

Movie Program Updates Joyce Ann Parker



Consolidated Concession Buying

Summary: 23 of 42 sites						
Soda Sizes			Popcorn Sizes			
12 oz		18 vendors	24 oz	0.19	1 vendor	
16 oz			46 oz	.0586	11 vendors	
24 oz			85 oz	.0986	11 vendors	
32 oz			130 oz	.16-1.30	10 vendors	
Varieties (paper, plastic, styrofoam)			Others (32, 64, 70, 80, 115, 128, 170, 165)			
			Varieties (bag, bucket, box)			
Others (9,14,18,20,21,22,44)			Other Food Items			
			Hot Dogs	.18-1.45	12 vendors	
			Nachos	.28-2.41	14 vendors	
Bottled Water	.1347	12 vendors	Extra Cheese		6 vendors	
			Pretzels	.47-1.8	7 vendors	



MOTION PICTURES



Consolidated Concession Buying

Various Common Supplies			Candy		
Hot Dog Buns	.1022	14 vendors	Buncha Crunch	.78-1.23	8 vendors
Jalapenos		8 vendors	Butter Finger	.53-1.23	15 vendors
Cheese		6 vendors	Gobstopper	.6798	4 vendors
Nachos	.28-2.41	14 vendors	Goobers	.76-1.23	9 vendors
Ketchup		10 vendors	Hot Tamales	.6-1.43	9 vendors
Mustard		10 vendors	Junior Mints	.74-1.23	9 vendors
Relish		11 vendors	Kit Kat	.47-1.27	13 vendors
Popcorn Oil		12 vendors	M & M Plain	.42-1.7	17 vendors
Popcorn Salt		10 vendors	M & M Peanut	.42-1.7	17 vendors
Butter		9 vendors	Mike and Ike	.60-1.6	13 vendors
Popcorn topping		5 vendors	Milk Duds	.49-1.29	13 vendors
Lids		13 vendors	Raisinettes	.54-1.23	15 vendors
Straws		15 vendors	Red Vines	.60-1.29	10 vendors
Napkins		12 vendors	Reeses Cups	.52-1.27	10 vendors
Nacho Trays	.738	12 vendors	Reeses Pieces	.63-2.58	15 vendors
Hot Dog Tray		5 vendors	Skittles	.42-1.67	15 vendors
			Sno Caps	.76-1.02	9 vendors
			Sour Patch	.76-1.02	13 vendors
			Sour Punch Straws	.46-1.11	6 vendors
			Starburst	.53-1.54	14 vendors
			Twix	.56-1.11	6 vendors
			Twizzlers	.63-1.61	11 vendors
			Whoppers	.58-1.28	7 vendors



Current State of Concession/POS

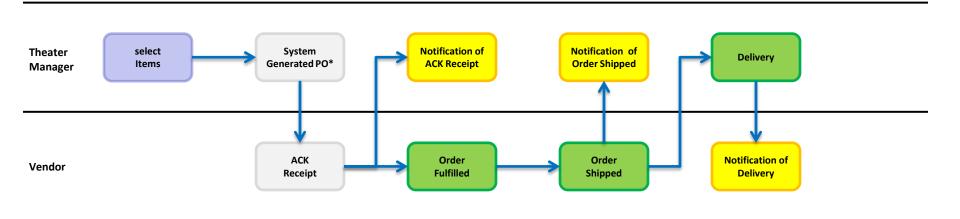
Identified issues:

- Inability to track sales and inventory for specific items
- Multiple vendors with large price variations
- Availability limitations for many sites (specific items)
- Variations in product sizes (no standardization)
- No program wide identity (branding)
- No centralized method to track sales
- No centralized method to negotiate best pricing



Inventory Ordering Process

Proposed inventory system

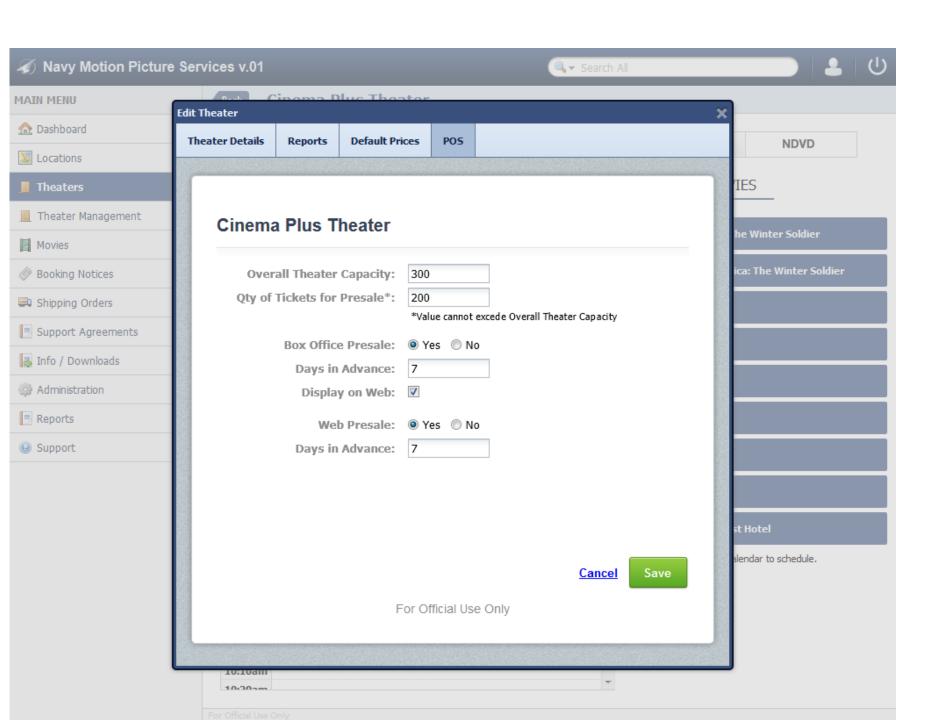


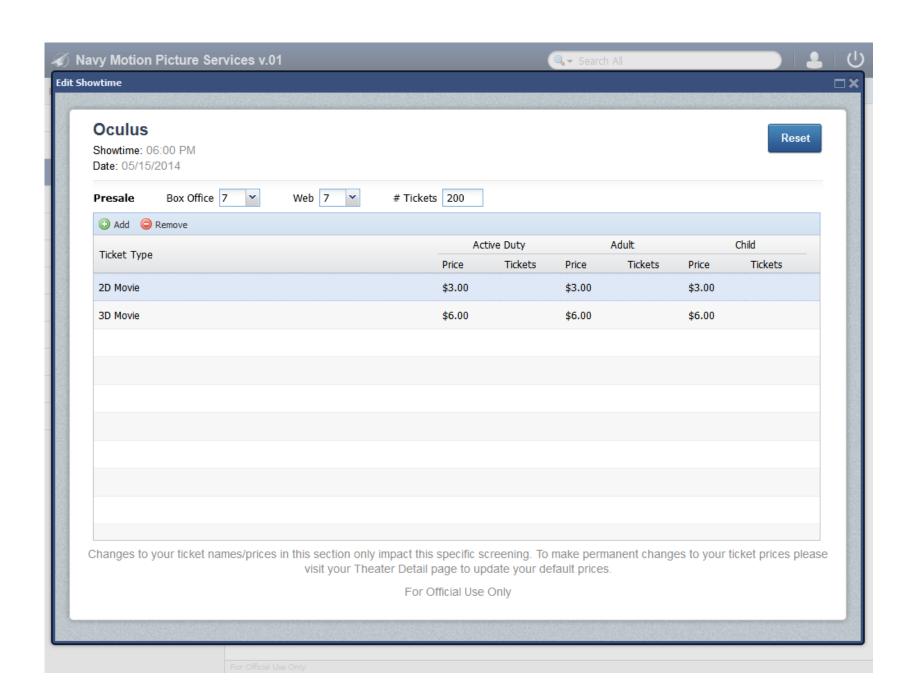
^{*}alternate flow if purchase card

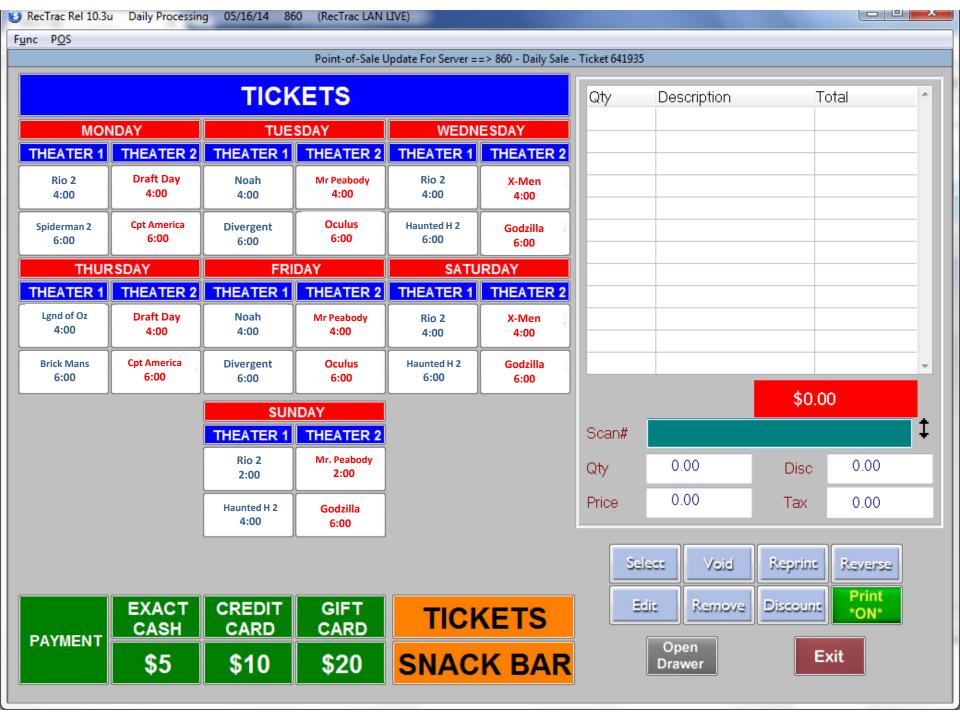


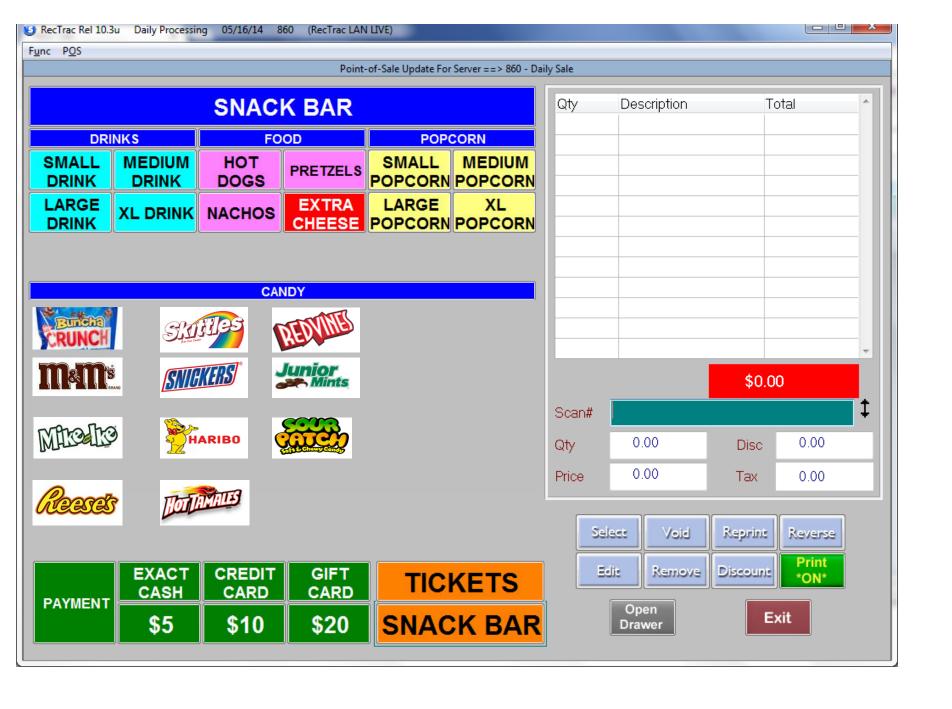
Rectrac/Webtrac

- Ticket Sales-utilizing NMPS admin website/database
 - Data transfer between Rectrac and NMPS admin
 - Allows for ticket pre-sale utilizing Webtrac
 - Automatically populate Rectrac/Webtrac with specific movie schedule information for sales
 - Eliminate need for attendance reporting
- Concession sales-Tracked by specific items
 - Streamline product ordering, sales and inventory











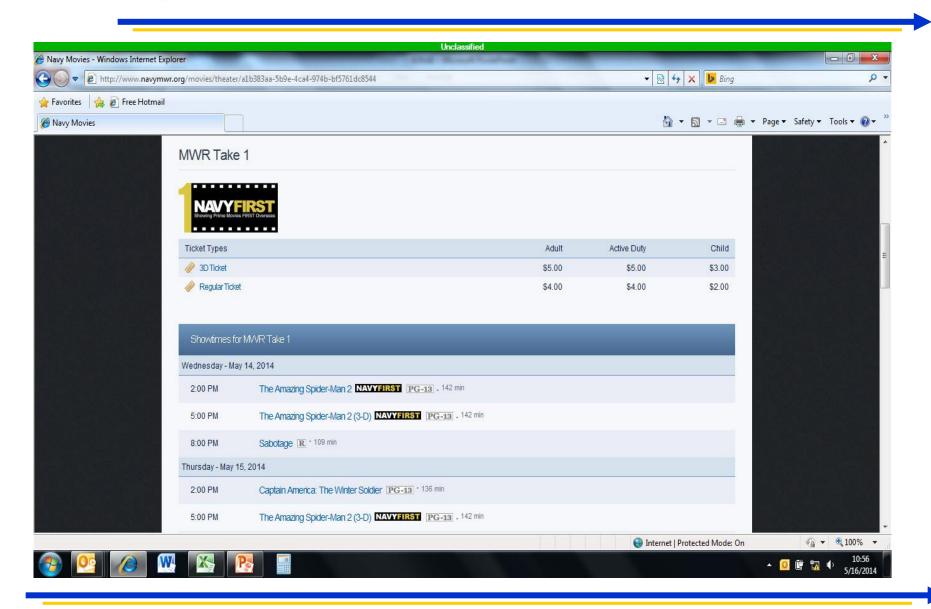
Program Marketing Updates

• Navy First- "NAVY FIRST: Navy Motion Picture Service works to show prime movies FIRST overseas. These movies are made available, in most cases, to participating NAVY FIRST theaters on the same day they open in U.S. commercial theaters. This program brings a bit of home to our Sailors and their families when they are overseas. Check your local schedule for the newest Hollywood releases that are labeled "NAVY FIRST."

• Utilizing DCP to market sneak previews, other FFR programs, on base events, etc.



Navy First





Sneak Preview





Sneak Preview

