

Welcome to Vending 101 Brought To You By:



For more information or to receive machine brochures,
Please contact Jay toll free at: (888) 401-8363 or Lou
toll free at (800) 313-1821. You can also email us at:
vendingmachines@mediacombb.net

Ask us about our Great Financing Offer.



Contact us
Jay T. (888) 401-8363
Lou K. (888) 313-1821

Email: vendingmachines@mediacombb.net

WITTERN GROUP



Today The Wittern Group manufactures the most complete array of full-line vending merchandising equipment in the world. Our support staff are customer driven. Our products and facilities are modern and satisfy a growing global customer base.

We provide a full circle of support to assist with your automatic merchandising needs.

Our main office is located just 10 miles from our modern facility at: 4225 Fleur Drive, Des Moines, IA, 50321-2325, Phone: (888) 401-8363/ Fax: (800) 211-1066

Come visit us at: <http://www.vendingmachinesales.com>

- Design service programs
- State-of-the-art manufacturing facility
- Financing programs available
- International sales and marketing
- National account management
- Facilities planning services



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MACHINES



Vending Machine Sales offers a full range of products to meet all of your vending needs.

For more information or to receive machine brochures and Price List, call us toll free at: (888)401-8363 or email: vendingmachines@mediacombb.net



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Becoming an operator

One of the easiest low start up cost business that Earns You Ca\$h 24 hours a day right from the start. No clerks to hire & with a cash register in every machine.

Only labor involved is keeping your machine stocked and collecting Your Money. (Average gross profit of up to 54% per machine placed.)

Why do people pay \$1.75 for soda pop in a restaurant or convenience store when the same product only cost 75 cents from the distributor when bought by the case?

The price mark up is due to labor cost, rent and overhead. Being a vending operator You will have very little overhead. Your machines will only occupy a few cubic inches of business floor space and the only employee You need is You. Lower overhead means More Profit For You.

You can charge the same as restaurants and convenience stores or even a little less. Giving your consumers a great bargain will earn You a Larger Profit with more consumers and added traffic to Your machines and locations area.

Either way it is a Win-Win for You and Your locations.

Finding locations to place your machines

Target businesses that have high traffic locations or businesses that have 15 to 25 or more employees.

If you need help finding locations to place your machines, We can recommend independent locators that will find locations in your area to place your machines. Independent locator fees can also be included with your financing making it easier for you to become an operator today.

Opportunities for New Business

What locations are looking for?

Quality Vend Products

- Fresh Products
- Healthy Products
- Variety of Products



Quality Vend Equipment

- Attractive Equipment
- Dollar Bill Acceptance
- Consistent Performance
- New Technology

Quality Service

- Machines Kept Filled
- Clean Vend Area
- Machine Repaired Promptly





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Basic Components of a Vending Business

Merchandise

Where to Purchase Your Vending Products

- Vistar / VSA
- Wholesale Clubs
- Local Vending Merchandise Suppliers
- Local Delicatessen
- Local Grocer

Selecting & Purchasing Merchandise

- Name Brand Products
- Regionally Recognized Products
- Seasonal & Special Event Products
- Customer Knows Best

Location

Exceptional Target Accounts

- Manufacturing
- Fabrication Shops
- Nursing Homes

Equipment

The Right Equipment for the Location

Always make sure that your equipment coincides with the number of employees or traffic for the location. Always keep equipment clean and in good working order.

HOT Location Hit List

Automotive

Dealerships Tire Stores Car Care Centers

Recreational

Health Clubs Skating Complex

Personal Care

Chain Hair Cutting Salons Beauty Parlor Laundromats

Hospitality

Hotels Motels Events Centers





Position Your Business for Maximum \$ales

Customer

Customer spends \$5.00 per day on convenience food.

Demand

Fill the demand: Vending is a convenience food business.

Products

Position product choices for all times of the day.

Breakfast	Breaks	Lunch
<ul style="list-style-type: none">• Pastries• JuiceFruits• Coffee	<ul style="list-style-type: none">• Salted Snack Items• Chocolate • Cold Drinks	<ul style="list-style-type: none">• Cold Food • Soups

“If you don’t supply it, your customers will go elsewhere to find it.”



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Vending Merchandise Costs & Margins

Wholesale cost
of the product



Vend \$ Sale
Price



- Industry Standard Pricing
- Gross Profit Margin Goals (45% - 55%)
- Calculating GPM = Vend price - Cost of product sale price
- Adjusting price according to commission payout

Product	Gross Profit Margin
Salted Items	44% - 64%
Doritos Nacho Cheese	
Fritos Corn Chips	
Frito - Lay Cashews	
Blue Diamond Nuts	
Chocolate Items	45% - 65%
Reeses PB Cups	
Mounds	
Snickers	
Reeses pieces	
Cookies	48% - 55%
Grammas	
Oreoes	
Meat Items	33% - 55%
Beef Sticks	
Beef Jerky	
Pastry Items	47% - 61%
Hostess cake products	
Honey Bun	
Cinnamon Rolls	
Crackers	33% - 55%
Cheese peanutbutter	
Toasted peanut butter	
Keebler	
Ritz	
Beverages	45% - 65%
12 oz cans	33% - 55%
20 oz bottles	33% - 55%
16.9 oz Evian	33% - 55%
16 oz Snapple	50% - 90%



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Gross Profit from Sale Calculation (vend price - cost of product)

Gross profit contributes toward expenses



Fixed Cost

Rent
Insurance
Vehicle

Variable Cost

Equipment
Interest
Fuel

Net Profit

Salary
Re-Investment



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ESTIMATING LOCATION REVENUE

QUALIFYING LOCATIONS FOR FULL-LINE VENDING

Two Calculating Factors

What is the revenue potential?

- Number of employees
- Product offering
- Average per cap sales



What is the cost of business?

- Vending equipment
- Wholesale vending products
- Vehicle (transportation)





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Factors for estimating profit

Average spent a day per person for working group or area location

Keep these factors in mind when estimating the revenue of an employee site or basic location.

Blue Collar

\$7

Gray Collar

\$5

White Collar

\$3

Employee Site Evaluation

Total # of Employees or Traffic _____

Male _____ Plant Employees _____

Female _____ Office Employees _____

Peak Employment or Traffic Periods _____

Low Employment or Traffic Periods _____

Do Not Procrastinate Like The People Below Invest In Your Future Today



AGE 18 TO 25

Me invest?

Are you kidding? I'm just getting my education. You can't expect me to be able to invest right now. I'm young and I want to have fun. When I get out of school I will start investing.



AGE 25 TO 35

You don't expect me to invest now do you?

I've only been working a few years. Things will be looking up soon and then I will be able to invest. Wait until I'm a little older. There is plenty of time.

AGE 35 TO 45

How can I invest now?

I'm married and have children to care for. I've never had so many expenses in my life. When the children are a little older I can start thinking about investing:



AGE 45 TO 55

I wish I could invest now, but I just can't do it.

I have two children in college and it's taking every cent and more to keep them there. I've had to go into debt the past few years to meet the college bills. But that won't last forever; and then I can start investing.



AGE 55 TO 65

I know I should be investing now, but money is tight.

It's not so easy for a man my age to better himself. About all I can do is hang on. Why didn't I start to invest 20 years ago? Well, mabe something will turn up.



AGE OVER 65

Yes it's too late now.

We are living with our eldest son. It isn't so nice but what else can we do? We have Social Security but who can live on that? If only I had invested when I had the money.



SHORT FORM / INSTANT CREDIT APPLICATION

(UP TO \$15,000.00) (Please Print)

Name of Business: _____ Type (Circle One): Sole P. / Partnership / Corp.

Business Phone: _____ Fax: _____ Email: _____

Address: City: _____ State: _____ Zip: _____

County: _____ Years in Business: _____ Federal ID #: _____ Dun & Brad #: _____

Owner Name: _____ Social Security #: _____

Authorized Signer: _____

Home Owner / Renter (Circle One) Number of Years at Current Address: _____

Home Address: _____

Home Phone: _____ Cell Phone: _____ Pager: _____

Nearest Relative (Required): _____ Relation: _____ Phone: _____

Primary Bank Name: _____ Account #: _____

Contact Name: _____ Contact Phone: _____

Non Credit Card Business Reference: _____ Account: _____

Contact Name: _____ Phone: _____

Employer (IF Employed Outside of Vending): _____ Phone: _____

Salary _____ Position: _____

Spouse's Employer: _____

Position: _____ Salary: _____ Phone: _____

Payment Preference (Check One): Automatic Withdrawal Pay by Check / Billing Statement: _____

IMPORTANT - PLEASE READ BEFORE SIGNING

I understand that Wittern Financial Services is relying on this information in extending credit and I warrant it to be true. I hereby authorize Wittern Financial Services or any bank and / or trade bureau of other investigative agencies employed by Wittern Financial Services to investigate the references herein listed or other data obtained from me or any other person pertaining to my credit and financial responsibility. The undersigned authorizes all parties contacted to release credit information requested, or its successors or assigns.

(Signature): _____ Position of signer: _____ Date: _____

Vending Machine Sales

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