

FOR ALL THE BEST CINEMAS



02 VISTA CONCESSIONS



Key to cinema profitability is how well concessions are managed. Vista provides the ability to control the business of concessions with a solution that is tightly integrated with the Vista BoxOffice system.

Concessions setup

In setting up the full concessions inventory list a wide variety of items can be tracked. Along with standard food and beverage items, box office sundries such as vouchers and membership cards can be tracked. Details including descriptions, short descriptions and alternate language descriptions, item classes, suppliers, selling prices, costs, units of measure and many other details, are all held on a comprehensive inventory database. Weight-based sweets (Pick and Mix) are handled as standard within the system.

Locations and sub locations can be established; multi location inventory is standard throughout the system.

Various different types of recipes can be set up in Vista Concessions. These include recipes that are made in advance such as pre-rolled ice creams, and recipes that are made at sale time such as a small soft drink. The recipe function is also used to create combo items that are combinations of other finished items.

Features and options

A product can be defined with a number of options; this enables the operator

to offer the customer varying and/or additional product choices based on their initial concessions selection. For example, if the product was a Pizza, the options may be Hawaiian Pizza or Pepperoni Pizza and the selling price may vary. Features can also be selected, which are product extras on offer. In the pizza example, if the customer chooses a Hawaiian Pizza, they can then be asked if they would like extra pineapple or onion.

These features are made available to the customer at an additional cost and are added to the overall price of the item. Features and options can also be used for combo products.

Up-sells

Up-sell items can drive up a customer's concession purchase; in the system certain items can be assigned with a list of possible up-sells, which when selected will prompt the operator to inform the customer. For instance, if a customer buys a regular drink and regular fries, the system might suggest a combo purchase, which for a certain additional price also includes an ice cream.

The Point of Sale can also be configured to automatically replace items ordered where there is a matching combo product.

Point of sale and payment functions

The Point of Sale (POS) is integrated into the BoxOffice system.

It is a touch screen application, which increases staff efficiency when simultaneously handling concessions and performing cashier operations.

A specific location can be set up to sell only concessions, or to primarily sell concessions. If the primary role is concessions then the BoxOffice system is still only a touch away, but the sales flow will not involve the tickets screen. The BoxOffice screening schedule function is still available to concessions staff so that program information can be provided to customers if required.

Different concessions profiles can be created, for example, coffee shop, main stand, bar; each profile can contain a different set of product buttons. All product items can still be accessed via the product search function or by barcode. For ease of grouping and recognition, the buttons that appear on the POS can be created in different colors with different size fonts on the labels.

Payment processing

All the payment functions that exist in BoxOffice are repeated in Concessions. This integrated approach means that only one payment gateway interface is required for credit cards. And Vista's tab payment function is useful for 'bar tab' type processing or for restaurant-type environments such as Gold Class cinemas.

Tabs can be created from the POS or the MobilePOS (PDA); for large corporate functions booked in advance, a tab can be created in back of house (Vista Back Office). But a tab can be created and assigned to numerous areas including a customer's table or barstool. Alternatively tabs can be created via a tab card or a credit card. The customer can add to their tab and partially pay it off

during their time at the cinema – or pay in full at the end of their visit. For large corporate groups, an invoice can be generated at back of house for later payment.

Pricing

Pricing of concessions ranges from a simple approach, right through to a comprehensive head office-controlled multi-site pricing strategy.

Price lists can be maintained at the cinema or at head office if the Head Office system is in use. And updated price lists can be designated to become active on certain dates to enable advance set up of a price increase.

Promotions lists can be used to create 'happy hour' pricing by specifying applicable days and times for the promotion. Both specified prices or 'percentage-off' promotional prices are supported and reporting on the performance of respective promotions is possible.

Products can also be marked if they are eligible to be free-of-charge and these are tracked in the sales recording process.

Using Cost Lists allows different cost prices for items at different locations. To make it easier to manage a change on cost prices, Cost Lists also have a date they take effect.

Vista supports tracking costs for reporting purposes in three different ways; at standard cost, last cost and weighted average.

Discounts and deals

Different discounts can be created for defined groups. Discounts can be a percentage, dollar off or special price and, can be created to be valid only on certain days or between certain times.

A discount can be associated with a voucher, so that when the appropriate voucher is scanned it allows the customer to redeem the discount. Discounts can also have different security levels assigned for manager or supervisor approval.

Vista’s powerful deals engine is designed to help drive up spend per person. Packages can be created based on certain items, tickets and/or films, resulting in additional spend if offered at a discount. For example, buy two adult tickets to the 3D version of Avatar and get a voucher for \$5 off a combo from the candy bar...

Vista Head Office provides all the tools required to analyze how well a deal or discount performed.

Receipts and documentation

Vista’s concession system accommodates the fiscal regimes of most countries. Taxation is managed at the line item level with up to four tax levels possible. Each item is defined with its own tax code.

Receipts can be produced on dual roll printers, printers with flash memory and printers with built in disk storage. The customer receipt is configurable for both detail and issue.

count system. Some transactions such as wastage can be recorded at the POS.

Adjustments from the corporate office can also be made such as during auditing time for instance and, stock adjustments and wastage can be configured to prompt for later analysis.

Robust system

VistaPOS can be configured such that if a problem occurs with the network or cinema server, POS will continue to process sales until service is restored or the problem is resolved.

Head office and accounting interfaces

If Vista’s Head Office system is in use then a daily concessions summary for each site is uploaded to Head Office.

Also provided is a simple extract file (for input into an accounting system) that summarises sales, costs and receipts for each item.

Visit us at www.vista.co.nz

Bar-coding and scales operations

To streamline the sales process of concession items a barcode system can be deployed with full scanner support provided by the POS. Scanning of books of vouchers to record sales is supported and the barcode is entered into the sale record. If a barcode fails to read, it can be entered manually and the transaction is flagged as a manual entry.

The barcode function will be of value to cinemas operating a merchandising store.

If weight-based sweets are being sold then electronic scales can be attached to the POS. When a weight-based item is selected, a reading is taken from the scales and a value automatically placed in the order.

Prepare and pick-up facility

Any item can be marked as requiring preparation, where it is to be sold from, and the applicable preparation area. The details of the orders will appear on monitors in their allocated area such as the kitchen, a concessions counter or even the prepare screen POS.

The order can be configured to only display at the time that the items need to be prepared. Staff can indicate the status of a particular order – for example ‘started’, ‘made’ or ‘picked up’ and – an order can be split up so that items can be processed separately.

Vista can be configured so that prepared items are returned to the POS for pick up, picked up from the preparation area or, picked up from a separate designated area.

Prepare and pick up slips can be printed at various locations at the appropriate time. Some cinemas prefer to use these slips for order preparation information (rather than using the area monitors) but both can be used in parallel.

The prepare/pick up system has been built into POS so that customers can check on the status of their order.

Order delivery information

When an order is taken, additional delivery information can be recorded. This allows the order to be delivered to a customer at different times and/or in different places in the cinema. For example, a glass of wine could be delivered immediately to the customer sitting at the bar, and then another delivered 30 minutes later to their seat. Additional information can be captured such as a special customer characteristic, or urgency.

Sales tracking and reporting

Vista’s integrated approach to box office and concessions creates a number of new sales reporting possibilities, particularly if a single POS is in operation.

Concessions sales can be tracked by film or by cinema concept, (Blockbuster, Art House or Gold Class), within the same complex.

Film based and session based concessions reporting is available; if concessions and tickets are purchased together, then the sales can be allocated to a particular film.

If certain workstations are allocated to a cinema concept, for example an upstairs concessions area, then the cinema

concept option for concession sales reporting can be run.

If a cinema is running a joint IMAX and ‘Traditional’ cinema, the concessions system can be set up to identify which cinema the patron is attending when they purchase their concessions.

Stock control

Along with the concessions sales system, Vista provides a full Back Office multi or single location stock control system. Not only can stock positions be counted, but a true picture of the cost of sales is enabled by taking account of across-the-counter sales and also waste, stock take losses and adjustments. The stock take can be run whilst the cinema is active, and/or run on a specific location or group of locations.

Stock takes can be configured to be performed on certain POS terminals; with POS stock takes, either the POS can have a float so that at the end of each shift the stock level is reset to the float level or it requires manual replenishment once the cashier has cashed up.

The system is in real time, which provides an up-to-date view of sales and the inventory position. The reorder system looks at sales history, admissions forecasts, purchasing lead times and minimum days of cover to assess requirements.

Stock movement within the cinema is monitored via the ability to define locations and process a full range of stock transactions. These include inter-location and inter-cinema transfers, inward goods receipting, wastage, stock adjustments and a full stock