



**MERLIN**

business management, admissions  
& ticketing specialists

**Owen Gleadall**

**Managing Director**



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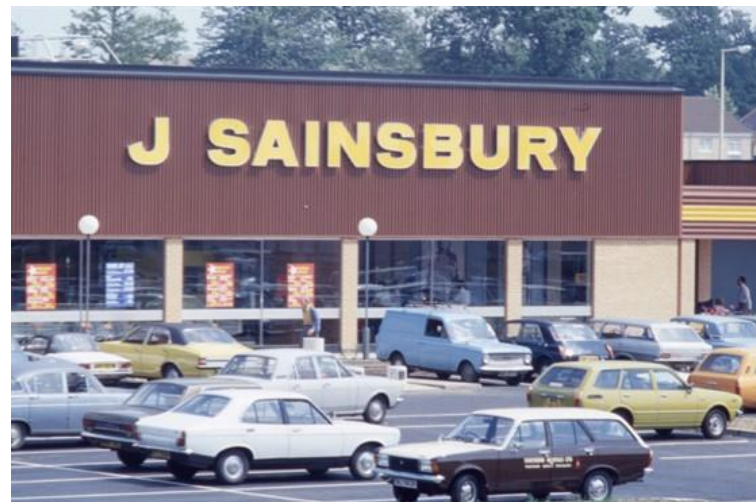
# A Brief History





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**“Keeping more of the  
money you take”**

**“Improving Profitability”**



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# Where is the bulk of the money?





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# The 'Heart' of the business



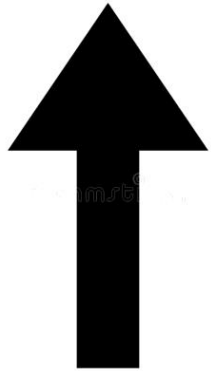
**STOCK IS MONEY!!**



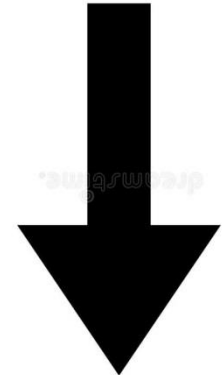
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# Pricing Policy?



Price



Sales

**Higher Value - Lower Sales**

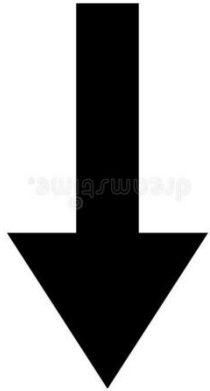




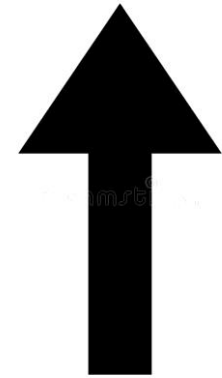
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# Pricing Policy?



Price



Sales

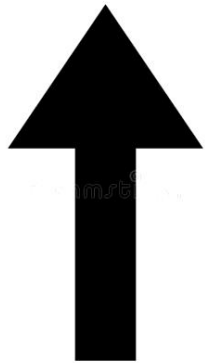
**Higher Sales – Lower Revenue**



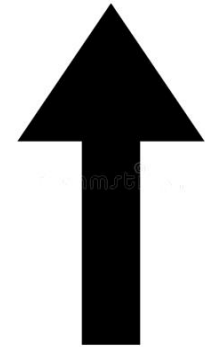
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# Pricing Policy?



Price



Sales

**Maximum Sales – Maximum Profit**



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# **Profitability:**

- 1. By Category (Alcohol)**
- 2. By Sub-Category (Beers)**
- 3. By Product (McEwans)**

**‘Direct Product Profitability’**



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## **GROSS MARGIN REPORT**

Category	Sales	Cost	Retail	Margin %
Alcohol	100	£ 300.00	£ 500.00	40.00

Sub Category	Sales	Cost	Retail	Margin %
Beers	60	£ 90.00	£ 129.00	30.00

Product	Sales	Cost	Retail	Margin %
Black Sheep	10	£ 15.00	£ 22.00	30.00
Newcastle Ale	10	£ 15.00	£ 25.00	40.00
McEwans	10	£ 15.00	£ 16.00	5.00
Brewdog	10	£ 15.00	£ 23.00	35.00
Hansons	10	£ 15.00	£ 22.00	32.00
Geeves	10	£ 15.00	£ 21.50	30.00



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# **Profitability:**

## **1. By Margin**

## **2. By Mark-up**



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# **Stock Management:**

**1. Best Selling Lines**

**2. Worst Selling Lines**

**3. Wastage & Shrinkage**



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# **Stock Management:**

## **Three Golden Rules:**

- 1. If it sells – re-stock it**
- 2. If it doesn't sell – move it**
- 3. If it still doesn't sell – lose it**



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# **Stock Control:**

**What is the ideal stock  
holding of any  
product?**

**1**





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**Stock Taking:**

**Annually?**

**Quarterly?**

**Monthly?**

**Weekly?**



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# Stock Taking: “Perpetual Inventory”





# **Stock Checking:**

- **Defined or Randomised?**
- **Regular Frequency**
- **Create a 'Variance' Report**
- **Allocate the Variance**
- **Create a new stock valuation**



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**Any questions?**



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# **Merlin Mantra:**

**“Our system does the work you reap the benefits; saving you time and money”**