ARMY Bowling Center Managers

October 24, 2018
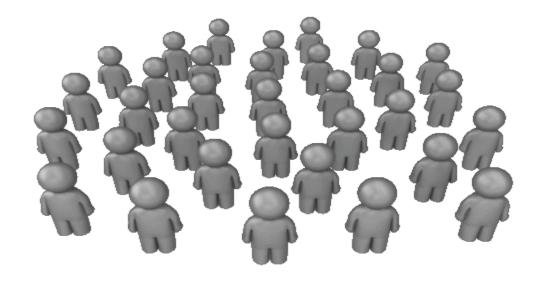
Welcome Back

ARMY Bowling Center Managers

October 24, 2018

This afternoon's Agenda

- **Demographics**

- **Day Part Management**

- **Revenue Management**

Demographics

- **Demographic —** Common characteristics used for population segmentation. Typical demographic data points include age, gender, zip code, and income.

- **Demographics —** Identify groups of people in your market.

- In contrast, your center's **bowler database** identifies the characteristics of an individual bowler.

- **Why are demographics important to your bowling center?**
  - Identify customer opportunities
  - Refine marketing programs
  - Design or redesign your physical layout
  - Develop / Refine Products
  - Employees you hire

- **Why are demographics important to your bowling center?**
  - Allows you to make sure that your product(s) support the makeup of your market – 4 P's of Marketing
    - Product
    - Price
    - Promotion
    - Place

- **Each of you received a complete demographic report of your location**

- **Lets take a look……**

Demographics

- **Review and understand your current market demographics**
- **Define opportunity demos in your market area**
- **Evaluate options that meet the needs of those customer segments by addressing the 4 P's of Marketing**
  - **Product**
  - **Price**
  - **Place**
  - **Promotion**
- **Build a marketing plan against desirable customer targets**
- **Track and adjust**

Marketing

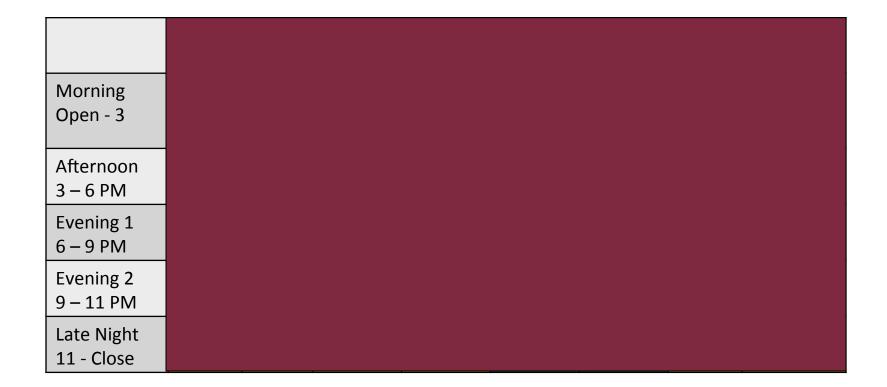## Day Part Management

Day Part Management

- **What types of inventory do we manage in our business?**

- **Which inventory item is most critical?**

- **How does supply and demand impact our Day Part Management?**

Day Part Management

Morning Open - 3	
Afternoon 3 – 6 PM	
Evening 1 6 – 9 PM	
Evening 2 9 – 11 PM	
Late Night 11 - Close	

Day Part Management

	Mon
Morning Open - 3	L
Afternoon 3 – 6 PM	L
Evening 1 6 – 9 PM	P
Evening 2 9 – 11 PM	M
Late Night 11 - Close	L

Day Part Management

	Mon	Tues	Wed	Thurs
Morning Open - 3	L	L	L	L
Afternoon 3 – 6 PM	L	L	L	L
Evening 1 6 – 9 PM	P	P	P	P
Evening 2 9 – 11 PM	M	M	M	M
Late Night 11 - Close	L	L	L	L

Day Part Management

	Mon	Tues	Wed	Thurs	Friday
Morning Open - 3	L	L	L	L	L
Afternoon 3 – 6 PM	L	L	L	L	L
Evening 1 6 – 9 PM	P	P	P	P	P
Evening 2 9 – 11 PM	M	M	M	M	P
Late Night 11 - Close	L	L	L	L	P

Day Part Management

	Mon	Tues	Wed	Thurs	Friday	Sat
Morning Open - 3	L	L	L	L	L	P
Afternoon 3 – 6 PM	L	L	L	L	L	P
Evening 1 6 – 9 PM	P	P	P	P	P	P
Evening 2 9 – 11 PM	M	M	M	M	P	P
Late Night 11 - Close	L	L	L	L	P	P

Day Part Management

	Mon	Tues	Wed	Thurs	Friday	Sat	Sun	
Morning Open - 3	L	L	L	L	L	P	L	
Afternoon 3 – 6 PM	L	L	L	L	L	P	P	
Evening 1 6 – 9 PM	P	P	P	P	P	P	M	
Evening 2 9 – 11 PM	M	M	M	M	P	P	L	
Late Night 11 - Close	L	L	L	L	P	P	L	

Day Part Management

	Mon	Tues	Wed	Thurs	Friday	Sat	Sun	Holiday
Morning Open - 3	L	L	L	L	L	P	L	L
Afternoon 3 – 6 PM	L	L	L	L	L	P	P	M
Evening 1 6 – 9 PM	P	P	P	P	P	P	M	P
Evening 2 9 – 11 PM	M	M	M	M	P	P	L	P
Late Night 11 - Close	L	L	L	L	P	P	L	L

Day Part Management

- **How can you identify Day Part Demand for your location?**
- **Lane Usage Chart**
- **Lane Availability Chart**

Lane Usage F

Date: _____

Day of Week: _____

Weather Conditions: _____

Time	Filled League	Filled Open	Total	Number on Waiting List	# Bowling Employee	# Snack Bar Employees	# Bar Employees
8:00 AM							
8:30 AM							
9:00 AM							
9:30 AM							
10:00 AM							
10:30 AM							
11:00 AM							
11:30 AM							
12:00 PM							
12:30 PM							
1:00 PM							
1:30 PM							
2:00 PM							

Let's Take A Look At A Lane Availability Chart