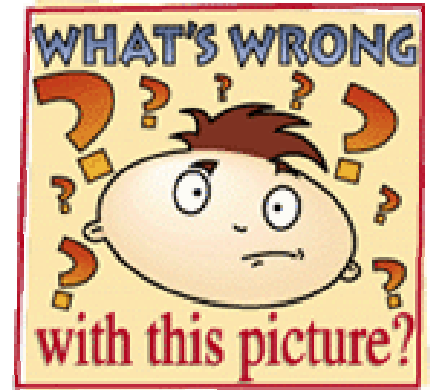


PROBLEM

“Healthy food & drink in Vending Machines plus the so-called Jamie Oliver effect means no-one buys from the school’s Vending Machines, and our school is losing money!”



Your problem sounds difficult but the *solution* is not.

We have a similar sort of problem ourselves—as all businesses do—this is how we solve it

UK Vending Ltd is a very successful business and the leading supplier nationally of vending machines—including water vending. We supply vending machines of almost every kind to our customers and have a dedicated division looking after the needs of Schools & Colleges.

No matter how good we are, we know that not enough new customers will come to us each week and not enough existing customers will stay with us and keep buying from us if we do not value our customers, are not pro-active in our business and if we fail to adhere to the basic marketing rules that get our goods bought. We suggest that you should do the same as we do. Use the formula below to help formulate your vending plans.

Yes, we are aware that you are teachers and not businessmen and women. But neither by choice are you the many other things that dedicated teachers like yourselves are now expected to be. Taking a businesslike approach to making vending work at your school can only aid your future career. Vending in schools is here to stay so we may as well make sure it works the very best way it can.

Follow the principle of the 9 P's

No not peas—yes, we do know peas are healthy too but this is a mnemonic formula to aid you in focussing on what is important in getting take-up of what you offer from your school's vending machines.

The 9 P's are:

**Place
Positioning
Product
Packaging**

Price

**Promotion
People
Process
Physical evidence**

UK Vending

Educated
Vending
For Schools
& Colleges

