



@Home

Branded Retail Guide - 2024

impulsify.
GRAB & GO FOR IT!





WHAT'S INSIDE

- Brand Profile
- Product Station Recommendations
- Product Strategy and Ratios
- Drawings
 - Layout and Elevations
 - Design Strategy
 - Rendering
- Appliances and Technology
- Planograms
- Product Mix
- Merchandisers
- Best Practices
- Timeline
- Estimated Project Cost

BRAND PROFILE



- Sleek and modern midscale, apartment style hotel
- Each experience delivers convenience and consistency for extended travel
- Ultra-modern, efficient design and flexibility for developers
- Options not mandates for hoteliers to allow autonomy to make decisions tailored to their locale and clientele
- Target guest is long-term, 7-20 nights
- Brand caters to Gen Y & Z demographic
- Tech-savvy, experience driven, value for the money clientele
- Communal space offers a market area and workspaces for ease of entry and socialization
- Good visibility from front desk
- Thoughtful amenities such as a Social Patio, Fire Pit, Fitness, Guest Laundry
- 100 keys on just 1.67 acres
- Lean staffing model requiring fewer employees
- Pet friendly



PRODUCT STATIONS



BEVERAGE

WATER · SODA · JUICE · TEA · SPORTS · ENERGY · MILK · PROTEIN · BEER/WINE



QUICK MEALS

YOGURT · PICKLES · FRESH FRUIT · BENTO BOX



FROZEN

ICE CREAM · MEALS



SWEET

CANDY · COOKIES · GUM/MINTS



SALTY

CHIPS · CRACKERS · MIXES



HEALTHY

BARs · TRAIL MIX · NUTS · JERKY · DRIED FRUIT



BREAKFAST

PASTRIES · CEREAL/OATMEAL · FRESH FRUIT



GROCERY

EGGS · BREAD · CHEESE · MILK · JUICE · PASTA · SAUCE · CHIPS (Lg) · SALSA



ESSENTIALS

MEDICINE/OTC · PERSONAL CARE · ELECTRONICS · LAUNDRY



PETS

TREATS · TOYS · ACCESSORIES

RECOMMENDED STRATEGY



- **30% Beverage**
- **30% Snacks**
- **25% Grocery**
- **15% Essentials**

This will be a convenient, affordable, grab-and-go retail outlet with an assortment that meets the core needs of the extended stay guest including: Snacks, Beverages, Meals, and Essentials.

Assortments will include nationally recognized best sellers and emerging trends to appeal to a wide variety of dietary needs and consumer preferences.

A variety of grocery items will be offered to guests who want the convenience of quick, easy to prepare meal or essential items such as milk and eggs. This is a great option for guests who may prefer to stay in rather than venturing out to restaurants and local grocers. Assortment will include frozen and shelf stable meals.

Essentials offered will include items like single serve medication, personal care items, electronics, small laundry detergent and other household goods.

The overall product assortment provides convenient on-property meals, beverages, snacks and sundries that consistently turn at a reasonable price (Approximately \$3.00 - \$22.00).

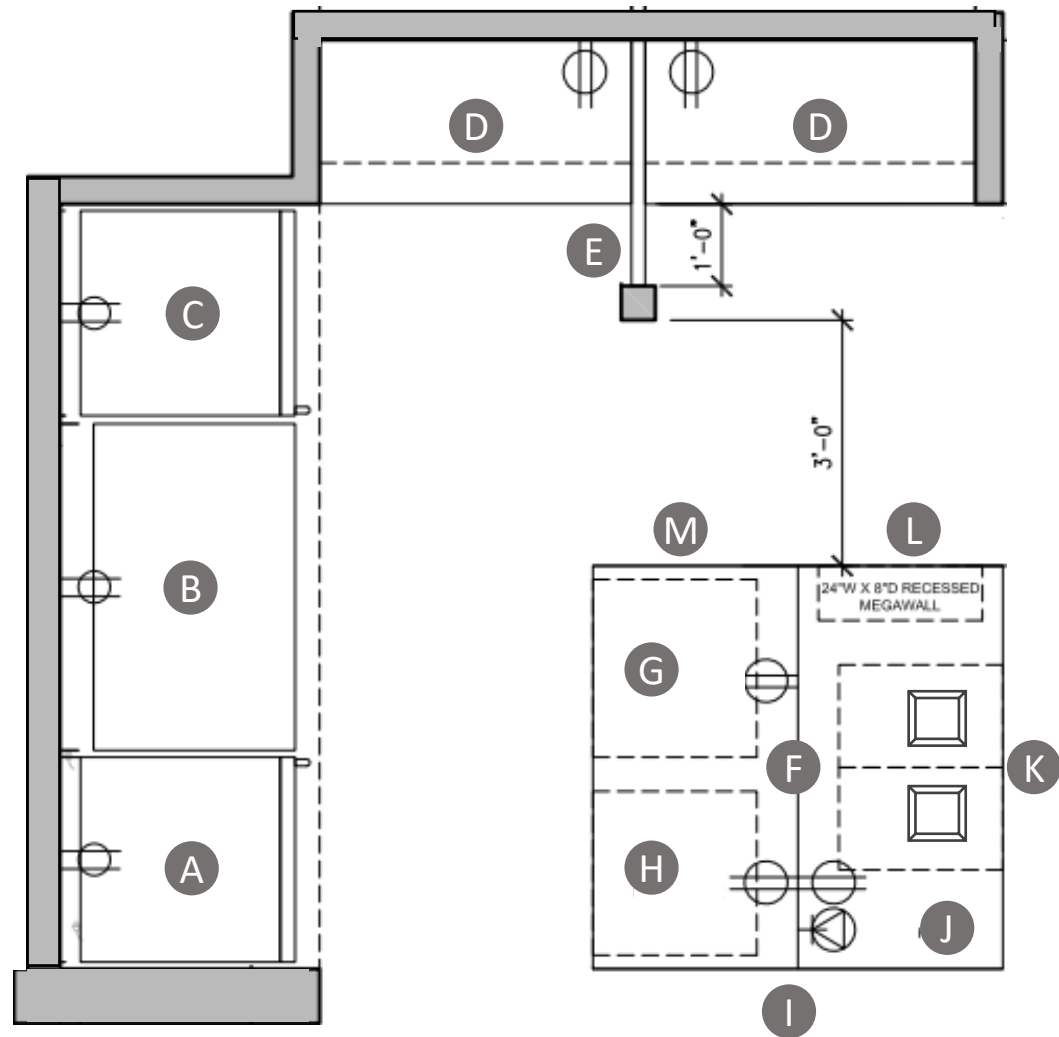
Product recommendations are based on UPC performance data collected from thousands of transactions in similar retail outlets. The recommended products and categories represent the best selling items within each category as captured by ImpulsePoint in similar locations.

DRAWINGS



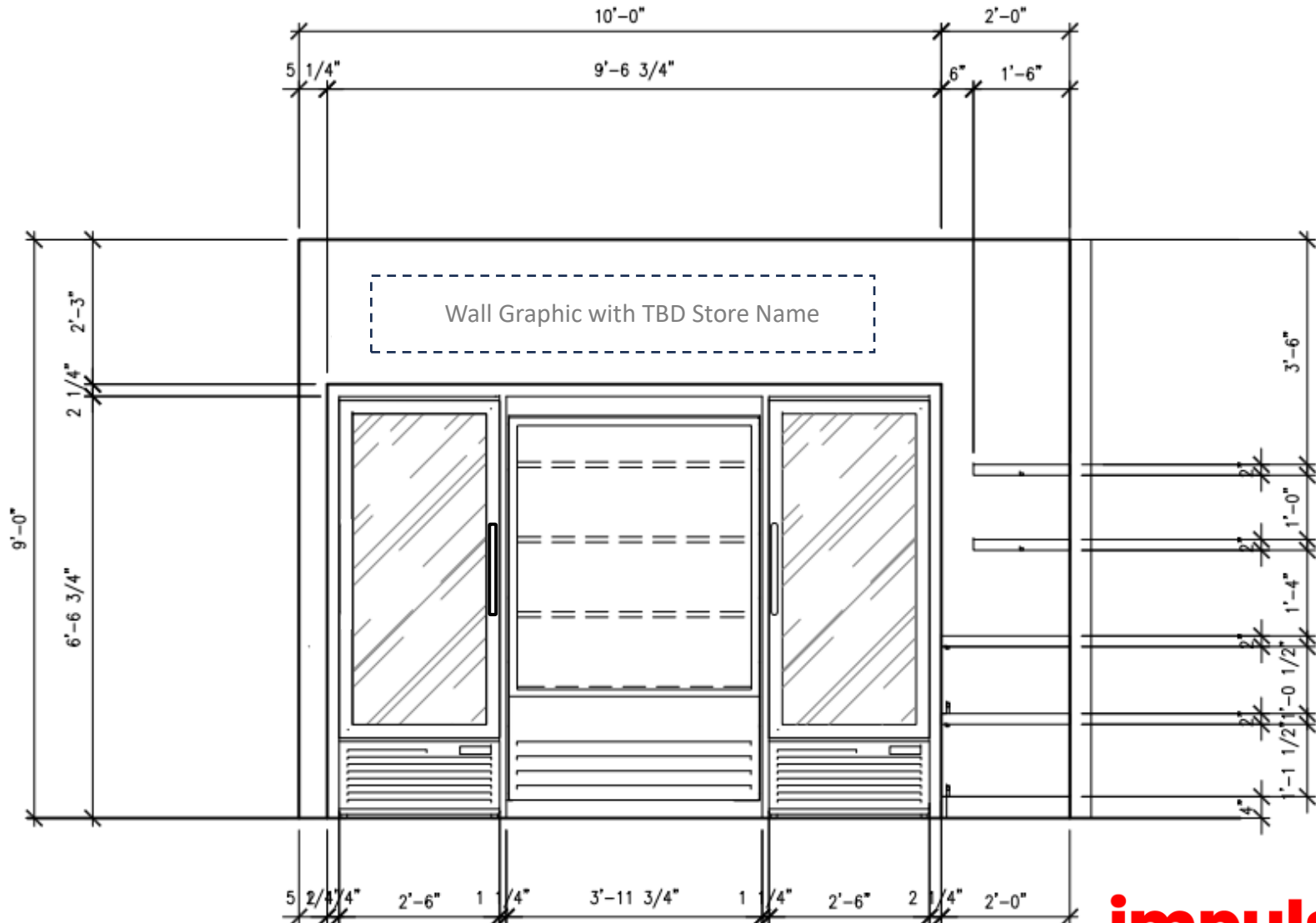
MARKET LAYOUT

- A Full freezer for ice cream and meals
- B Open air cooler for beverages and refrigerated snacks
- C Full refrigerator for limited grocery
- D Shelving for product stations
- E Decorative screen
- F Gondola for flexible breakfast in AM
- G Undercounter refrigerator for beer/wine
- H Undercounter microwave
- I Branded reusable shopping bags
- J Self pay kiosk station
- K Garbage and Recycle access
- L Recessed area for essentials
- M Decorative screen for added ventilation



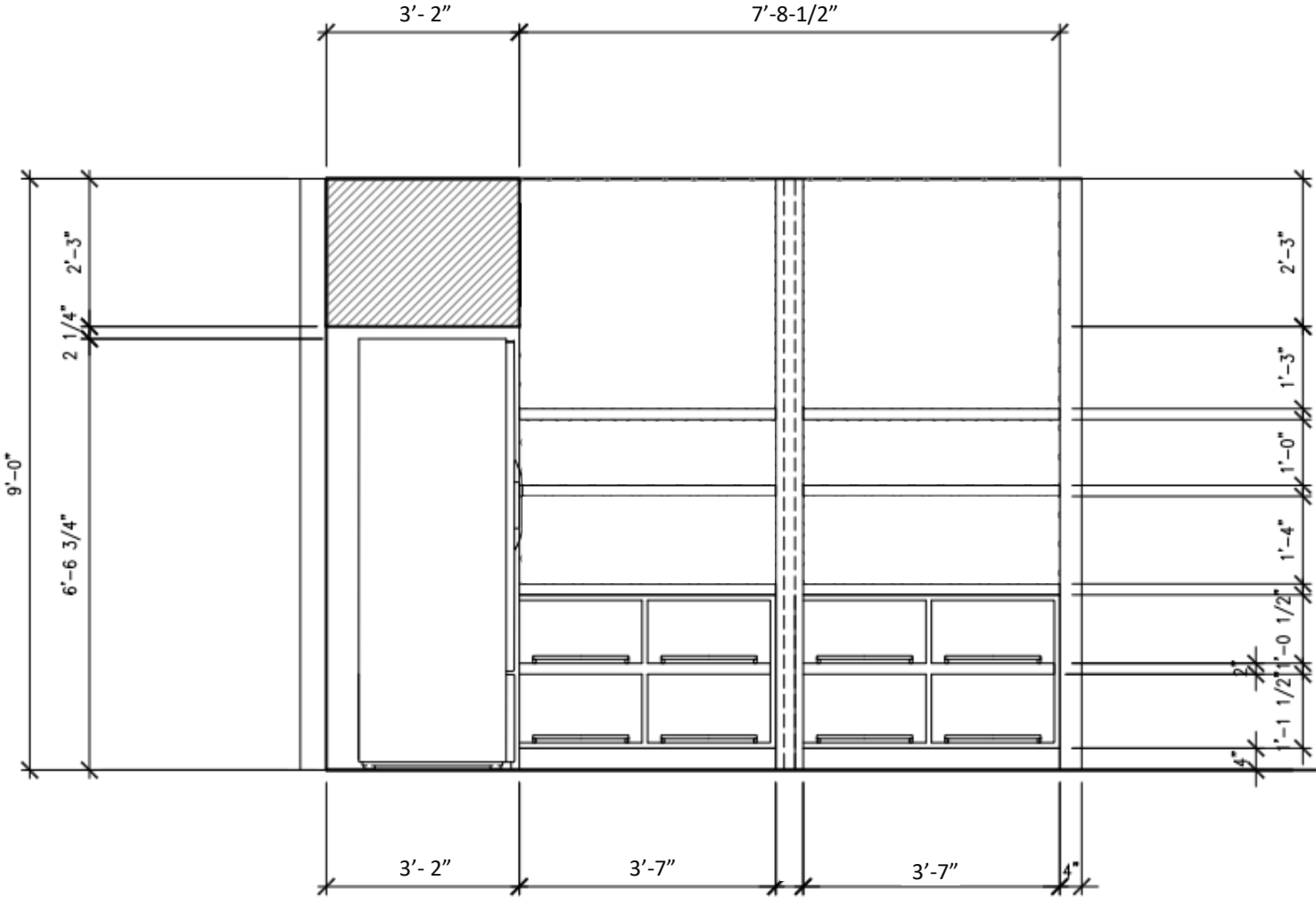
ELEVATION

APPLIANCES AND SIGNAGE



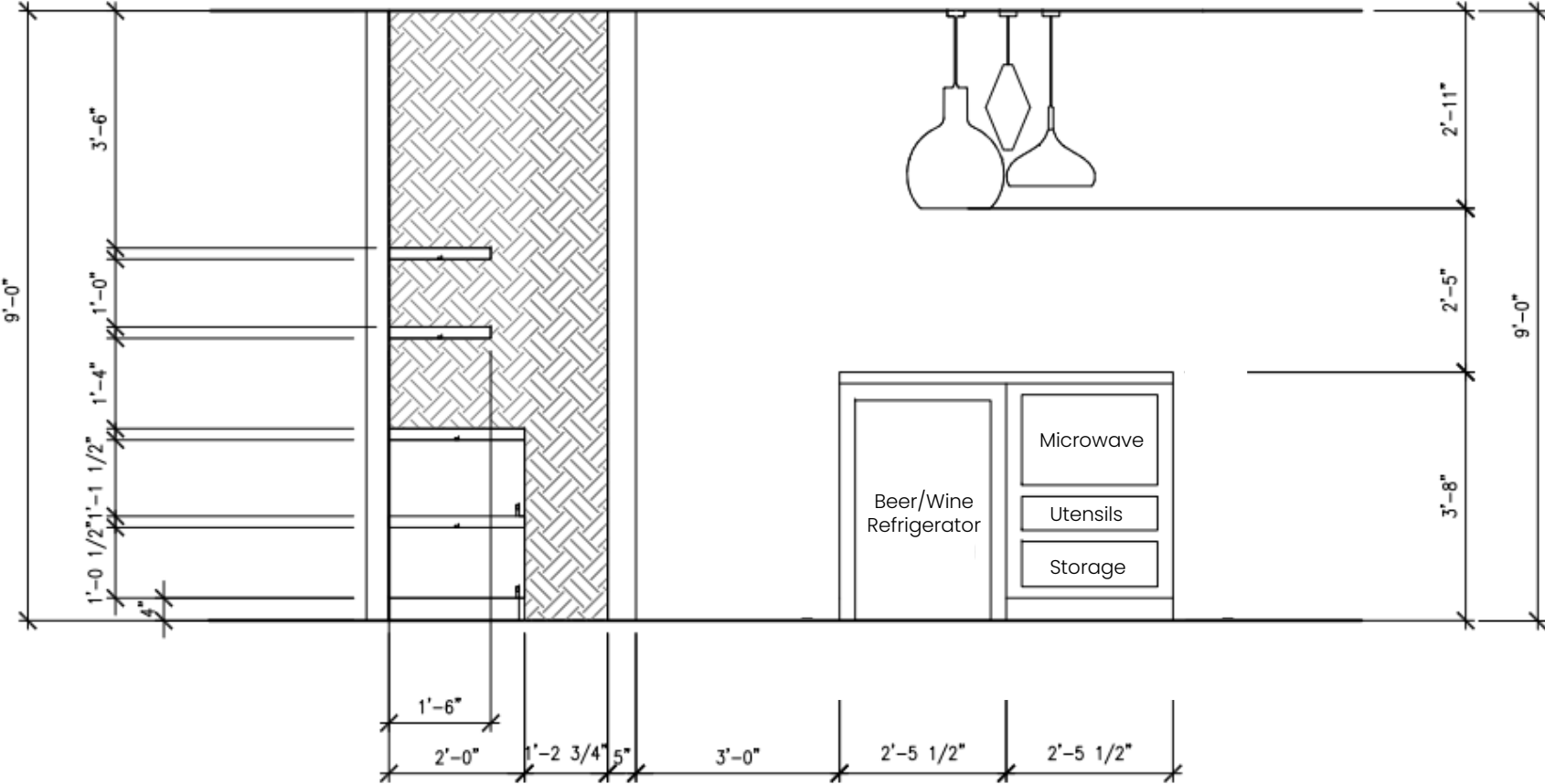
ELEVATION

PRODUCT STATION SHELVING



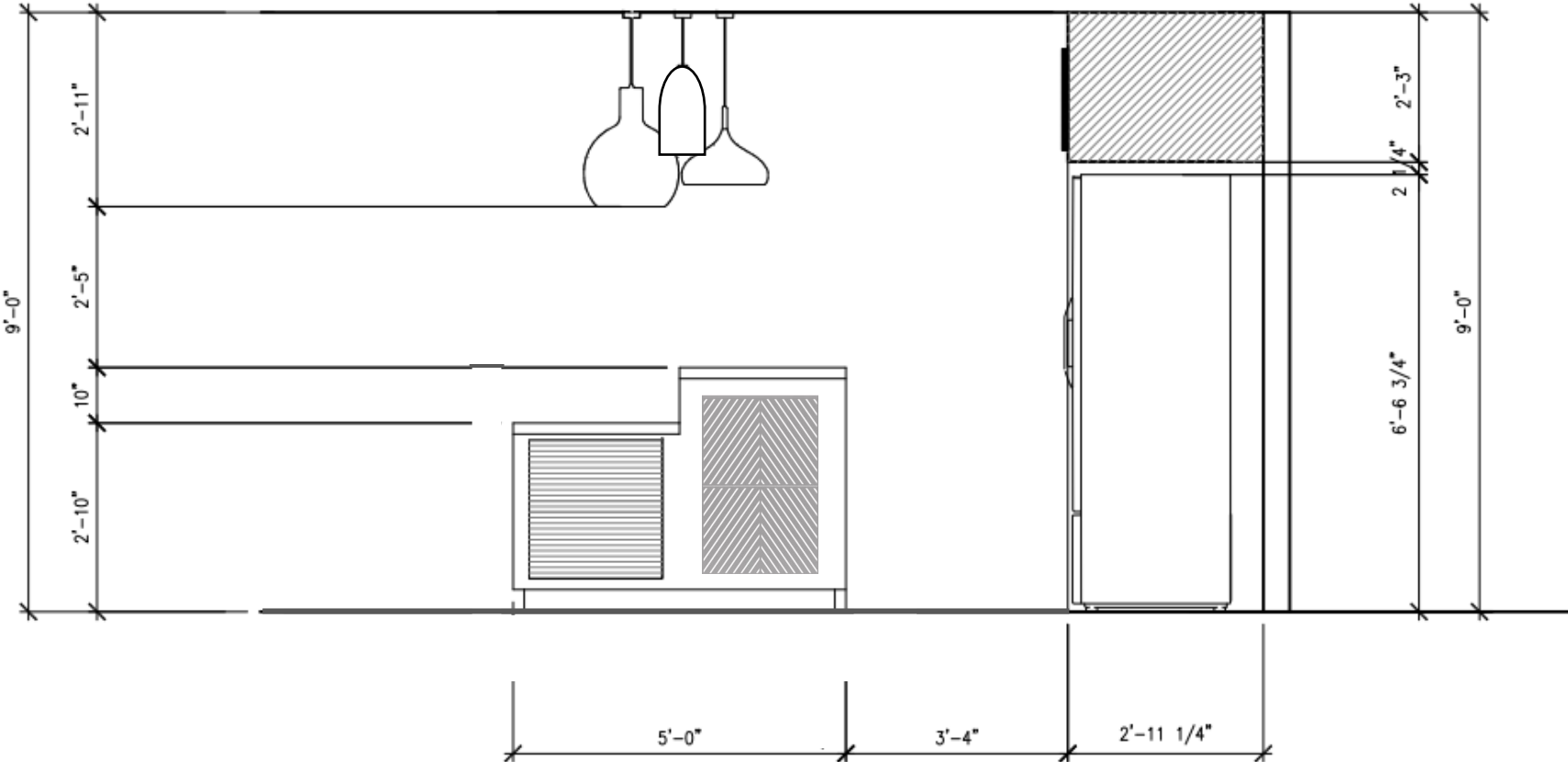
ELEVATION

SCREEN DETAIL + GONDOLA

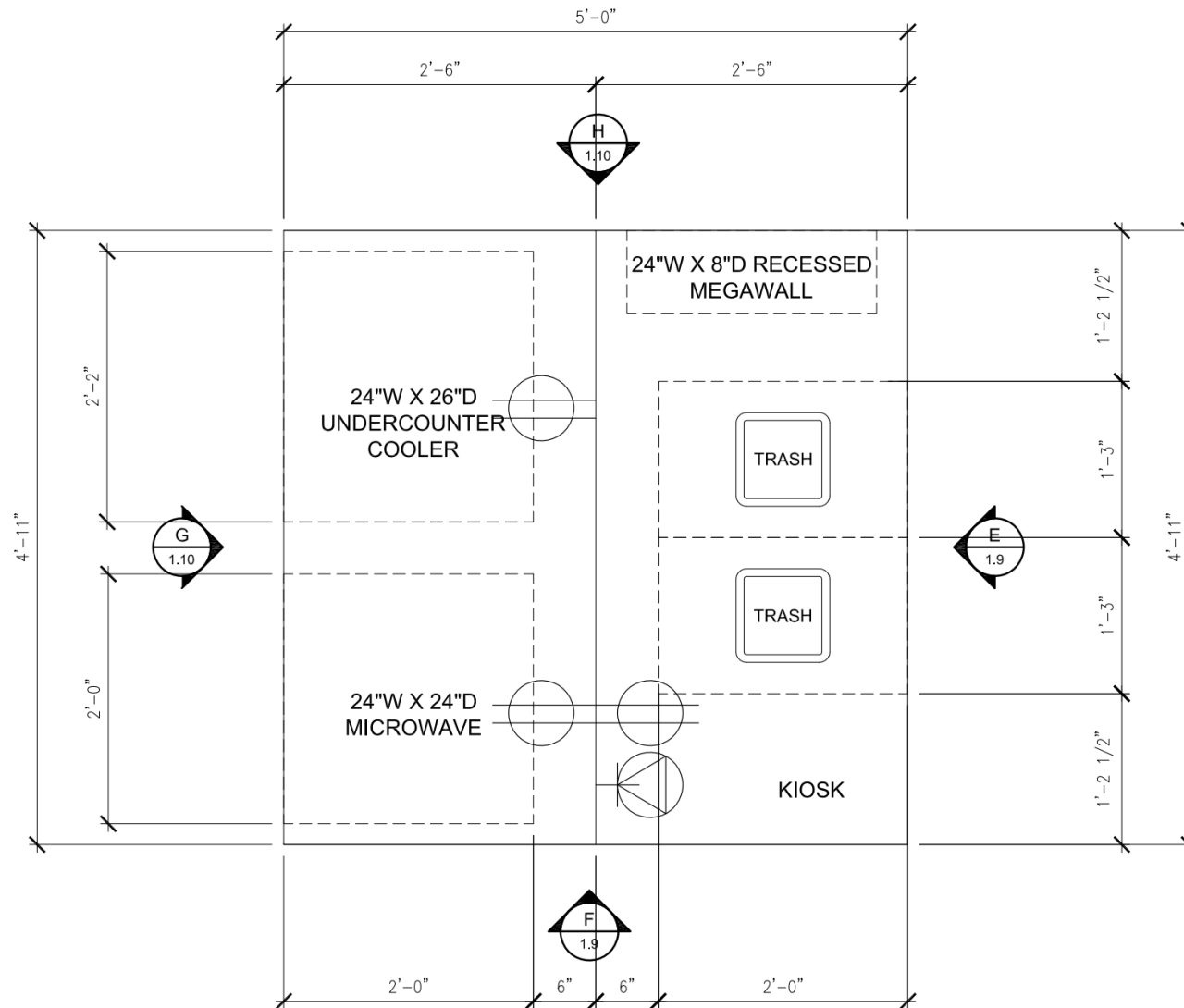


ELEVATION

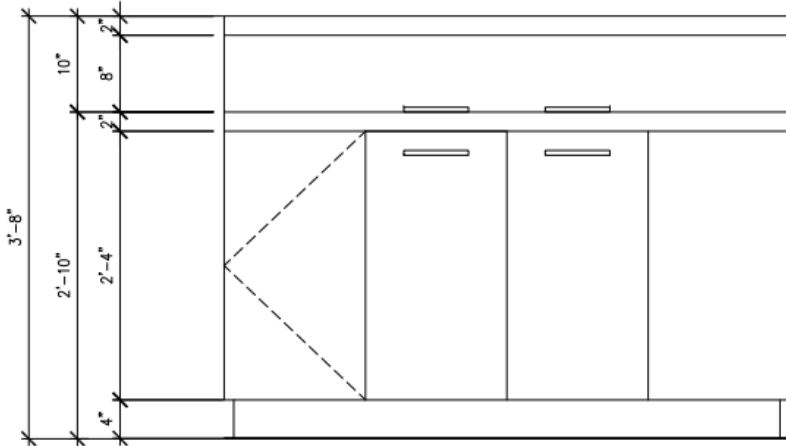
FACING FRONT DESK + GONDOLA



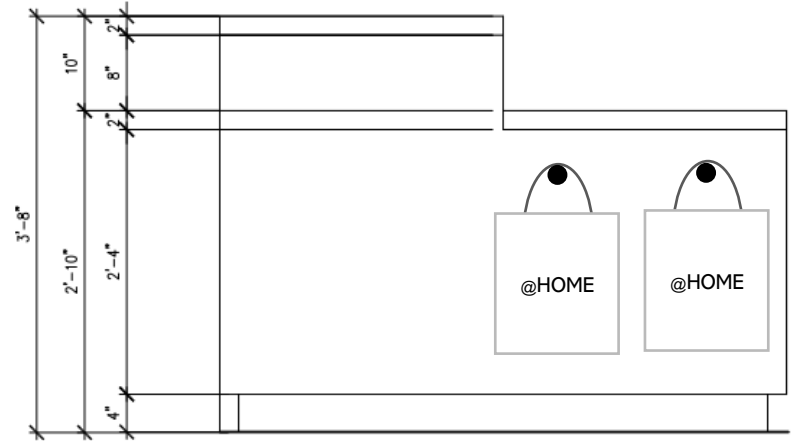
GONDOLA DETAIL



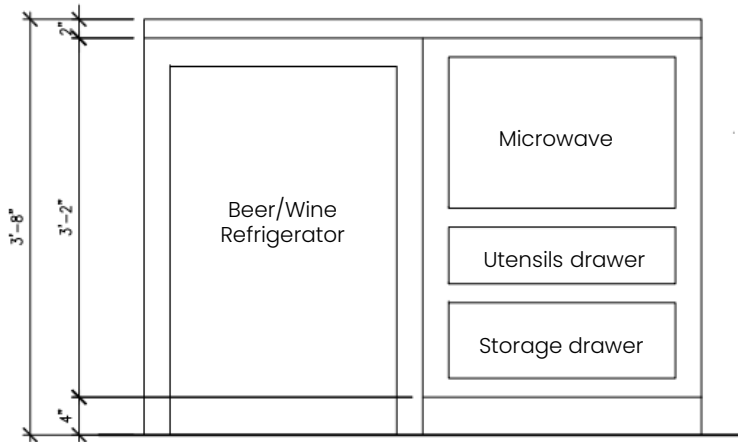
GONDOLA ELEVATIONS



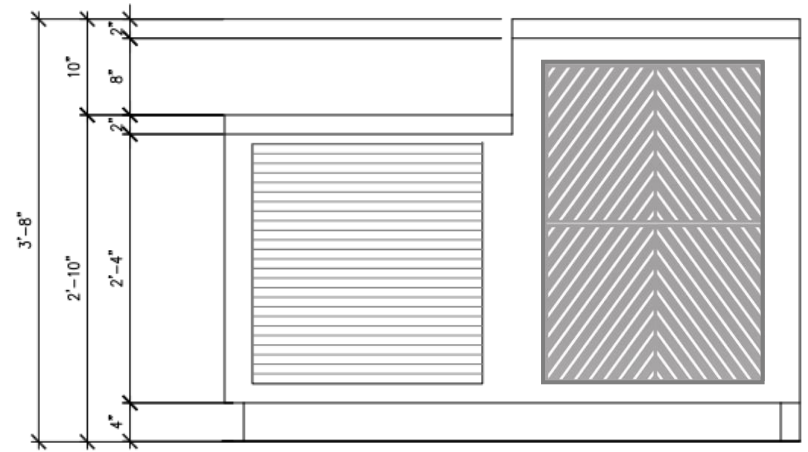
KIOSK + TRASH/RECYCLE



BRANDED SHOPPING BAGS



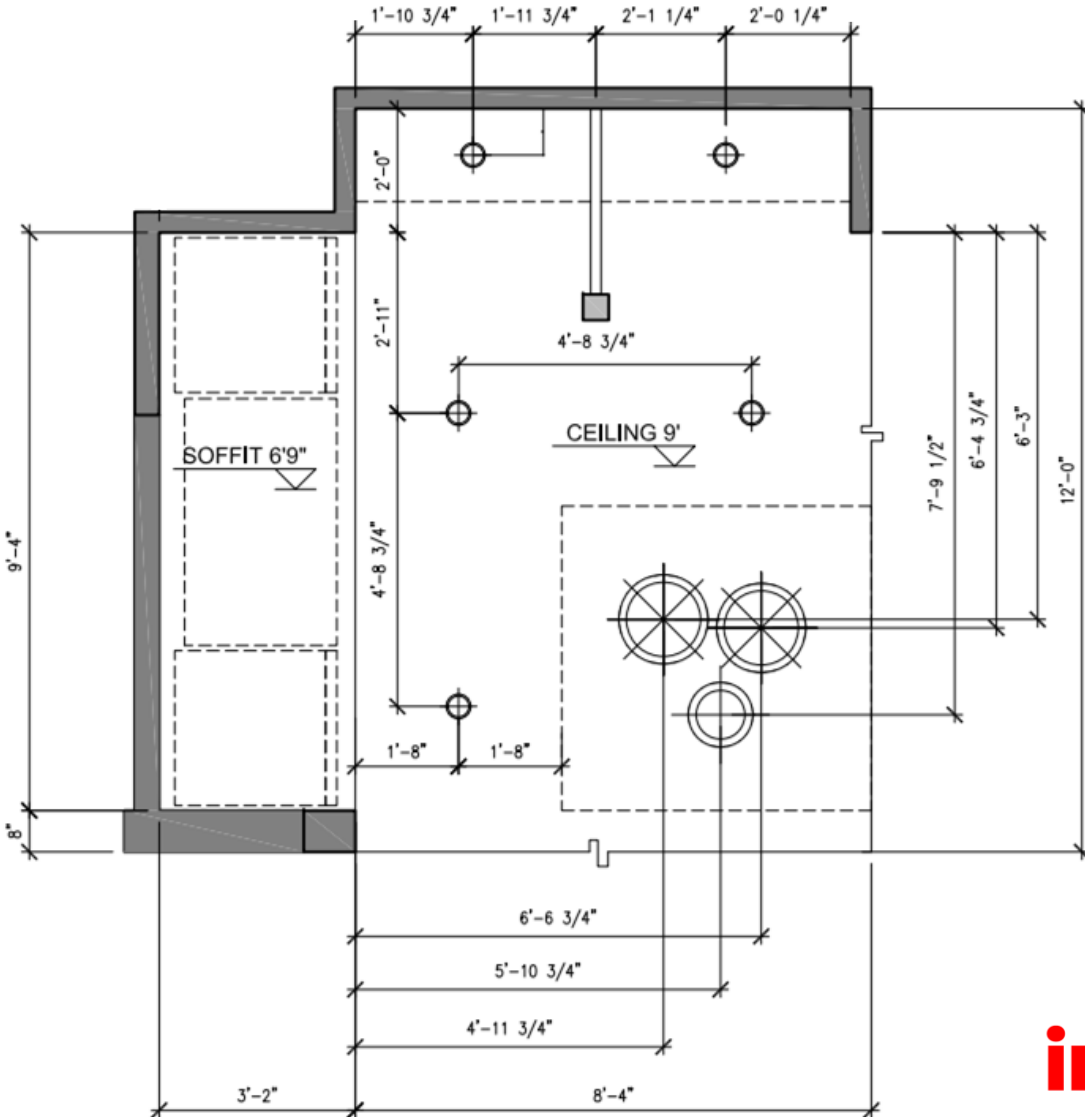
REFRIGERATOR + MICROWAVE



RECESSED ESSENTIALS

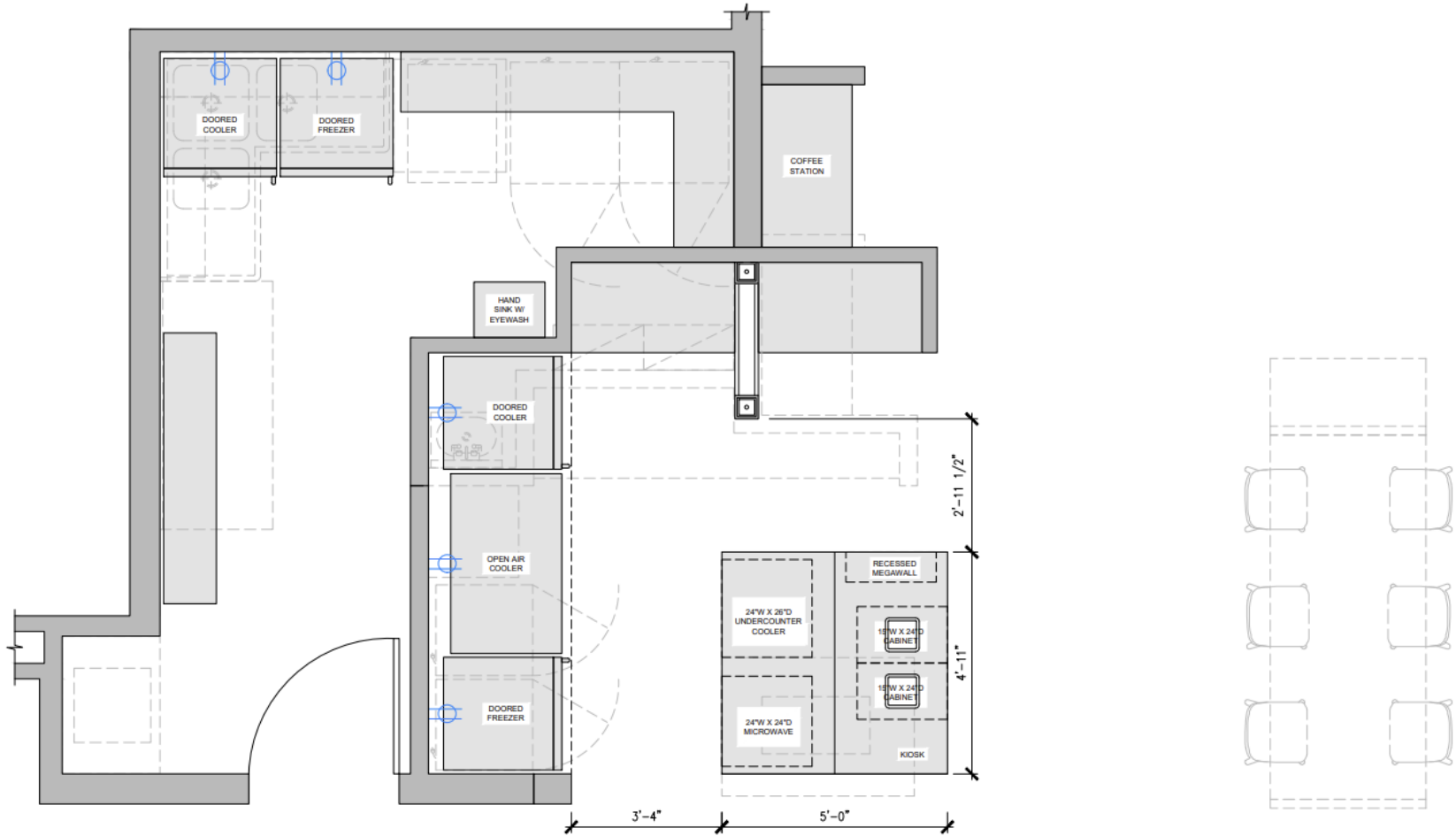
REFLECTED CEILING PLAN

RECESSED GENERAL CAN LIGHTS, DECORATIVE PENDANTS OVER GONDOLA

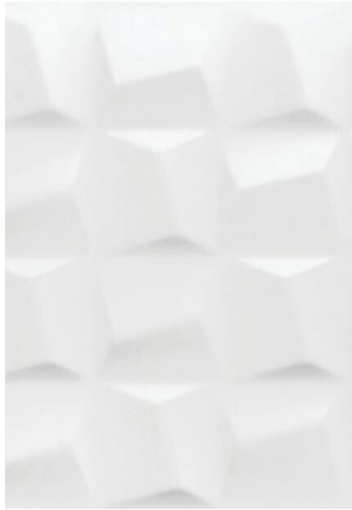


OVERALL LAYOUT

STORAGE ROOM + MARKET + COMMUNITY TABLE



DESIGN STRATEGY



TILE DETAIL



DECORATIVE LIGHTING



HARDWARE FOR
PRODUCT STOPS
AND CABINETS



SHELVING/CABINETS



GONDOLA



SCREEN

Come on in, make yourself @Home!

The @Home market is centrally located within the lobby providing excellent visibility from both the front desk and the entry. A wall graphic entices guests to stop in, shop and make themselves at home.

Modern finishes of wood and painted cabinets, solid surface counters, and a tile wall detail create a clean, uncluttered retail experience. Hardware is utilized on the cabinets, lighting integrated into the product shelves, and unique lighting over the gondola create a comfortable, relaxed atmosphere.

A center gondola doubles as a flexible breakfast station, with product in large vessels easily swapped out after hours and replaced with local product for the remainder of the day.

Storage drawers within the millwork keep fast moving products on hand for easy restocking by associates. The adjacent storage room provides plenty of space for backstock inventory for ease of operations.

An undercounter refrigerator for adult beverages and an undercounter microwave make it easy for guests to grab a quick drink or hot snack to enjoy in the adjacent community area.

This area focus on community and socializing in a relaxed, peaceful ambiance that feels like coming home.

RENDERING



APPLIANCES & TECHNOLOGY



FULL DOOR REFRIGERATOR



R290 Natural Refrigerant

Style	Full Height Door
Cabinet Color (exterior/interior)	Black/White
Gross Capacity (cubic feet)	23.41
Gross Capacity (liters)	663.0
Factory Setpoint Temperature °F	35
Factory Setpoint Temperature °C	1.7
Height (inches / cm)	78.75 / 200
Width (inches / cm)	30 / 76.2
Depth less handle (inches / cm)	32.62 / 82.9
Interior LED Light Strips	2
Adjustable Shelves	4
Bottom Shelf	1
Casters	Yes
Volts / Hz / Phase	115 / 60 / 1
Amps	2.4
H.P. (kW)	1/4 (0.19)
Refrigerant	R290
Net Weight (lbs)	340
Net Weight (kg)	154.4
NEMA Configuration	5-15P

ELECTRICAL REQUIREMENTS

Dedicated and properly grounded 15 Amp 115V/60Hz/1Ph circuit with a standard NEMA 5-15P receptacle.

Also available in silver finish

FULL DOOR FREEZER



R290 Natural
Refrigerant

Also available in silver finish

Style	Full Height Door
Cabinet Color (exterior/interior)	Black/Black
Gross Capacity (cubic feet)	23.41
Gross Capacity (liters)	663.0
Factory Setpoint Temperature °F	-20
Factory Setpoint Temperature °C	-28.9
Height (inches / cm)	78.75 / 200
Width (inches / cm)	30 / 76.2
Depth less handle (inches / cm)	32.62 / 82.9
Interior LED Light Strips	2
Adjustable Shelves	5
Bottom Shelf	1
Casters	Yes
Volts / Hz / Phase	115 / 60 / 1
Amps	4.6
H.P. (kW)	1/2 (0.37)
Refrigerant	R290
Net Weight (lbs)	340
Net Weight (kg)	154.4
NEMA Configuration	5-15P

ELECTRICAL REQUIREMENTS

Dedicated and properly grounded 15 Amp 115V/60Hz/1Ph circuit with a standard NEMA 5-15P receptacle.

BREEZE COOLER



Style	High Capacity
Cabinet Color (exterior / interior)	Black/White
Gross Capacity (cu.ft. / liters)	20.68 / 586
Total Display Area (sq.ft. / sq.m.)	22.34 / 2.075
Cabinet Temperature Range* °F	32 to 41
Cabinet Temperature Range* °C	0 to 5.0
Height (inches / cm)	78.75 / 200
Width (inches / cm)	47.8 / 122
Depth less translight display (in. / cm)	29.5 / 75
Interior LED Light Strips	6
LED Translight Display	47.8" x 8.0"
Adjustable Shelves	4
Bottom Deck	1
Casters	Yes
Volts / Hz / Phase	115 / 60 / 1
Amps (Refrigeration System / Heated Evaporation Pan)	14.8 / 4.0
H.P. (kW)	3/4 (0.56) x 2
Refrigerant	R290
Net Weight (lbs)	tbd
Net Weight (kg)	tbd
NEMA Configuration (two circuits)	see below
Refrigeration System	5-20P
Heated Evaporation Pan	5-15P

UNDERCOUNTER REFRIGERATOR

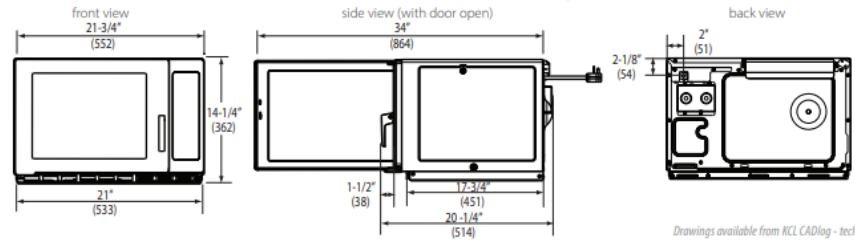


Specifications



Dimensions (L x D x H)	21 ³ / ₈ x 24 ⁷ / ₈ x 38 ¹ / ₄ inches 543 x 632 x 972 mm
Net Internal Volume	6.79 Cu-ft / 192 L
Flat Shelf Size (L x D)	18 ⁵ / ₈ x 18 inches
Number of Shelves	2
Packout - <i>Bottles 20oz (600mL) Flat Shelves</i>	96
Facings - <i>Flat Shelf 20oz (Rows x Levels)</i>	6 x 3
Packout - <i>Bottles 20oz (600mL) Organizer Shelves</i>	N/A
Facings - <i>Organizer Shelf 20oz (Rows x Levels)</i>	N/A
Voltage - US (Intl.)	115 (220)
Amps - US (Intl.)	2.1 (1.05)
Compressor HP	¹ / ₆ HP
Door Style	Hinged Reversible
Shipping Weight	142 lbs / 65 Kg
No. of Coolers / 40 ft Container	144
No. of Coolers / 53 ft Trailer	184

MICROWAVE



Drawings available from KCL CADlog - techs@kclcad.com

Dimensions

Exterior	H 14 3/4" (365)	W 21 3/4" (551)	D† 21" (533)
Cavity	H 8 7/8" (226)	W 14 1/8" (359)	D 16 1/4" (413)
Usable Cavity Space	1.2 cubic ft. (34 liter)		
Door Depth	34" (864), 90°+ door open		
Installation Clearance	Top: 2" (51)	Sides: 1" (25)	Back: None
Shipping Carton	H 18 1/2" (467)	W 26 1/8" (663)	D 22 7/8" (581)
Weight			
Model Type	Product Weight	Ship weight (approx.)	UPS Shippable
1200W	66 lbs (30 kg)	71 lbs (32 kg)	Yes
1800W or 2100W	70 lbs (32 kg)	77 lbs (35 kg)	Yes

Measurements are US Standard. Measurements in () are in millimeters

* IEC 60705 Tested

† Includes handle

Features

Configuration	Countertop
Stackable	Yes
Display	LED
USB Port	No
Control System	Touchpad
Programmable Control	Yes, 10 pads
Braille	Yes
Settings Programmable	100
Max. Cooking Time	60:00
Microwave Distribution	Rotating antennas, top & bottom
Power Levels	5
Defrost	Yes
Time Entry Option	Yes
Multiple Portion Setting	Yes, X2
Stage Cooking	Yes, 4 stages
Interior Light	Yes
Automatic Voltage Sensor	Yes (North America only >1200W)
Air Filter	Yes, 1 removable with cleaning reminder
Signal	End of cycle, adjustable
Door Handle	Lift & Pull
Exterior Finish	Stainless steel
Interior Finish	Stainless steel

Electrical Configuration

Region	Model#/ UPC	Automatic Voltage Sensor	Power Consumption	Power Output (microwave)	Power Source	Plug Configuration	Cord Length	Frequency	Magnetron
North America single phase	RFS12TS 728028020878	No	2000 W, 16A	1200W*	120V, 60Hz, 20A, single phase	NEMA 5-20	5 ft. (1.5m)	2450MHz	2
North America single phase	RFS18TS 728028020885	Yes	2800 W, 13.5A	1800W*	208/240V, 60Hz, 20A, single phase	NEMA 6-20	5 ft. (1.5m)	2450MHz	2
North America single phase	RFS21TS 728028471250	Yes	3200 W, 15.5A	2100W*	208/240V, 60Hz, 20A, single phase	NEMA 6-20	5 ft. (1.5m)	2450MHz	2

KIOSK

HARDWARE

POSX TP5



With a sleek, stylish and compact design, the TPS is perfect for even the most confined POS locations. The TP5 features a TruFlat projected capacitive touchscreen, quad-core CPU, and integrated receipt printer.

Resilient Touch Display

The TPS features a 14" widescreen LCD with TruFlat projected capacitive (PCAP) multi-touch technology built to take the rigors of heavy everyday use

Beautiful and Functional

Built on a sturdy aluminum frame, the ION TPS delivers a durable modern look while maintaining a small footprint, saving valuable counter space.

Integrated Printer

The integrated printer means no external printer cables creating a clean, cable free environment.

Environmental Resistance

With an IP54 Ingress Protection Rating, the TP5 was designed to withstand harshest of environments

Cost Effective Performance

Built on Intel's mobile Bay Trail technology, the fanless ION TPS is powerful and durable enough to handle the most demanding applications.

Electrical Requirements

Standard 120 volt outlet and CAT6 data port.



HARDWARE

iUC285

INGENICO iUC285

The iUC280 embeds all payment methods in a single and friendly interface. Thanks to its sleek & compact design, transactions are simpler, faster and secure.

Its high-contrast graphic display and touch keys provide users with clear guidance, thus improving interactivity.



Payment Options

Certified, Unattended Retail Terminal
NFC/contactless payments including:

- Apple Pay
- Android Pay
- Google Pay

Designed for Intelligent Systems

The iUC285 is a standalone, all-in-one device designed for intelligent vending machines or kiosks – ones powered by an on-board computer typically used to manage large displays and/or telemetry.

PAYMENT PARTNERS

creditcall
The Heart of Payments

Shift4
PAYMENTS

fiserv.

Elavon

COMING Q3 2023

FREEDOM.PAY

PCI COMPLIANCE NOTE: Impulsify employs a Kiosk Manager that serves as PCI Compliance Middleware, isolating the Impulsify application from Credit Card data.

impulsify.
GRAB & GO FOR IT!

PLANOGRAMS



REFRIGERATION

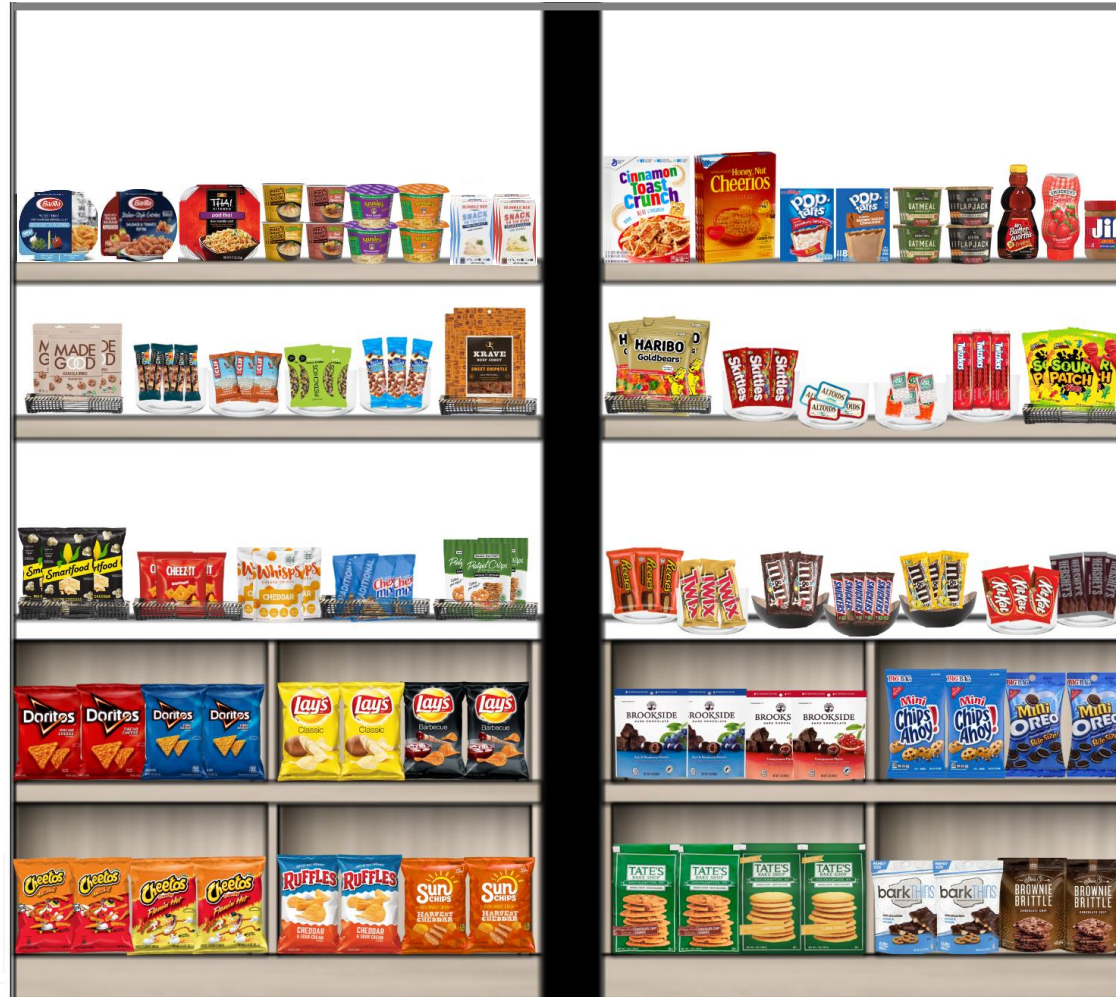
REFRIGERATOR + OPEN AIR COOLER + FREEZER



impulsify.
GRAB & GO FOR IT!

SHELF STABLE PRODUCT STATIONS

UPPER SHELVING + LOWER SHELVING WITH INTEGRATED STORAGE



GONDOLA

ESSENTIALS + OPTIONAL BEER/WINE/CRAFT COCKTAILS



impulsify.
GRAB & GO FOR IT!

GONDOLA

FLEXIBLE BREAKFAST + EVENING MEALS



PRODUCT MIX



impulsify.
GRAB & GO FOR IT!

REFRIGERATED MEALS AND GROCERY

DOORED REFRIGERATOR

PRODUCT DESCRIPTION	
Wilcox Farms Hard Boiled Peeled Eggs Bag 2 Ct	Eggs, 6 Count, Carton
Sabra Avocado Toast Bag 2.75 Oz	Kerrygold Pure Irish Butter Tub 8 Oz
Philadelphia, Bagel Chips & Garden Vegetable Cream Cheese, 2.5 Oz, Pack	Fairlife, Lactose-Free Whole Milk, 52 Oz, Bottle
Chobani Blueberry Greek Yogurt Cup 6 Oz	Fairlife, Lactose-Free 2% Milk, 52 Oz, Bottle
Chobani Greek Yogurt Raspberry Cup 6 Oz	Fairlife, Lactose-Free Chocolate Milk, 52 Oz, Bottle
Chobani Strawberry Greek Yogurt Cup 6 Oz	Califia Farms, Unsweetened Almond Milk, 48 Oz, Bottle
Hillshire Small Plates, Italian Dry Salame, 2.76 Oz	Starbucks, Caramel Macchiato Creamer, 28 Oz, Bottle
Hillshire Snacking, Genoa Salame, 2.76oz	Land O Lakes, Half and Half, 32 Oz, Carton
Oh! Snap Pickle Bites Dill Fresh, 3.5 OZ, Bag	Stok, Not Too Sweet Cold Brew Coffee, 48 Oz, Bottle
Kraft Mozzarella String Cheese Snackables Stick 4.5 Oz	Gold Peak, Sweet Tea, 52 Oz, Bottle
Sabra, Roasted Red Pepper Hummus w/Pretzels, 4.3 Oz, Cup	Simply, Lemonade, 52 Oz, Bottle
Sabra, Snackers Guacamole Classic with Tostitos, 2.8 Oz, Cup	Simply, Cranberry Juice, 52 Oz, Bottle
Kraft, Shredded Sharp Cheddar Cheese, 8 Oz, Bag	Simply, Orange Juice, 52 Oz, Bottle
Kraft, Shredded Mozzarella Cheese, 8 Oz, Bag	Simply, Apple Juice, 52 Oz, Bottle
Philadelphia, Original Cream Cheese, 8 Oz, Pack	



ICE CREAM AND FROZEN MEALS

DOORED FREEZER

PRODUCT DESCRIPTION	
Haagen Dazs, Vanilla Ice Cream, 14 Oz, Cup	Evol, Spicy Bacon & Egg Burrito, 5 Oz, Single
Haagen-Dazs, Dulce de Leche Ice Cream, 14 Oz, Cup	Jimmy Dean, Egg and Cheese Breakfast Sandwich, 2.35 Oz, Bag
Halo Top Cookies and Cream Ice Cream Cup 16 Oz	Jimmy Dean, Meat Lovers Breakfast Bowl, 7 Oz, Bowl
Halo Top Peanut Butter Cup Cup 14 Oz	Eggo Frozen Homestyle Waffles Box 12.3 Oz
Talenti, Salted Butter Pecan Gelato, 16 Oz, Cup	Nestle, Stouffer's, Homestyle, Lasagna w/Meat & Sauce, 10.5 Oz, Box
Talenti, Roman Raspberry Sorbetto, 16 Oz, Cup	Nestle, Stouffer's, Macaroni and Cheese, 12 Oz, Box
Nestle Toll-House Ice Cream Sandwich, 6 Oz, Bag	Amy's, Cheese Enchilda, 9 Oz, Box
Twix, Ice Cream, 3.13 Oz, Bar	DiGiorno, for One, Traditional Crust, Pepperoni Pizza, 6.5 inch, 9.3 Oz, Box
Snickers, Ice Cream Bar, 3.33 Oz, Bar	Healthy Choice, Chicken Marinara, 9.8 Oz, Box
Edys, Dibs, Vanilla with Nestle Crunch Coating, 4 Oz, cup	Healthy Choice, Adobo Chicken, 9.75 Oz, Bowl



BEVERAGES

OPEN AIR COOLER

PRODUCT DESCRIPTION	
Coca Cola, Classic, 20 Oz, Bottle	Kevita, Probiotic Refresher, Lemon Ginger, 15.2 Oz, Bottle
Coca Cola, Diet, 20 Oz, Bottle	Minute Maid, Orange Juice, 12 Oz, Bottle
Pepsi Soda Bottle 20 Oz	Minute Maid, Apple Juice, 12 Oz, Bottle
Pepsi Diet Soda Bottle 20 Oz	Fairlife, 2% Milk, 14 Oz, Bottle
Dr. Pepper, 20 Oz, Bottle	Fairlife, Chocolate Milk, 14 Oz, Bottle
Dr. Pepper, Diet, 20 Oz, Bottle	Core Power, Vanilla Protein, 14 Oz, Bottle
Mountain Dew, 20 Oz, Bottle	Core Power, Chocolate Protein, 14 Oz, Bottle
Mountain Dew, Diet, 20 Oz, Bottle	Muscle Milk, Chocolate Protein, 14 Oz, Bottle
Sprite, 20 Oz, Bottle	Gatorade, Fruit Punch, 20 Oz, Bottle
Fanta, Orange, 20 Oz, Bottle	Gatorade, Cool Blue, 20 Oz, Bottle
Monster Energy, Original, 16 Oz, Can	Powerade, Fruit Punch, 20 Oz, Bottle
Monster, Zero, 16 Oz, Can	Powerade, Mountain Berry Blast, 20 Oz, Bottle
Red Bull, 12 Oz, Can	Vitamin Water, XXX, 20 Oz, Bottle
Red Bull, Sugar Free, 12 Oz, Can	Vitamin Water, Power C, 20 Oz, Bottle
Celsius Sparkling Wild Berry Can 12 Oz	Hint Water, Watermelon, 16 Oz, Bottle
Celsius Peach Vibe Can 12 Oz	Hint Water, BlackBerry, 16 Oz, Bottle
Dunkin' Donuts, Iced Coffee, French Vanilla, 13.7 Oz, Bottle	Perrier Sparkling Water Bottle 16.9 Oz
Dunkin' Donuts, Iced Coffee, Mocha, 13.7 Oz, Bottle	San Pellegrino Sparkling Water Bottle 16.9 Oz
Gold Peak Unsweetened Tea, 18.5 Oz, Bottle	Dasani, Water, 20 Oz, Bottle
Gold Peak, Sweetened Iced Tea, 18.5 Oz, Bottle	SmartWater, 20 Oz, Bottle

SHELF STABLE SNACKS

MEALS + HEALTHY+ CHIPS

PRODUCT DESCRIPTION	
Barilla, Mezza Penne, 9 Oz, Box	Krave Jerky Sweet Chipotle Bag 2.7 Oz
Barilla, Sausage and Tomato Rotini, 9 Oz, Box	Smartfood Popcorn White Cheddar Bag 1.75 Oz
Thai Kitchen Pad Thai Rice Noodle Box 9.77 Oz	Sunshine Cheez-It Cheddar Crackers Bag 3 Oz
Mike's Mighty Good Ramen Soup Chicken Cup 1.6 Oz	Whisps Parmesan Cheese Crisps Bag 2.12 Oz
Mike's Mighty Good Spicy Beef Ramen Cup 1.8 Oz	Chex Mix Traditional Bag 3.75 Oz
Annie's Mac & Cheese Aged Cheddar Cup 2.01 Oz	Snack Factory Buffalo Wing Pretzel Crisps Bag 3 Oz
Annie's Shells with White Cheddar Mac & Cheese Box 6 Oz	Doritos Nacho Cheese Bag 2.5 Oz
Bumble Bee Tuna Salad with Crackers Box 3.5 Oz	Doritos Cool Ranch Bag 2.5 Oz
Bumble Bee Chicken Salad w/Crackers Ready to Eat Box 3.5 Oz	Lay's Classic Potato Chips Bag 2.25 Oz
Made Good Organic Granola Minis Chocolate Chip Bag 3 Oz	Lay's Barbecue Potato Chips Bag 2.25 Oz
Kind Cranberry Almond & Antioxidants Bar 1.4 Oz	Cheetos Crunchy Bag 2.75 Oz
Clif Bar Chocolate Brownie Bar 1.4 Oz	Cheetos Flamin' Hot Bag 2.75 Oz
Wonderful Pistachios Roasted & Salted Bag 5 Oz	Ruffles Cheddar Potato Chips Cheddar and Sour Cream Bag 2.18 Oz
Blue Diamond Roasted & Salted Bag 1.5 Oz	Sunchips Multigrain Chips Harvest Cheddar Bag 2.38 Oz



SHELF STABLE SNACKS

MEALS + CONDIMENTS + SWEET SNACKS

PRODUCT DESCRIPTION	
Cinnamon Toast Crunch Breakfast Cereal Box 12 Oz	Reese's Peanut Butter Cups Pack 1.5 Oz
General Mills Honey Nut Cheerios Box 10.8 Oz	Twix Chocolate Caramel Cookie Bars Bar 1.79 Oz
Pop Tarts Strawberry 2-Pack Bag 3.67 Oz	M & M's Chocolate Candies Bag 1.69 Oz
Pop Tarts Brown Sugar and Cinnamon- 2 Pack Box 3.67 Oz	Snickers Candy Bar Bar 1.86 Oz
Kodiak Cakes Oatmeal Maple & Brown Sugar Cup 21 Oz	M & M's Chocolate Peanut Candies Bag 1.74 Oz
Kodiak Power Cakes Buttermilk Flapjack & Waffle Mix Box 20 Oz	Kit Kat Crisp Wafers In Milk Chocolate Bar 1.5 Oz
Mrs. Butterworths Original Syrup Bottle 24 Oz	Kit Kat Crisp Wafers In Milk Chocolate King Size Bar 3 Oz
Smucker's Squeeze Strawberry Fruit Spread Bottle 20 Oz	Hershey's Milk Chocolate Bar 1.55 Oz
Jif Creamy Peanut Butter Jar 16 Oz	Brookside Dark Chocolate Acai Blueberry Bag 7 Oz
Haribo Gummi Gold Bears Bag 5 Oz	Brookside Chocolate Pomegranate Bag 7 Oz
Skittles Original Bite Sized Candies Bag 2.17 Oz	Chips Ahoy Mini Chocolate Chip Cookies Bag 3 Oz
Altoids Wintergreen Mints Tin 1.76 Oz	Oreo Mini Chocolate Sandwich Cookies Bag 3 Oz
Altoids Peppermint Mints Tin 1.76 Oz	Tate's Bake Shop Chocolate Chip Cookies Bag 7 Oz
Tic Tac Freshmints Mints Bag 1 Oz	Tate's Bake Shop Gluten Free Chocolate Chip Cookies Bag 7 Oz
Tic Tac Orange Mints Box 1 Oz	Bark Thins Dark Chocolate Pretzel Bag 4.7 Oz
Twizzlers Strawberry Twists Bag 2.5 Oz	Sheila G's Chocolate Chip Brownie Brittle Bag 5 Oz
Sour Patch Original Bag 5 Oz	

GONDOLA

MORNING BREAKFAST + EVENING MEALS

PRODUCT DESCRIPTION	
Burry Thaw & Sell Single Sliced Bagel Bag 3 Oz	Mama Mary's Pizza Crust 3 Pack Bag 12 Oz
Philadelphia, Cream Cheese Singles, 0.75 Oz, Cup	Mama Mary's Pepperoni Bag 6 Oz
Otis Spunkmeyer Blueberry Muffin Bag 4 Oz	Rao's Homade Pizza Sauce Jar 13 Oz
Otis Spunkmeyer Banana Nut Muffin Bag 4 Oz	Rao's Homemade Tomato Basil Pasta Sauce Jar 24 Oz
Otis Spunkmeyer Cinnamon Roll Bag 4 Oz	Barilla Spaghetti Box 16 Oz
Belvita Biscuits Cranberry Orange Bag 8.8 Oz	Late July Sea Salt Chips Thin and Crispy Bag 10.1 Oz
Sara Lee Artesano White Bread Bag 20 Oz	Mateo's Medium Gourmet Salsa Jar 16 Oz
Thomas' Bagels Plain Bag 20 Oz	Kraft Grated Parmesan Cheese Jar 3 Oz

PETS

Rachel Ray Soup Bones Beef and Barley Bag 126 Oz	Wag Chicken and Waffle Bites Bag 12 Oz
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UNDERCOUNTER REFRIGERATOR

ADULT BEVERAGES

PRODUCT DESCRIPTION	
LaMarca Prosecco Wine Bottle 187 mL	High Noon Sun Sips Pineapple Vodka & Soda Can 12 Oz
Sutter Home Chardonnay Wine Bottle 187 mL	High Noon Vodka & Grapefruit Soda Can 12 Oz
Sutter Home Moscato Wine Bottle 187 mL	White Claw Hard Seltzer Black Cherry Can 12 Oz
Sutter Home Sauvignon Blanc Wine Bottle 187 mL	White Claw Hard Seltzer Mango Can 12 Oz
Sutter Home Pinite Grigio Wine Bottle 187 mL	Michelob Ultra Beer Bottle 12 Oz
Sutter Home White Zinfandel Wine Bottle 187 mL	Bud Light Beer Bottle 12 Oz
Sutter Home Rose Wine Bottle 187 mL	Miller Lite Beer Bottle 12 Oz
Sutter Home Red Blend Wine Bottle 187 mL	Coors Light Beer Bottle 12 Oz
Barefoot Cabernet Sauvignon Wine Bottle 187 mL	Corona Extra Bottle 12 Fl Oz
Cutwater Spirits Tiki Rum Mai Tai Can 12 Oz	Stella Artois Beer Bottle 11.2 Oz
Cutwater Spirits Lime Tequila Margarita Can 12 Oz	



ESSENTIALS STATION

OTC + PERSONAL CARE + LAUNDRY + ELECTRONICS

PRODUCT DESCRIPTION	
Advil Ibuprofen- 4 Tablets & Paper Cup Bag 1 Ct	Old Spice Anti-Perspirant Deodorant Stick 0.5 Oz
Advil PM- 2 Capsules Bag 1 Ct	Degree Women's Deodorant & Anti Perspirant Stick 0.5 Oz
Tylenol Extra Strength Box 1 Ct	Opti-Free Pure Moist Contact Solution Bottle 2 Oz
Claritin Non-Drowsy Bag 1 Ct	Bounce Fabric Softener Dryer Sheets Outdoor Fresh- 15 Sheets Box 1 Ct
Dayquil Cold & Flu- 4 Caplets Bag 1 Ct	Tide To Go Pen Instant Stain Remover Tube 1 Oz
NyQuil Severe Cold & Flu Caplet Box 4 Ct	Tide Laundry Detergent Single Load Bag 1.6 Oz
Pepto-Bismol Upset Stomach Reliever 6 Count- 18 Pack Box 1 Ct	ZipKord Power Bank 4000 mAh Box 1 Ct
Gillette Foamy Shaving Cream w/Razor Bag 2 Oz	ZipKord Dual USB Wall Charger ZKW3A214 Box 1 Ct
Tresemme Hair Spray Bottle 2 Oz	ZipKord 4 in 1 USB-C & Micro USB Cable Box 1 Ct
Crest Complete Travel Toothbrush Toothpaste Combo Bag 1 Ct	ZipKord Data Cable For Apple Lightning Devices- White Cord Box 1 Ct
Tampax Pocket Radiant Regular Compact Tampons Unscented Box 1 Ct	



MERCHANDISING STRATEGY



PRODUCT MERCHANDISERS



Larger Format Bagged Candy



Small Format Candy
and Healthy Snacks



Pet Products



Larger Format Bagged Snacks



MERCHANDISERS

GONDOLA: MORNING



Assorted Pastries



Single Serve Bagels



Single Serve
Cream Cheese



Fresh Fruit



Bagged Bread and Bagels

MERCHANDISERS

GONDOLA: EVENING



Pasta Varieties



Family Size Chips



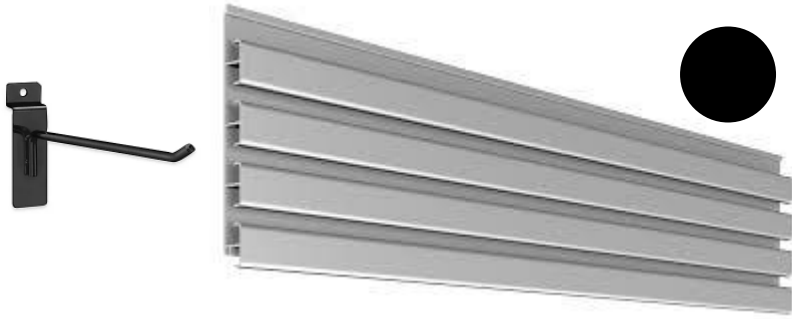
Sauce and Salsa



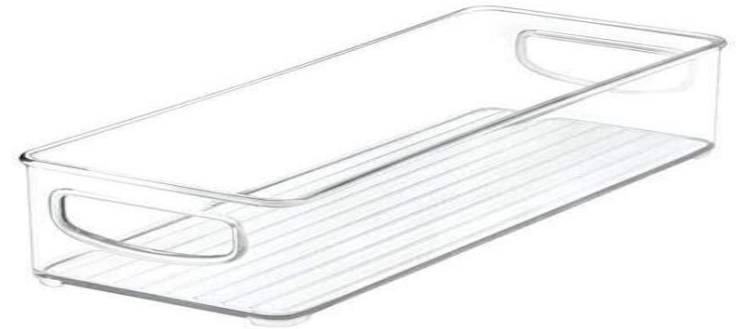
Pizza Kits

MERCHANDISERS

FREEZER, BREEZE COOLER, REFRIGERATOR



Backing & Hooks for Peggable Sundries



Bins for Refrigerated Meals and Snacks



Self-Facing Glides for Frozen Meals










Self-Facing Glides for Beverages

MERCHANDISERS

Item	Size	Used For	Quantity	Vendor
	19" x 13" x 3"	Larger format bagged snacks	4	Impulsify
	16" x 11" x 2.5"	Large format bagged snacks	4	Impulsify
	9" x 7" x 6"t	Small format chocolate	3	Impulsify
	6-7/8" x 7-1/2"	Smaller format chocolate, candy, healthy snacks	12	Impulsify
	10"d X 2"t	Assorted breakfast and dinner items	2	Impulsify
	12" x 10" x 4"	Basket for family size chips on gondola	2	Impulsify
	17" x 10" x 2"	Tray for bagels and bread on gondola	2	Impulsify
	15" x 12"	Tiered basket used for flexible meals on gondola	2	Impulsify
	26" x 5"	Assorted pastries and pasta	4	Impulsify
	12" x 6"	Single serve bagels on gondola	1	Impulsify
	6" X 4"	Cool bowl for single serve cream cheese	1	Impulsify

NOTE: It may be necessary for some fixtures to be replaced due to availability at time of store set. Design intent will remain.

MERCHANDISERS

Item	Size	Used For	Quantity	Vendor
	24" x 16" x 17"	Large floor basket for pet products	1	Impulsify
	13" x 16" x 17"	Small floor basket for pet products	1	Impulsify
	16" x 6" x 3"	Frozen and Refrigerated items	4	Impulsify
	16" x 4" x 3"	Ice Cream	6	Impulsify
	3" wide tracks	Beverages in open air cooler	70 glides/5 shelves	Impulsify
	Adjustable	Frozen and Refrigerated Meals	5 sets/shelves	Impulsify
	6" (black finish)	Hooks for Sundries and Electronics	28	Impulsify

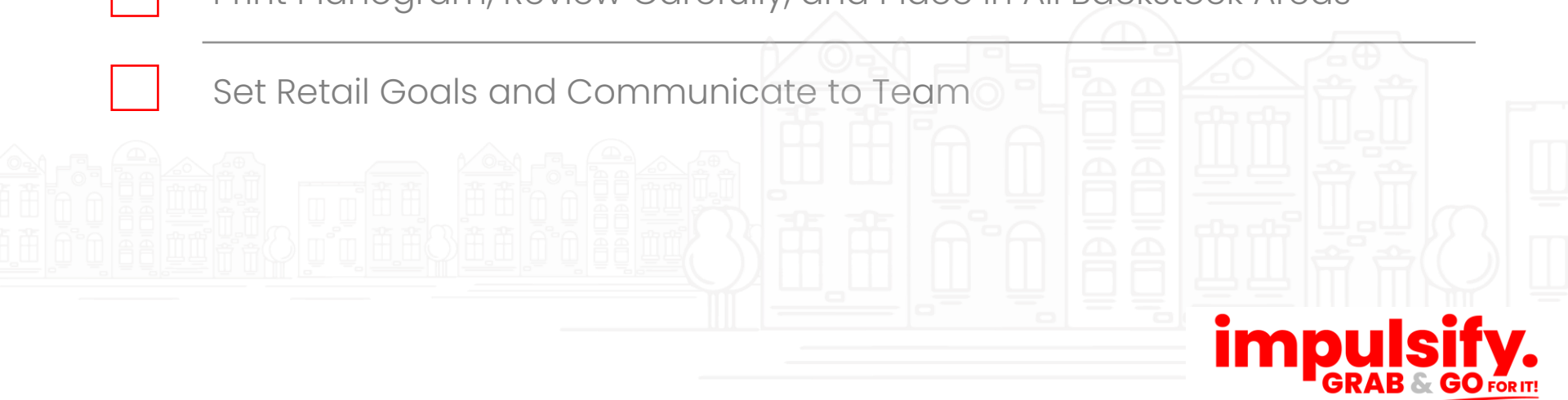
NOTE: It may be necessary for some fixtures to be replaced due to availability at time of store set. Design intent will remain.

BEST PRACTICES



STEPS TO SUCCESS CHECKLIST

- Appoint a Retail Manager and Other Recommended Retail Roles
- Review Market Operations Guide as a Retail Team
- Complete Retail Certification Testing
- Complete ImpulsePoint POS Training
- Identify Vendors and Order/Delivery Days
- Print Planogram, Review Carefully, and Place in All Backstock Areas
- Set Retail Goals and Communicate to Team



ROLES AND RESPONSIBILITIES

RETAIL MANAGER

Responsible for the overall management of the Market including:

- ✓ Replenishing
- ✓ Restocking
- ✓ Pricing
- ✓ Merchandising
- ✓ Training new team members

This person should be fully trained on all aspects of ImpulsePoint POS and Guest-Facing POS technology and should have clear understanding of retail related KPIs and goals.

Personnel who typically assume this role:

Front Office Manager, Food & Beverage Manager, or Assistant General Manager.

ACCOUNTING MANAGER

Responsible for monitoring all accounting functions related to the Market including:

- ✓ Verifying and reconciling sales tax
- ✓ Maintaining accurate Cost of Goods associated with products
- ✓ Reconciling credit card distributions
- ✓ Self-pay transactions
- ✓ All merchant processor related functions

Personnel who typically assume this role: Retail Manager, General Manager, or Accounting Personnel

CASHIER

Even with Self-Pay kiosk present, the Front Desk Associates will act as Cashiers for a combination of transactions including cash payments, alcohol purchases, and credit card purchases when guest opts for an attended check out.

Cashiers should be trained on all sales transactions, receipt printing, returns, department transfers, shift closeout processes and restocking the Market as needed.

TRAINING

Retail Training

The Retail Operations Guide is designed to provide the necessary resources, tips and training to maintain your store. Keeping this guide as a resource for ongoing maintenance and training related to the Market is key to long-term retail performance.

After reviewing The Retail Operations Guide, you and your team will complete a Retail Certification process to demonstrate readiness to manage and sell on behalf of The Marketplace.

Technology Training

ImpulsePoint training will be provided by your assigned Impulsify Retail Success Manager. This training is broken into essential parts during your onboarding process:

- ✓ Installation/Onboarding
- ✓ Back Office Training
- ✓ Front Desk Training
- ✓ Guest Facing Training

Supplemental training and new hire training is available through your paid subscription by scheduling an appointment with your Retail Success Manager.

Independent video training and in-application assistance is also available at any time.

HOW TO USE A PLANOGRAM

01.

Tape the planogram inside back stock cabinets in the market and keep a copy in all back stock areas for reference.

02.

Each shift, use the planogram to verify that all product is present and in its correct place. Replace anything that is missing.

03.

Each time an order is received, use the planogram to put product on the shelf in the correct place.

04.

Each time a retail associate or manager is hired provide a current copy of the planogram to reference as part of the training process.

WHY DO I NEED A PLANOGRAM?

- Eliminate the “guess work” of what goes where during the Marketplace restocking process
- Provide an easy guide for your team to check items in stock, perform product maintenance and refer guests to desired items
- Simplify replenishment process with a visual aid of what items may be missing
- Ensure each product station is merchandised in an appealing and inviting way to the guest
- Encourage impulse spending by creating relevant adjacencies and strategic merchandising

MERCHANDISING TIPS

DO:



Follow the recommended Planogram provided during the design process to maintain proper retail merchandising and category management.



Keep best sellers in the back- stock cabinets in the store to replace them each shift so they never run empty on shelves.



Tidy the store each shift, face all products, and replenish what was sold BEFORE it looks empty!



Use the merchandisers - baskets, bins, canisters, freezer components and beverage tracks - to properly display items.



Place a weekly order! The #1 cause of merchandising issues is due to out of stocks!

DON'T:



Double-face items to fill holes as category management is hard to restore once slots are filled with incorrect product.



Add new products, flavors, sizes without properly researching and planning what item it will replace on the planogram.



Lay products on shelf or merchandise out of Manufacturer packaging or branded displays.



Add bowls and baskets to introduce new products. This can throw off the merchandising and results in a cluttered look.

PRICING STRATEGY

Retail Price in the Market is both a science and a psychology.

Underpriced products forfeit valuable profits while overpriced products deter guests from utilizing the retail offering created for their convenience, possibly creating a negative perception of their stay.

We recommend using a Categorical Pricing Strategy to produce a healthy blended margin of 58% - 62% to cover your losses due to shrink.

High margin, high volume items like water balance with lower volume, low margin items like ice cream pints for a profitable blended margin.

The goal is to ensure that all products are priced for maximum profits while providing a valuable guest convenience.

Category	Margin
Water	70-80%
Soda	60-70%
Beer	90-120%
Wine	90-120%
Teas Juices	60-70%
Sports Protein Energy	60-70%
Candy	50-60%
Chips Salty Snacks	60-70%
Cookies	45-55%
Gum Mints	45-50%
Healthy Snacks	50-60%
Ice Cream	30-40%
Sundries and Personal Care	60-70%
Electronics	40-50%
Grocery	Varies per item
Regional and Gourmet	Varies per item

SAMPLE PRICE LIST

When posting a price list, keep it simple and easy to maintain by pricing by category, not by item.

We recommend using a categorical approach to price whereby all items fall within a \$2.00-\$10.00 price range for food and beverage.

Sundry items and electronics generally fall within the range of \$2.00 - \$25.00 and are dependent on the items offered within the Market.

It is strongly recommended that hotels add tax to the purchase rather than backing out the sales tax from retail totals forfeiting 6-10% of revenue.

Category	Margin
Water	\$3.25 - \$6.00
Soda	\$3.25 - \$4.00
Beer	\$7.00 - \$9.00
Wine	\$9.00 - \$15.00
Teas Juices	\$3.75 - \$6.00
Sports Protein Energy	\$3.75 - \$5.00
Candy	\$2.75 - \$5.00
Chips Salty Snacks	\$3.00 - \$4.50
Cookies	\$3.50 - \$5.00
Gum Mints	\$3.00 - \$4.00
Healthy Snacks	43.00 - \$7.00
Ice Cream	\$4.00 - \$6.00
Sundries and Personal Care	\$3.00 - \$8.00
Electronics	\$18.00 - \$30.00
Grocery	Varies per item
Regional and Gourmet	Varies per item

SAMPLE PRICE LIST

DO:



Utilize tasteful signage to display price. Remember to price by category rather than by item.



Maintain a minimum price threshold of \$2.00. Studies show there is no psychological flinch point at this price, so all items should be at or above.



Use the recommended retail price for guaranteed margins when using ImpulsePoint



Conduct market basket analysis at airport gift shops for price direction as it is comparable to guest expectations of price.

DON'T:



Put stickers on every item giving the market a convenience store look and feel.



Use local grocery or convenience stores as a cost comparison as this price level is not the expectation of the majority of guests.



Back out tax in order to achieve round numbers as this will impact margins by as much as 10%.



Give employee discounts over 25% as not all products are marked up 100% and may result in profit loss per sale to employees.

PERFORMANCE INDICATORS

SPOR
\$1.50

Sales Per Occupied Room (SPOR) is the most important key performance indicator for setting retail goals and allows consistent goals for both high and low season occupancy rates.

To Calculate:
Retail Revenue / Rooms Sold
= SPOR

PROFIT MARGIN
60%

Profit Margin measures the relationship between the cost the hotel paid for an item and the price paid by the guest.

To Calculate:
Profit / Retail Revenue
= Profit Margin

SHRINK
<5%

Shrink measures the amount of product lost to expiration, damage, and theft compared to the amount of product sold.

To Calculate:
Cost Product Lost / Total Spend = Shrink Percentage

INVENTORY MANAGEMENT

Planning for Retail Success

The key to any successful retail store is having ample product available to sell. While this may seem like a no-brainer, Out of Stock items is the #1 cause of lost revenue in the Market.

Out of stocks are caused by three primary factors that are easy to avoid if you plan ahead!

01.

INFREQUENT ORDERING

Be sure to place an order once a week for high volume stores exceeding \$5k per month in sales, twice a month for stores earning less than \$5k in sales.

02.

LOW VOLUME ORDERS

Look at incoming group reservations and occupancy levels to determine order quantities before placing an order. One soccer team can wipe out a whole candy section at check in!

03.

MISSED ORDERING DAYS

Many vendors only offer once per week delivery, so if you miss your ordering day, you could go 7-10 days without essential best sellers. Set a weekly reminder 2 days before your cutoff for delivery each week.

INVENTORY MANAGEMENT

Know where your product is going

There are 3 ways product leaves the store. It is important to track all, so you can identify where you are making money and where you are losing money. The goal is to keep shrink losses at or below 7%.



WHAT IS SHRINK?

Also referred to as "Shrinkage," shrink is the loss of retail product due to theft, employee abuse, expiration or damage.

Industry standards anticipate 5-7% of inventory purchased will be lost due to shrink.

#1 Cause of Shrink

Employee Abuse.

Have clear policies with employees about taking product from the store or back stock areas.

It is often cheaper to offer a breakroom supplied by Costco or local grocery stores than it is to allow deep discounts or free snacks from the retail store that is intended for guests.

TRACKING AND REPLENISHMENT

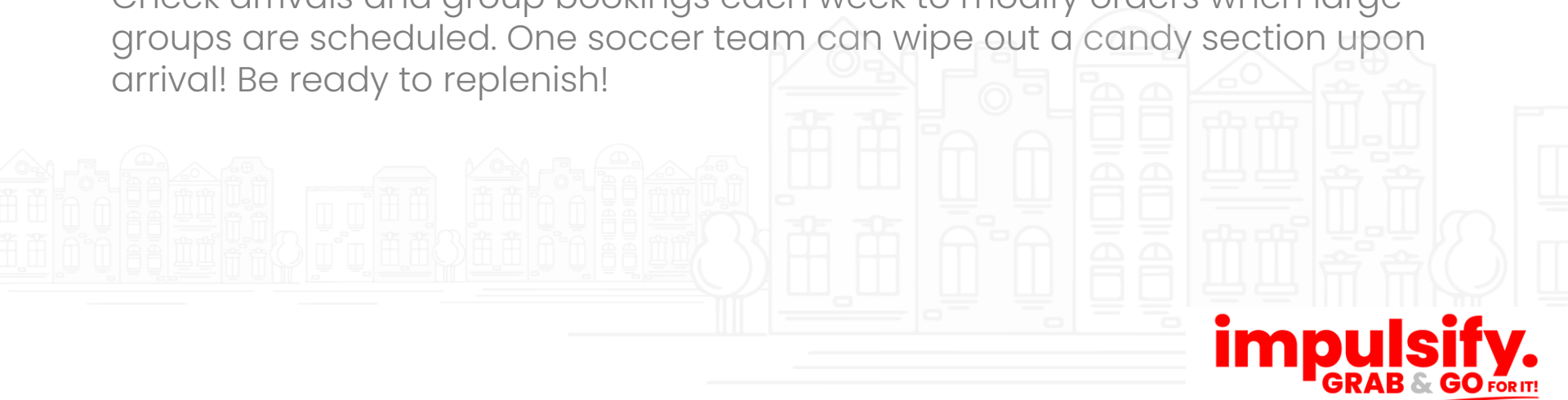
Inventory Tracking

Stores will be trained how to use the Retail Management System to automate inventory counts and replenishment. A hard inventory count will be conducted once per month to reconcile on-hand inventory, apply adjustments, and calculate shrink.

Inventory Replenishment

Stores will be trained how to access their automated shopping list. The shopping list calculates what items need to be ordered based on their current in-stock counts for that item. If an item has reached its Re-Order Point, it is added to the Shopping List by vendor so the Retail Manager can place an order with those vendors.

Check arrivals and group bookings each week to modify orders when large groups are scheduled. One soccer team can wipe out a candy section upon arrival! Be ready to replenish!



EMPLOYEE USE AND DISCOUNTS

Employees often have the largest impact to revenue performance for three easily resolved reasons:

1. Employee Discounts
2. Employee Theft
3. Employee Processes

Part of the retail training process is to discuss retail policies, discounts and the seriousness of theft from the store with employees.

Obvious theft like failing to ring a cash transaction are the least frequent issue, though they do certainly occur. However, many front desk associates do not feel it is theft to take a water or soda from the store when they are thirsty. Others feel it is acceptable to just give items away to guests when they feel busy.

Removing product from the store or giving it away without ringing it as a sale or other transaction depletes inventory, reduces retail performance, and causes increased out of stock items. Create a policy regarding employee use, discounts, and processes and be sure all employees are familiar with the policy to avoid lost revenue.

EMPLOYEE POLICY OPTIONS

- Employees may not shop or purchase from the Market
- Employees may purchase items at retail price
- Employees may purchase limited categories from the retail outlet at a discount < 25%

HOUSEKEEPING

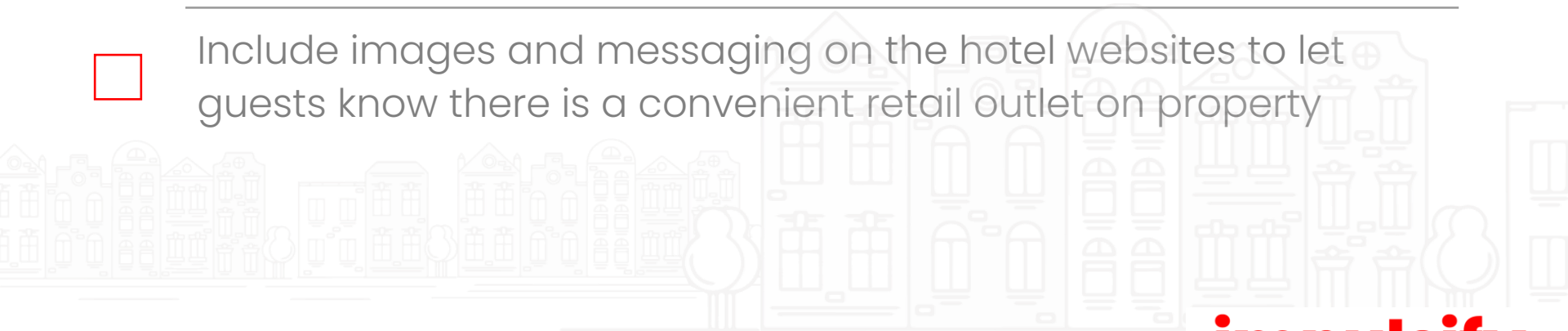
The Market is a grab-and-go food and beverage center and should be maintained with the same effort as a bistro or restaurant to encourage guest use and a positive guest experience.

It is important to assign a Housekeeper or Retail Manager to maintain this area throughout the day as high traffic lobbies can experience a great deal of use resulting in the area looking less presentable than desired.

- Wipe down counters
- Clean up spills and leaks
- Remove fingerprints on glass fronts
- Remove fingerprints on self-pay kiosk
- Dust shelving and product
- Clean glass jars
- Clean fruit bowls
- Empty garbage cans
- Replenish utensils and napkins
- Sweep floors and area rugs

MARKETING THE MARKET

- Include messaging during the check-in process to encourage a visit to the Market
- Place a Market reminder in the room so guests see items they may want or need during their stay
- Place enticing reminders in the elevator or shuttle to encourage impulse buys
- Highlight the Market on room key folios
- Include images and messaging on the hotel websites to let guests know there is a convenient retail outlet on property

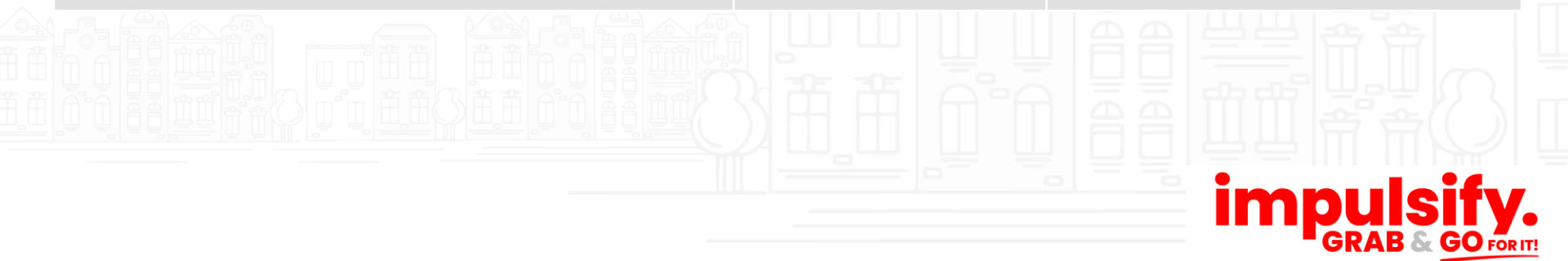


RETAIL CHECKLIST: DAILY

TASK	FREQUENCY	TEAM MEMBER
Process all transactions – sales, department transfers, service recoveries	Every shift	Front Desk Associates
Run Shift Replenish Report , restock store	Every shift OR Night Audit	Front Desk Associates/ Market Manager/Night Audit
Run end of shift Sales Summary report	Every shift	Front Desk Associates / Night Audit
Reconcile cash drawer against Sales Summary	Every shift	Front Desk Associates
Clean: Dust, vacuum/sweep, clean glass and countertops, empty garbage	Minimum 1x per day As needed to address spills	Housekeeping / Market Manager / Front Desk Associates
Restock utensils, napkins	Minimum 1x per day	Market Manager / Front Desk Associates
Tidy Merchandising: Pull beverage items forward, labels forward facing, replace missing items	Every shift	Market Manager / Front Desk Associates
Use planogram to verify category station merchandising	Once per day	Market Manager

RETAIL CHECKLIST: WEEKLY

TASK	FREQUENCY	TEAM MEMBER
Replenish in-store storage cabinets from backstock	2-3 Times per week As needed	Market Manager
Check Shopping List for low inventory	1 x week	Market Manager
Review utensil, product packaging inventory	1 x week	Market Manager
Check arrivals, groups, occupancy levels for upcoming inventory needs	2-3 Times per week As needed	Market Manager
Place replenishment order(s)	1 x week	Market Manager
Receive incoming inventory	Each delivery day	Market Manager
Tidy back-stock room for easy re-stocking	1 x week	Market Manager
Review Negative Inventory Report , correct counts if needed	1 x week	Market Manager
Review Pending Products report, correct details if needed	1 x week	Market Manager



RETAIL CHECKLIST: MONTHLY

TASK	FREQUENCY	TEAM MEMBER
Verify Cost of Goods from monthly invoices	1 x monthly	Market Manager
Run Sales Performance report for volume sold and margins by product	1 x monthly	Market Manager
Run Sales Summary by Cashier for adoption and/or incentive programs	1-2 times per month	Market Manager
Review Service Recovery and Employee Discount Sales for potential profit impact	1 x monthly	Market Manager
Run Month End Inventory report	1x monthly	Market Manager
Conduct Monthly Hard Inventory Count , both backstock and in market	1x monthly	Market Manager
Check for any expired products, ImpulsePoint will provide a count of products	1x monthly	Market Manager
Verify PMS sales vs. ImpulsePoint Sales Send totals to Impulsify Account Manager	1x monthly	Market Manager
Send Total Rooms Sold to Impulsify Account Manager	1 st Day of New Month	Market Manager

RETAIL CHECKLIST: QUARTERLY

TASK	FREQUENCY	TEAM MEMBER
Review Underperforming Products report	1 x quarter	Market Manager
Deactivate slow moving products or items no longer carried	1 x quarter	Market Manager
Request replacement best sellers from Impulsify Account Manager	1 x quarter	Market Manager
Review Authorized Users – deactivate employees as needed	1 x quarter	Market Manager
Update seasonal items, if needed (umbrellas, sunscreen, allergy medicine, etc.)	1 x quarter	Market Manager

KEY CONTACTS

Impulsify Design

design@impulsifyinc.com

888.306.3252 Option 3

For assistance with product assortment, vendors, planogram, merchandisers, or pricing questions.

Impulsify Support

support@impulsifyinc.com

888,306.3252 Option 2

For assistance with ImpulsePoint or ShopPop, running transactions, store set-up, training or to schedule additional training.

Impulsify Accounting

accounting@impulsifyinc.com

888.306.3252 Option 4

For assistance with invoicing or account subscription.

Impulsify Accounting

sales@impulsifyinc.com

888.306.3252 Option 1

For assistance with new projects.

TIMELINE & ESTIMATE



PROJECT TIMELINE

Time Frame	Task	Responsible Party
Week 1	Project kick-off and introduction of property contacts	Brand / Property / Impulsify
Week 2 – 3	Proposal sent, signed, payment received	Brand / Property
Week 3 – 8	Retail Program Design and drawings	Impulsify
Week 9 – 11	On-site evaluation for field verification, revise drawings (if necessary)	Impulsify
Week 12 – 15	Order millwork and appliances	Impulsify
Week 15	Begin integration process for technology	Property / Impulsify
Week 15 – 18	Set-up vendor accounts / create Order Guides	Impulsify
Week 19	Begin remote training for technology	Property / Impulsify
Week 19 – 21	Package and ship merchandisers	Impulsify
Week 19 – 21	Ship hardware (kiosk/scanners)	Impulsify
Week 20	Pre-flight check to ensure everything is 100% complete	Property / Impulsify
Week 21	Schedule travel for on-site store set (if applicable)	Impulsify
Week 23	Store set-up and launch	Property / Impulsify

PROJECT ESTIMATE

Market Kit of Parts	Amount
<p>Appliances for Market (1) full door glass refrigerators with black finish (1) full door freezer with black finish (1) open air cooler with black finish (1) undercounter refrigerator (1) microwave</p> <p>Millwork for Market (veneer or stained to match per finish schedule rather than laminate) Shelving with center decorative screen, base for product display and back stock, upper floating shelves with undershelf LED lighting. Gondola with coordinating finish and quartz counter, includes recessed megawall for sundries, cubby for microwave, and opening for undercounter refrigerator</p> <p>Merchandisers for product sold in Market Includes: baskets, bins, canisters for shelf stable snacks, glides for beverages, trays for frozen meals, bins for ice cream and novelties, hooks for sundries, etc.</p>	
<p>Crating/shipping/handling of appliances and millwork. Includes lift gate delivery. NOTE: Cost may be adjusted depending on destination and/or changes in shipping fees</p>	
<p>Prototype Retail Program Deployment, One time fees, POS Hardware included</p>	
<p>Training, Implementation, and Support</p>	
<p>Impulsify Technology Services Recurring Annual Subscription ImpulsePoint: Retail Management Software ShopPoP: Guest Facing Kiosk Interface Technical Support and Account Management</p>	
<p>Prototype Design Discount</p>	
<p>Shipping & Handling of Kiosk</p>	
<p style="text-align: right;">Estimated Total</p>	

impulsify.

GRAB & GO FOR IT!

