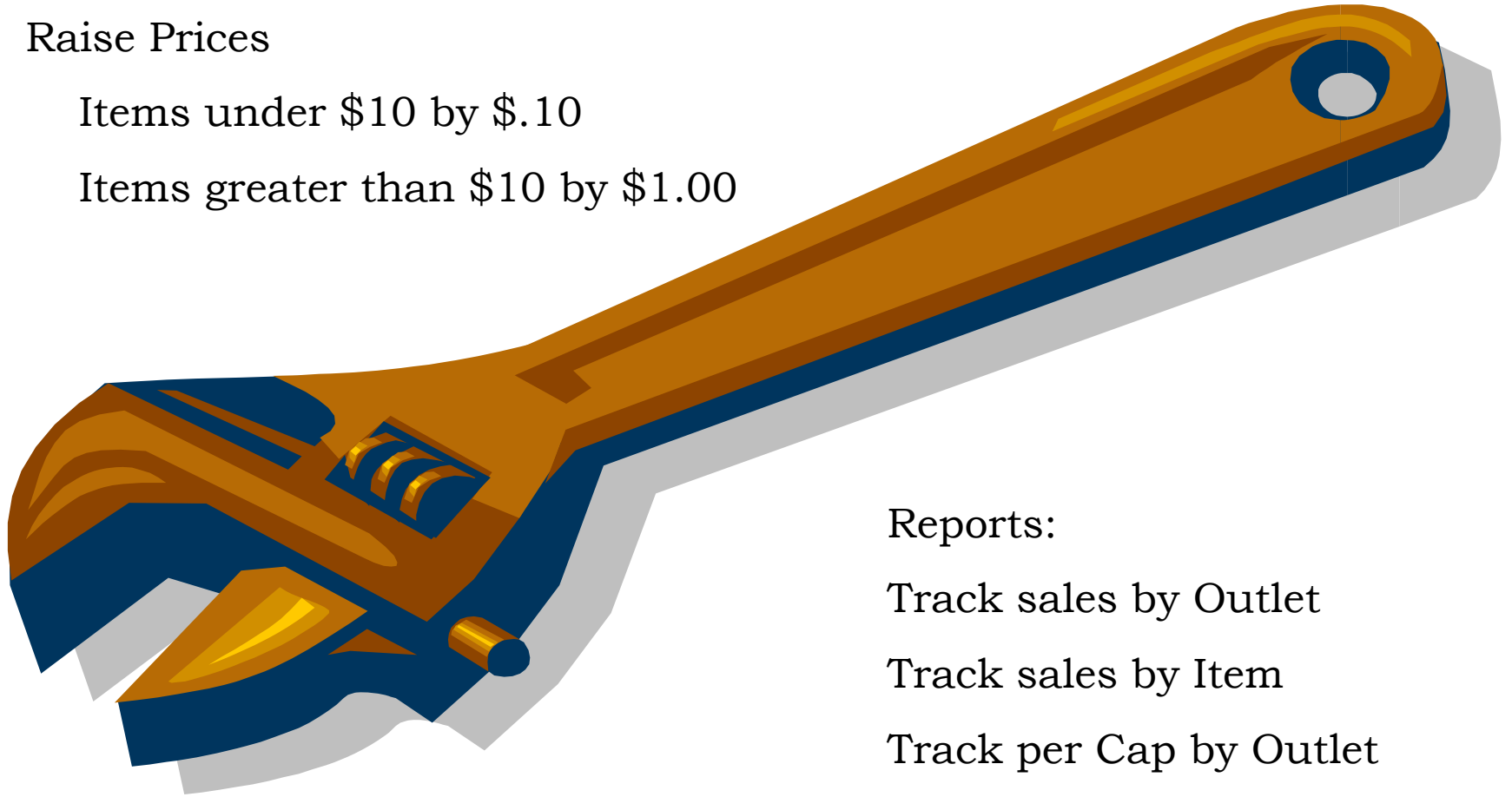
Track per Caps

# 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

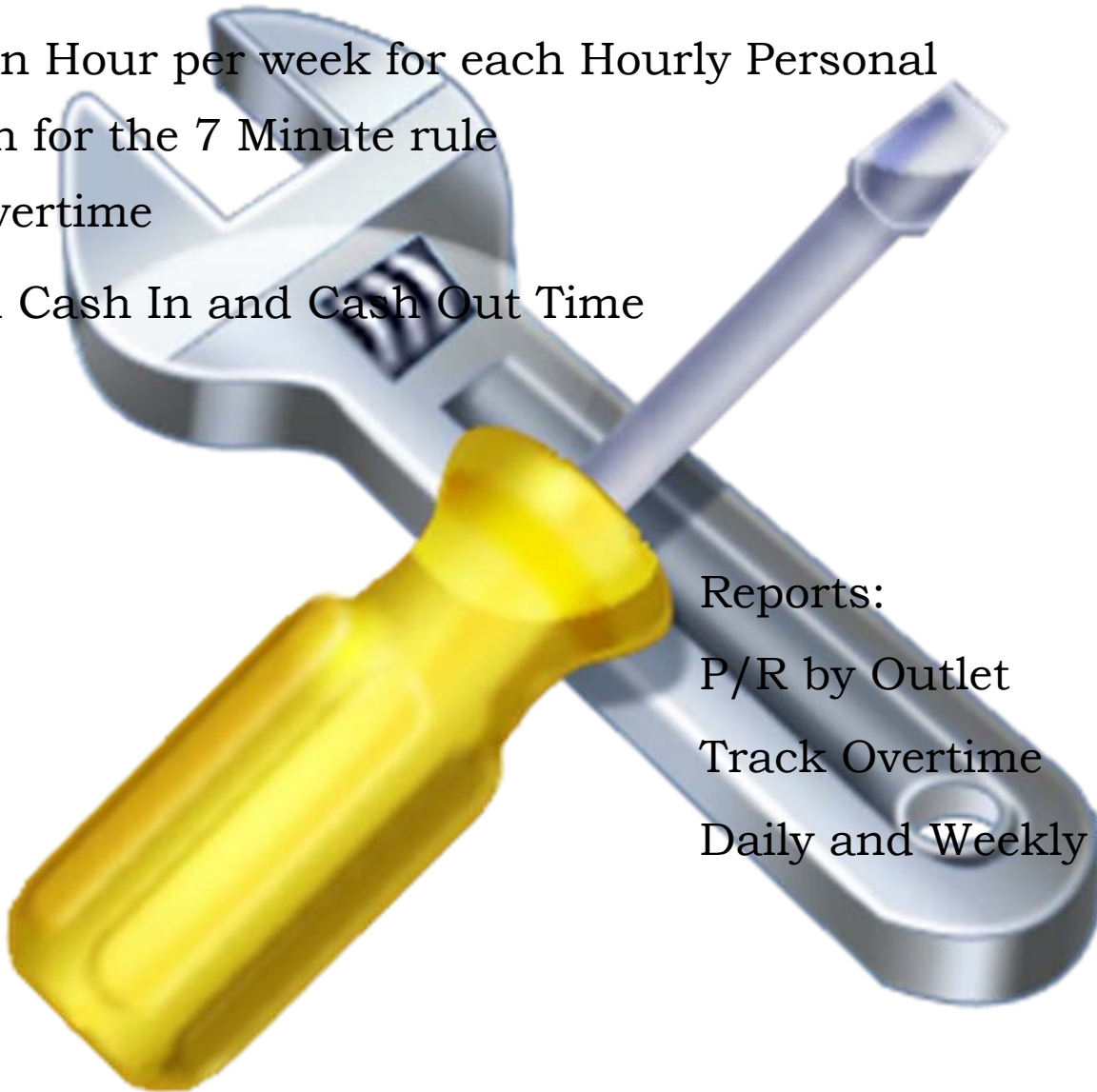
Watch Cash In and Cash Out Time

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		
		<b>Increase</b>	
<b>Revenue</b>			
<b>Admission</b>	\$1,000,000.00	\$1.00	\$1,100,000.00
<b>Food</b>	\$200,000.00	\$0.25	\$225,000.00
<b>Retail</b>	\$200,000.00	\$0.50	\$250,000.00
	<b>\$1,400,000.00</b>		<b>\$1,575,000.00</b>
<b>Cost of Goods Sold</b>			
	\$200,000.00		\$237,000.00
	<b>\$1,200,000.00</b>		<b>\$1,338,000.00</b>
<b>Expenses</b>			
<b>Payroll</b>	\$250,000.00		\$225,000.00
<b>Supplies</b>	\$20,000.00		\$18,000.00
<b>Utilities</b>	\$40,000.00		\$35,000.00
<b>Insurance</b>	\$40,000.00		\$40,000.00
<b>Marketing</b>	\$70,000.00		\$63,000.00
<b>G &amp; A</b>	\$150,000.00		\$150,000.00
<b>Other</b>	\$250,000.00		\$250,000.00
	<b>\$820,000.00</b>		<b>\$781,000.00</b>
<b>Net Profit</b>			
	\$380,000.00		\$557,000.00
			<b>\$177,000.00</b>

# 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

