

# DREAM BEAR CRANE MACHINE

## MARKETING OPERATING MANUAL

This manual aims to guide our customers through our equipment manufacturing expertise (Dream **Bear Crane Machine**)

### 1.MODE ENTERTAINMENT

**A.** The amount to be defined for the credit should be based-observed:

**A.1.** Banknotes and coins in greater circulation in the country.

**A.2.** Banknotes and coins in lower value in the country.

**A.3.** The analysis of items **A** and **B** should be observed for the user not having any difficulties with change.

**B.** The value of credit **X** should be related to at least 10% less than the average value of the plush practiced in the local market stores. Thus, making it more attractive and satisfying to the consumer.

**C.** The amount of plush output should be periodically observed in relation to the number of credits inserted, in order to keep the market relationship in equilibrium. (See **item B**) .

**D.** The playing time should be enough for the user to have the right tranquility in his choice, it is suggested a minimum of 30 seconds.

**E.** Sizes, shapes and weight of each stuffed thereby maintaining harmony in relation to the item **B** are observed.

**F.** Periodic analysis should be made of the return estimate for the operator of the equipment, always having its "**PAYBACK**" maintained satisfactorily. This is an individual analysis, but we suggest a return on investment between 30 and 40 months. It is understood as value for the return of the equipment gross revenue deducted from the following expenses: cost with plush, cost of leasing of physical space and operating expenses.

### 2.VENDING MACHINE MODE

**A.** The amount to be defined for the credit should be based-observed:

**A.1.** The value of the coins and bank notes s location that is closest to the final price of plush.

**A.2.** We recommend analyzing the minimum use of banknotes to obtain the credit amount.

**A.3.** The analysis of items **A** and **B** should be observed for the user not having any difficulties with change.

**B.** The value of the credit should be related to the "**MARKUP**" cost of plush plus gross profit margin.

**C.** The playing time should be enough for the user to have the right tranquility in their choice, it is suggested a minimum of 30 seconds.

**D.** The estimate of return to the operator of the equipment should be periodically analyzed having its " *PAYBACK* " always maintained satisfactorily. This is an individual analysis but we suggest a return on investment of 30 to 40 months. It is understood as value for the return of the equipment gross revenue deducted from the following expenses: cost with plush, cost of leasing of physical space and operating expenses.

### **3.PROMOTIONAL MODE**

**A.** This module can be used in the following formats:

**A.1** Fixed rent, we suggest working with a regular fixed rent.

**A.2** for rent, should be charged according to the variation of the plush outlets .

**B.** It is understood as value for the return of the equipment gross revenue deducted from the following expenses: cost with plush, cost of leasing of physical space and operating expenses.

***\* This operating manual refers to the items specified in the technical manual.***