

Where to from here

To find out how much SmartBar can turn around YOUR minibar profitability, **call or email us today:**

- Contact the Certified SmartBar Owner/Operator in your area (if a name card is attached to this brochure)
- If there is no name card attached to this brochure, contact SmartBar Systems Ltd using the contact details set out on the front of this brochure

We will then arrange a performance audit. This confidential review will indicate the profit improvements YOU can expect, based on your current performance

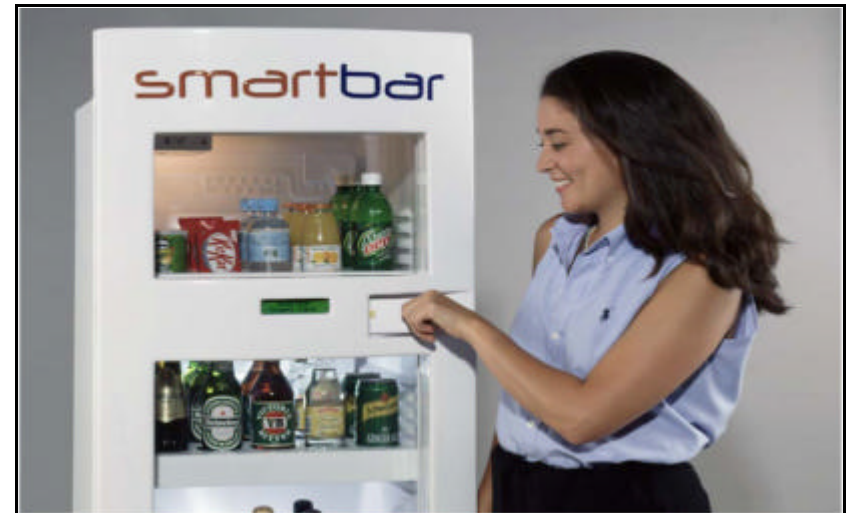


SmartBar Reception Unit and Palmtop Computer

Put an End To Minibar Problems

With

smartbar



- **ZERO 'Walkout' (theft by guests)**
- **ZERO 'Slippage' (theft by employees)**
- **ZERO Guest Disputes over Minibars**
- **Happier, less pressured Staff Environment**
- **Freed-up Management Time**

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What is SmartBar?

1 SmartBar is a **Total Systems Solution** to hotel minibar problems

2 It is based on a **silent, SmartCard-controlled refrigerated unit** and includes all necessary hardware, software and stock to operate the system

3 A Certified Owner/Operator provides the system at **no cost to the hotel**, and refills the units daily. (Some hotels prefer to be Certified Owner/Operators of their own system)

How does SmartBar work?

1 Product Sales

At Check-in each adult guest using a credit card receives a **personalised, GuestCard** (ie a SmartCard containing an electronic chip). This unlocks the SmartBar in-corridor unit, when inserted into a slot on its door.

The details of each product removed from the SmartBar are **electronically recorded on the GuestCard** memory chip and also in the SmartBar unit's memory bank.

At the start of each day the night manager (or incoming day staff) **downloads the previous 24 hours of transactions** from the SmartBar memory bank onto a palmtop computer and prints out three reports. The total sales amount for each GuestCard is transferred from the "Sales by GuestCard" report onto the corresponding **guest's room account** for payment.

Upon Check-out the GuestCard is inserted into a Reception Unit and a **full printout of the guest's purchases** is produced and handed to the guest.

At any time the Licensee can **restrict access of any GuestCard** to the SmartBar units without needing to contact the guest.

All this occurs **without any minibar inspection** being required and without expensive wired connections and computer hardware and software required by other systems.

2 Product Restocking

At the start of each day the "Sales by SmartBar Unit" and "Sales by Product" **reports are faxed or emailed** to the Certified SmartBar Owner/Operator from the hotel.

The Operator then comes to the hotel **and refills each SmartBar** unit with the necessary stock.

At the end of each month **the Operator invoices the hotel** and receives payment for his or her services.

What are SmartBar's Advantages for Hotels?

1 Increased Sales

SmartBar's merchandising capabilities **increase sales revenues** when compared with traditional minibar installations:

- **Novelty:** A personalised GuestCard encourages even those Guests who might not purchase from a conventional minibar
- **Flexible pricing:** By eliminating theft ('slippage' and 'walkouts') and slashing labour costs, products can be priced closer to accepted bar prices, and this leads to increased sales
- **Product Range and Quantities:** An extensive product range makes it likely that guests will find their favourite brands. In-corridor positioning also allows guests access to the total inventory of all machines in each property

2 Losses Eliminated

SmartBar's security features put an end to theft and other product losses:

- **Walkouts and Denials:** Losses from Guest refusal to pay typically amount to 25% to 45% of stock turnover, with traditional minibar systems. SmartBar stops this by delivering full, personalized printouts of consumption from each GuestCard, on departure
- **Slippage:** 'Slippage' refers to internal theft. Hotel management is often reluctant to address internal theft, even though it can be a major factor in traditional minibar operations. SmartBar eliminates internal product theft

3 Operational Costs Reduced

SmartBar's efficiency results in **lower operational costs**:

- **Stock Holding Costs:** SmartBar requires much lower levels of stock than traditional minibar systems. Stock rotation is rapid and stock expiry eliminated
- **Housekeeping Labour:** SmartBar eliminates the need to check rooms to record guest minibar usage. It also ends the practice of emptying in-room minibars when school groups, etc stay
- **Refilling Labour:** Greater stock levels in fewer locations mean that refilling times are radically reduced, by as much as a staggering 90%!
- **Product Liability:** SmartBar reduces the chances of product-tampering or substitution
- **Machinery Costs:** In-room refrigerators can be removed and capital, maintenance, electricity and cleaning costs eliminated.

4 Zero Capital Cost

In most cases, where a Certified SmartBar Owner/Operator provides the system, the **capital cost to the hotel is zero**. If the hotel becomes its own Owner/Operator, the SmartBar system is modestly priced, to generate maximum returns from the investment