

FUN TIME CRANE MACHINE

MARKETING OPERATING MANUAL

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

1. ENTERTAINMENT MODE

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.***