

The 9 P's are:

Place	Promotion
Positioning	People
Product	Process
Packaging	Physical evidence
Price	

These nine memory-aids remind you of what you might consider when deciding the 'what, where & how' of vending in your school.

Place: The vending machine(s) need to be placed where it (they) will be seen & used by the most people. Passing foot traffic is important but lingering traffic is also vital. Ensuring electrical power or water is present and even how refuse generated is handled are important but are **not** issues—we can help and advise you—actually, we can even advise you as to where equipment should be placed.

Positioning: If two vending machines are to be placed in the same vicinity they should not compete but complement each other in what they offer. Product mix should also not compete. How you display what you want bought is an art— this is all 'positioning'. Ask us. We have been doing this for 40 years—we know the answers.

"We are the leading supplier of Vending Machines in the UK with a dedicated division looking after schools & colleges"

Product: As above. Getting the right mix of products is vital to success. Remember: no two peoples' tastes are the same and there is invariably a generation gap between what Teachers and Heads believe pupils want and what pupils will actually pay for. We monitor trends in all our schools. We can advise you and keep you abreast of ever-changing trends.

Packaging: Vending machines have to offer real value, look good, be reliable, well lit and deliver each time someone puts in their money—they must also be secure & safe. Ours are. The display has to be tempting—we will advise you on this; but the **P for Presentation** and the reliability of the vending machines are down to us.

Price: Our buying right means your school sells its vending service profitably yet affordably. Our prices cannot be bettered. Therefore, neither can yours.

Promotion: Don't let your vending machines be the best kept secret in the school. Promote them on the school's intra-net. Refer to them in the school journal. Put product price lists around the school. We have great ideas to aid promotion—ask.

People: You know your pupils; we know what they eat and drink. Our evidence is accumulated from the many, many schools we supply. We also know when the trends are changing so you will never buy what your school cannot sell and can therefore always ensure that the pupils have available to them not just what is healthy and nutritious but what attracts them too.

Process: **Planning is another P** but is only part of the **Process**. You never want to run out of what your pupils may be relying on for their breaks or that school funds may also be relying on for income for trips and equipment. We ensure the ordering process is exactly right for your school—not too much, but never too little - and always efficient.

Physical Evidence: You may not have the time to keep track of the trends of vending in your school. Our friendly, professional customer liaison staff may be able to assist you. Follow the **9 P's** and you will vend successfully.

We hope this information sheet helped.

**UK Vending**



Educated
Vending
For Schools
& Colleges

