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**Current Situation:**

Owner is currently working with a local operator who supplies arcade style games and equipment to each of the restaurant's 3 locations. The Owner is not happy with the current relationship due to issues of inconsistent earnings coupled with a lack of trust for the operator. Owner tends to get more earnings from the Operator when he is present during any collections.

**Goals & Objectives:**

1. Acquire 1-2 Sit-down Driving Games
2. Alert current vendor of future plans to phase out revenue split relationship
3. Test earnings of fully-owned driving games at Jackson location
4. Once ROI is seen, equip Jackson location with best mix of highest earning games that are owned outright by proprietor
5. Ultimate Goal = Earn twice as much, twice as fast

**Location 1**

- ❖ Best Location - Lots of space and a good draw
- ❖ Machines don't have counters
- ❖ Vendor randomly collects
- ❖ Owner tends to get more \$ when he's present during collection

**Games (7):**

- Frenzy Express Razor Scooter game by Uniana
- Time Crisis
- Centipede/Millipede/Missile Command
- Vortek Gun Turret Game
- Metal Slug 4
- Pinball – Terminator 3 : Rise of the Machines

Total Gross: \$1350

## Location 2

- ❖ Limited area for games
- ❖ Audience:
  - Soccer and little league teams
  - Parents who drink beer
  - Kids who play the games
- ❖ More deliveries during the winter months
- ❖ Vending does well in spring, summer, and fall

### Games (4):

- Hog Wild (this machine just fits in space)
- Metal Slug 5
- Target Terror Raw Thrills (doing very well)
- Pinball – Lord of the Rings (according to Operator, the numbers not so good)

## Location 3

- ❖ Location has good space
- ❖ Has special location for a sit down driving game with limitation on length.

### Games (7):

- Ms. Pac-Man – Classic Cocktail Table
  - \$150 every 4 weeks
  - Currently in a hidden location
  - Monitor Issues - failing with screen problems (it's seen better days) – I don't doubt, especially since a brand new Ms. Pac-Man/Galaga/Pac-Man has been available since 2000.
- Small Toy Crane
- PGA Tour Golf
- Pinball – Jurassic Park
- Metal Slug 5
- Area 51 – Site 4
- Dynamite Cop

## **GRAND TOTALS:**

Shooting	5
Fighting	3
Sports Game	2
Pinball	3
Crane	1
Driving	1
Cocktail	1
General	2

## Approximate Game Values:

	Year Released	Used Value	New Value
Area 51 – Site 4	1998	\$ 1,600.00	
Dynamite Cop	1998	\$ 699.00	
Frenzy Express	2002	\$ 2,250.00	\$ 5,100.00
Hog Wild	2003	\$ 3,800.00	\$ 5,450.00
Lord of the Rings Pinball	2003	\$ 3,200.00	\$ 4,195.00
Metal Slug 4	2002	\$ 1,350.00	\$ 2,399.00
Metal Slug 5	2000	\$ 1,600.00	
Ms. Pac-Man – Classic Cocktail Table	1982	\$ 1,499.00	
PGA Tour Golf	2002	\$ 3,300.00	\$ 4,795.00
Pinball – Jurassic Park	1993	\$ 2,800.00	
Pinball – Terminator 3 : Rise of the Machines	2003	\$ 3,575.00	
Centipede/Millipede/Missile Command	2001	\$ 1,200.00	\$ 2,700.00
Target Terror	2004	\$ 3,200.00	\$ 4,375.00
Time Crisis	1996	\$ 1,750.00	\$ 7,825.00
Vortek Gun Turret Game	1999	\$ 7,350.00	\$ 11,995.00

## Questions:

### **Are Coin Counters in the machines when ordered or is that an add on?**

All games will include either a coin meter/counter that is hardwired into the game or a coin meter that has been installed as part of the actual system. Either way, you would always be able to see how many coins were inserted.

### **How secure are the money boxes? Do we need to add bars and padlocks?**

The money boxes are very secure and I wouldn't suggest adding a bar and padlock. Of course, if you wanted this done, we could easily have this installed before you received the game.

### **Do the game companies offer marketing materials ie: posters, danglers, neon signs, etc.?**

Most new games do have full color brochures but very few have large posters or marketing materials for locations. The golf video games (PGA Tour Golf and Golden Tee) do have this type of material readily available.

**When shipping games are they crated? What happens if one arrives in good visual shape but something rattled or broke loose and the game does not work or work correctly?**

The games will arrive crated. If anything has occurred internally on the machine during shipping, you would be fully covered under the warranty. The most prevalent issue that may occur is you will receive your game and when you turn it on, you will see a “No Signal” message on the screen. This happens as a result of 2 cords being disconnected during shipping and we can easily walk you through how to easily fix this over the phone.

**Do the games come with manuals?**

All games will come with manuals which are usually located inside the money box. If for any reason a game arrives without a manual, just give me a call and I’ll send one out to you immediately.

**How is the price per play determined?**

You determine the price per play. The manual will have instructions for changing this accordingly if you ever decide you would like to charge more in the future.

**What kind of life should be expected on a sit down driving game as well as other video games (assuming that no one has taken a crow bar to it)?**

The games are built to last for years, especially the newer games built in the last 3 years.

**How do you dispose of used games?**

Normally, if you wanted to get rid of a game, you would trade it in towards a new game. However, many clients of mine have had greater success getting more money for their machines on eBay. Either way, we could always help you and advise you on all your options if the need ever arose.

**What is the market on a used game? (Give 3 examples)**

Essentially, price depends upon the following: condition of the game and popularity of the game. Please see above for the approximate values of your current games. Also, please refer to my website to see our entire Used Equipment List: [www.ArcadeGameSuperstore.com/catalog/usedequip.html](http://www.ArcadeGameSuperstore.com/catalog/usedequip.html)

**Game rotation what is theory on this?**

The theory is really based on earnings, nothing more. If a game isn’t performing in one location, you can try to place at a different location. If a game is producing good earnings, there’s no need to rotate it.

## **Comments & Suggestions:**

- The best earning game at either of the locations (based on monthly game rankings list by both RePlay Magazine and PlayMeter Magazine) is the Target Terror Shooting Game at Location 2. I'm curious as to why this was placed at this location instead of at Location 1 which is the best audience draw of the 3. Additionally, and most importantly, if the majority of Location 2's customers are little league parents and players, I'm surprised you have Target Terror available for play since it is rated by the AAMA as a Red-Label Game for Graphic Violence and is not recommended for Children.
- Although you do have a PGA Tour Golf, which is the second best earning game of the group, you have it located at Location 3. Further, even though PGA Tour is a very good earning game, it comes nowhere close in terms of brand awareness that the Golden Tee Golf game does.
- My last comment before I make a few suggestions is in regards to the classic Ms. Pac-Man that is currently in a hidden location and experiencing monitor issues. You are missing a significant opportunity for earnings by not having a new, fully-working Ms. Pac-Man/Galaga game located in a visible position in each of your locations.

## **Recommended Strategy**

1. Purchase 3 Ms. Pac-Man/Galaga 25" Upright – Place at all 3 Locations
2. Select 1 of the following 2 choices:
  - a. Purchase 1 of the following Sit-down Driving Games
    - i. Need for Speed GT Underground
    - ii. Faster than Speed
    - iii. The Fast & The Furious
    - iv. Out Run 2 – Single
  - b. Purchase 1 of the following Refurbished Sit-down Driving Games
    - i. Cruisin' Exotica 39" – 1 Plyr.
    - ii. Hydro Thunder 39" – Showcase Cabinet
    - iii. Indy 500 Twin – 25"
    - iv. Maximum Speed 27" 1 Player - Atomiswave System