

# Concessions

# Vista

Cinema Software

***One of the keys to cinema profitability is how well your concessions are managed. Vista provides the ability to control your concessions business with a solution that is tightly integrated to the Box Office systems.***

## Concessions Setup

In setting up the full 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 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 being standard throughout the system.

## Recipes

Various different types of recipes can be setup in Vista. 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

With Vista features and options, the operator can offer the customer a number of additional product choices based on their initial concessions selection. A product can be defined as having a number of options, for example a drink can be defined as a small, medium or large drink. Vista can then prompt the operator to select what flavour of drink they want e.g. Coke, Sprite or Diet Coke.

If the product was a Pizza, the options may be Hawaiian Pizza or Italian Pizza and the selling price may vary depending on what product they choose. Features can also be selected, which are product extras that can be offered to the customer. In the pizza example, if the customer chooses an Italian Pizza, they can be asked if they want extra olives or onion with their pizza.

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 as part of combo products.

## Up-sells

Up-sell items are a good way of driving up your customer's concession spend. Certain items can be assigned a list of up-sell items in the system. When that item is selected the list of possible up-sell items will be prompted for the operator to inform the customer. If a customer buys a regular drink and regular fries Vista might suggest a combo deal which contains these products and an ice-cream for a certain price. The point of sale can also be configured to automatically replace items ordered where there is a matching combo product. This closes a door on staff using combos as a way of stealing money.

## Point of Sale & Payment Functions

The point of sale is an integrated single system within the box office system. It is a touch screen application which enhances staff efficiency when handling concessions and performing cashier operations simultaneously. A specific location can be setup to only sell concessions, or to primarily sell concessions. If the primary role is concessions then the box office system is still only a touch away, but the normal flow of sale will not involve the tickets screen. The box office 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.

The buttons that appear on the POS can be created in different colours with different size fonts on the labels for ease of grouping and recognition.

## Payment Processing

All the payment functions that exist in box office are repeated in concessions as they are essentially the same program. This integrated approach means that only one payment gateway interface is required for credit cards. Vista's tab payment function is particularly useful in the concessions area for 'bar tab' type processing or for restaurant type environments like Gold Class cinemas.

A tab can be created from the POS or the MobilePOS (PDA). For large corporate functions who book in advance, a tab can be created in back of house (Vista Back Office) by the manager. A tab can be created and assigned to numerous entities in your venue including the table number your customers are sitting at or their bar stool. Alternatively a tab card can be given out or a customers name and credit card can be taken to create the tab. The customer can add to their tab and partially pay it off during the course of their time at your cinema. At the end of the evening the customer can be printed a tab receipt and fully pay off their tab, or for large corporate groups, an invoice can be generated at back of house for payment at a later stage.

## Pricing

Pricing of concessions ranges from a simple approach, right through to a comprehensive Head Office controlled multi-site pricing strategy. At the simplest level a price can be recorded against an item and this is what it will be sold for. Discount codes can be created for groups such as staff and senior citizens.



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Products can be marked if they are eligible to be given away free, (e.g. free staff drinks) and these are tracked in the sales recording process.

If more sophistication is required then Vista's price list and promotion list can be used to further refine the pricing algorithms. Price lists can be maintained at the cinema or at Head Office if the Head Office system is in use. Updated price lists can be designated to become active on certain dates for things like price increases on the concessions items.

Further refinement is enabled by promotions lists. These can be used to create 'happy hour' pricing by optional specifying effective times for the promotion. Specified prices or percentage-off promotional prices are supported. Promotional reporting is then supported by reporting on the performance of promotions groups.

Vista's pricing system also allows you to have different pricing around your cinema circuit and even within your cinema complex. For example, soft drinks can be priced as more expensive in the Gold Class Lounge, than at the concessions counter.

## Receipts & Documentation

Vista's concession system handles the requirements of most fiscal countries. Taxation is handled at the line item level. Any number of tax regime can be defined, each regime having up to 4 tax levels. Each item is defined with its own tax code.

Receipts can be produced on dual roll printers, printers with flash memory and printers with disk storage built in. The customer receipt is configurable and is controlled by Vista's receipt and ticket template function. Customer receipts can be produced in detail or summary, all the time, or just when the total exceeds a defined amount eg purchase value over 10 dollars.

## Barcoding & Scales Operations

To stream line the sales process of concession items a barcode system can be deployed. Full scanner support is provided by the point of sale.

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 much valued by those cinemas that have a merchandising store operating with the cinema, as these stores tend to sell a wide variety of items such as DVD's, CDs and promotional items.

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

## Prepare & Pickup Facility

Any item can be marked as requiring preparation. Vista can be configured to send any item that needs preparing to a particular prepare screen. A mapping can be defined for each item based on where the product is sold from, which automatically allocates which prepare area that item needs to be prepared from. The details of the orders will appear on monitors in their allocated area like the kitchen, an ice-cream counter or even the prepare screen point of sale; which is useful for preparation of coffees, wines and cocktails.

The order can be configured to only display on the prepare/kitchen screen at the time that the items need to be prepared to ensure the required delivery time is met. Staff can indicate the state of a particular order e.g. 'started', 'made' or 'picked up'. An order can be split up so items can be processed separately, which is particularly useful when there are multiple kitchen monitors and staff are preparing items in batches.

Vista can be configured so that all items prepared are returned to the point of sale for pickup, or all items prepared are picked up from the preparation area.

The mapping of items can also define where they are to be picked up from. This allows an item prepared in the kitchen, to be picked up from a separate designated pickup area.

The prepare and pickup facility allows prepare slips and pickup slips to be printed at various locations at the appropriate time. Some cinemas prefer to use these slips for order preparation information, rather than using the monitors in their kitchens, but both can be used in parallel.

The prepare/pickup system has been built into point of sale so a customer can make an inquiry to any operator as to the state of their order.

## Order Delivery Information

When an order is taken, additional delivery information can be recorded against the whole order or parts of the order. This allows the order to be delivered to a customer at different times and/or in different places in the cinema. 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 in the movie theatre. Additional information can be captured such as a special requirement the customer has. The order can be marked as urgent or even that the customer is a VIP.

## Sales Tracking & Reporting

With Vista's integrated approach to box office and concessions a number of new possibilities are created in terms of sales reporting, particularly if a single point of sale 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, whereby if concessions and tickets are purchased together, then the sales can be allocated to that particular film.



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If certain workstation areas are allocated to a cinema concept, e.g. an upstairs concessions area is Gold Class, then the cinema concept option for concession sales reporting can be run.

Also if a cinema was running a joint IMAX and 'Traditional' cinema the concessions system can be setup to prompt for which cinema the patron is attending when they purchase their concessions.

## Transaction Processing

Along with the comprehensive concessions sales system outlined above, a full back office stock control system is provided by Vista. The system handles multi location stock control, or just one location can be setup to cover the whole cinema. Sub Locations can be defined within locations. They are useful in that stock is not tracked at sub location level except at stock take time when they are used for counting purposes.

A full range of stock transactions can be processed. These include inter-location transfers, inter-cinema transfers, inwards good receipts, wastage, stock adjustments and a full stock count system. Some transactions such as wastage can be recorded at the point of sale.

A full stock take system is provided. This stock take not only recalculates stock positions but also provides an ability to have a true picture of cost of sales by taking into account not only across the counter sales but also wastes, stock take losses and adjustments. The stock take can be run while the cinema is active, and can also be run on a specific location or group of locations.

The system is a real time system providing an online real time view of inventory usage and availability. The reorder system looks at past sales and usage history and based on the expected ticket admissions in the coming weeks and each items purchasing lead time, its required days of cover and minimum stock levels, suggests how much stock should be ordered.

## Robust System

Our point of sale can be configured so that if there is a problem with your network or cinema server, point of sale will continue to process sales until the network comes back up.

## Head Office & Accounting Interfaces

If Vista's Head Office system is in use then a daily upload of concessions summary for each site is sent to the Head Office. Also provided is a simple extract file from Vista for inputting to an accounting system that summarises sales and costs and receipts for each item.

The Head Office system presents all the concessions information from the full circuit in a Business Intelligence system for analysis and reporting.

## Vista Concessions

When the profit of your cinemas can depend on the performance of your concessions system then Vista provides all the tools you need.



**Village NZ GOLD CLASS Cinema Sample Concessions**

