



The Branding and Marketing Features of barSTOCK

The concept of barSTOCK Exchange was originally designed to provide an innovative form of interactive entertainment in pubs, clubs and discos. More than sixteen products can be listed on monitors around a venue. The prices float according to demand. BarSTOCK is comprehensive, effective, profitable and above all creates an exciting atmosphere wherever it is placed!

It quickly became apparent that because the product and its price are readily displayed, clientele are always looking at the board for the best possible deal. What is up on the board is immediately available at the bar at the designated price. Our extensive market research has encouraged us to add new features that assist pub, brewery management and brand marketers to focus the public on **their** specific product. BarSTOCK has since evolved into one of the most versatile and sophisticated marketing tool available today for licensed establishments.

Our catalogue of Functions...

Multiple Product Lists

BarSTOCK has 8 separate product lists to apply variety to the week's entertainment. Each list is programmable with separate products or the identical item with varying prices and gradients according to the available margins.

Product Crash Functions

Standard Crash

BarSTOCK has a complete product crash function, which forces all listed prices down to a pre-adjusted crash price. The crash can either be over a single trading period, or over a set time period, known as a crash-zone. There are three programmable crash zones available. After a crash, prices can be lifted to a new level to recover profits.

Special Crash Switch

Assume a crash zone of 20 minutes has been set. This could be viewed as a special 'happy hour'. Within that 20 minute "crash zone" special prices and parameters can be set for individual products so that they react in a particular way during those 20 minutes before returning to normal barSTOCK settings once the crash is over.

Display sorting

BarSTOCK displays products in lists of 8 items per page. The standard setting shows the products listed in the same order of trading either alphabetically or via an internal PLU. In order to enhance the stock market atmosphere you can alter the order of listing according to the best-traded products in a set period. This simulates the products motion on the monitor

depending on their performance. Clientele enjoy the competitive spirit as they consume and move their favourite product ahead on the board.

Active/Reserve Products

Most venues will operate their most popular active products within barSTOCK. Since listened premises have more products to offer, barSTOCK has a special feature to indicate products as 'active' or 'reserve'. The management selects the initial starting 16-24 products. They also identify upwards of 64 'reserve' products that will be monitored but not displayed. When one of the reserve products performs better than an active one, it assumes its position on the board. This versatile feature allows the consumer trends to dictate the most popular items and changing habits throughout the evening.

Display Locking.

As described in the sorting feature, products will move up and down the board depending on how well they perform across the bar. However, where management wish to promote certain brands these can be locked to the first 8 positions (1-to 8) on the display mediums. This means they will **always** appear in the same position **irrespective** of their trading figures and will give the apparent effect that they are all selling well. Other drinks not locked will move around the board as normal according to volumes sold.

Volume Triggers

Any number of **active** products can be allocated a volume trigger. A minimum sales target is set for each product. Once these sales have been achieved, the trigger will fire at the next trading period and the price of the product will be forced to a special pre-programmed monetary value. If an upper limit has been set, this price will remain until this higher sales value has been overtaken. Each trigger feature can also be coupled with a News-flash message running across the screen - informing clientele what the current sales performance has been. **This will be available in version 4.0 of barSTOCK (Out shortly)**

There are 3 trigger targets available for **each product**.

Canned Video's

One owner asked of us. "I've got a video from my drink's supplier and I want to display it in between price changes to promote our best mover". Simple. We took a capture, converted it into PC .avi format and included it in our display function.

Venues can now sequence an **unlimited number** of brand and other advertisement video's in-between trading sessions to inform their clients and to give the stock market experience another angle.

There are many more functions to increase display medium activity, they all contribute to making the venue and it's atmosphere quite unique.

One issue to remember is this. In a busy pub or nightclub nobody knows exactly what's selling, and more importantly what's **not** selling well, other than the P.C. The BarSTOCK package keeps track of everything. It monitors all the pre-adjusted products, keeping them in line and generating sales on them. It follows the shifts in demand and automatically positions itself to the constant influx of new clients. With careful attention given to setting up the parameters barSTOCK will do all the work of marketing and maximising sales at the flick of a switch.

Retail has never been so much fun...