



PIZZA, PINS & POP



OPEN BOWLING SPECIAL CENTER TIPS

OBJECTIVE

Generate additional revenue through an open special that attracts families as well as young adults.

OFFER

2 hours of unlimited bowling for up to 6 bowlers. Offer includes use of bowling shoes, 1 large one topping pizza & a pitcher of pop.

PRICING

Depending on your market price the recommended offer is \$29.95 - \$54.95 keeping in mind you are using a \$5.00 off coupon to promote this special.

TARGET

Families with children, existing standard league and open bowlers.

BEST TIME

Target is young adults: evenings, Target is families: Saturday & Sunday afternoons

PROMOTIONAL TIPS

Mail postcards, hand out fliers & \$5.00 off coupons to existing customers - use coupon as a bounce back offer.

NOTE

Pricing is important: This offer can be sold as a "family package". Perceived value should be high.

