

**Operator install & grand opening suggestions**

(Avanti Markets Checklist)

2020

AVANTI MARKETS

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**Avanti Markets Check List- Operator Install/Grand Opening**

**Operator Name**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**Date\_**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Account Name/Address**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Grand Opening Date**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**Grand Opening Kick Off Days/ times**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**4-6 Weeks Prior to Grand Opening**

**Communications**

Frequent communication can be beneficial as you develop your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Before installation, review current pricing details. Market should be competitive with corner “C” store or lower. Communicate any increases prior to opening with your site contact.

**Site Survey**

Visit site and survey proposed new market area. Do the following:

* Take precise and detailed measurements of space and pictures of space.
* Indicate on basic drawing where and how many electrical outlets are in area.
* Look at ceiling and provide what type. IE: Drop down etc so you know how to install cameras.
* If desired, you can provide to Avanti and we will create Mock-up options to client for final approval.

**Market Equipment-Cabinetry**

Order all equipment and cabinetry needed (Sites of 300+ Employees need to order cabinetry). Your account manager can walk you through ordering and ensure all items needed are ordered.

**Merchandise/Menu Planogram**

Decide on items you want to merchandise in Market. Set up these items to order in time and stock micro market. Concentrate on healthy items, fresh foods and fruits, large selection unique and different market items to go along with normal vending selections.

Examples:

* **ADP:** Wide variety and selection; include Fresh Fruit 3 tier baskets, Gum & Mints, Wide Variety of Fresh Foods, Healthy items. Offer a minimum of 275+ Sku’s to have available.
* **Convenience Valet:** Offers 12ct racks with top 12 sellers of health and beauty aids or you can hang on racks. Advil, Tylenol, cold medicine, etc.
* **Order Spinner Racks:** (Kellogge’s or General Mills etc) to display cereal in a cup and oatmeal if room in market. Frees up space for other items.

**Tastings**

Work with your local broker and/or manufacturer and ask them to provide tastings of their products during Grand Opening- one or two days. Have merchandise they sample for sale in market. Provide tablecloths for tastings. Ensure to have napkins and plates.

**Two Weeks Prior to Grand Opening**

**Company/Client Logo**

* Make sure the Client’s Logo is set up on your Kiosk Screen as a Commercial.
* Create Raffle coupons- 10-$10 raffles with logo/$ amount on front, Barcode on back-Test Bar Code at kiosk before Opening.
* Communicate with your client about the Mobile App and how to have users set up an account before the Grand Opening event.

**One Week Prior to Grand Opening**

**Installation**

* Start installing several days or a week prior to Grand Opening, including cabinetry, kiosk, racking, 3-Tier fruit baskets, dry goods etc.
* Check that the DSL/Internet line works with Kiosk. Test Scan Raffle Coupons.
* Install Cameras and make sure they are operating at Grand Opening or before. Hang Surveillance signs in Market.
* **Have “How To” instructions** placed next to Kiosk for employees to learn self-checkout.
* **Have extra Key Tags** hanging on Kiosk for Employees to use.
* **Operator Contact Information** posted on or near Kiosk. Someone the employees/site contact can reach in case of questions or issues. Provide your Name, Email address and phone number.
* **Mobile account registration** placed in market area to encourage market users to setup an account prior to the Grand Opening (avantimarkets.com/mobileapp)

**Stock Merchandise**

* Market should be 90% stocked the day before Grand Opening all items except Fresh Foods, which should be 100% Full and filled minimum of 1 hour prior to opening kickoff.
* Make sure if coffee is offered that all ancillary products are supplied. Cups, sugars, artificial sweeteners, stir sticks, creamers etc. Also that there is a No Scan Coffee Selection icon on kiosk.

**Test Scan**

Ensure that ALL items stocked are set up in kiosk system and will scan (Must be done prior to Opening).

**Suggestion Box**

Have Suggestion box on site at all times for merchandise request. Check comments during each service.

**Day of Grand Opening**

**Stock Merchandise-Remaining Fresh Foods**

Market must be **100% filled** a minimum of 1 hour before Grand Opening. All items, including Fresh Foods and Fruits. Market should look like an upscale bistro! Have decorations available to make market look like a big Event (example: balloons)! Market should look like an inviting place to shop!

Client has requested all markets have a 3-Tier basket rack with fresh fruits. They also want a wide variety of Gum and Mints.

Feature items that the clientele may like purchase.

**Personnel needed- 3 days of Grand Opening**

Provide two workers for first two days of Grand Opening and one worker for third day to be on site all work hours (8:00am-4:30pm) to help employees learn “How to use Kiosk” and answer questions.

**Create FUN and Excitement**

Let’s have fun! This is a huge offering and benefit to the employees and we want them to embrace the new market! Answer any questions and help in any way we can! Make it fun and exciting!

**Grand Opening Week and After**

**Market Filled**

* Make sure you keep market fully stocked Grand Opening day and the days, weeks and months to follow at all times. This will need constant monitoring until sales volumes become stable.
* Communicate regularly with site to ensure their needs are being met.
* The Avanti Team is here for you 24/7. Please don’t hesitate to reach out to us with any questions or help that we can provide! We want this to be a very successful opening and Market for both the client and you!

**THANK YOU!**