



GROW

your business not your lines

Part 2



A day 1 plan: Ready to Serve

**PROJECT
ICE CREAM**



INTRODUCTION

In the world of automated retail, as with many other industries, it is fair to say, “you get what you pay for”. Can you get an old vending machine for \$1,500 and pay \$1,500 for a site? Yes. Will you optimize your sales and enhance your brand? No.

The decision to invest in new automated retail technology should be approached in the same way as other business decision. The biggest difference is that your ongoing costs are relatively fixed; your expansion plans are not reliant on the whims of commercial land lords or the risks [and let’s be honest – struggles] of taking on and training new staff; you have the ability to scale your business at your own pace; and, like online sales, you are investing in a relatively passive additional (or replacement) income stream - **a cash-cow in a box!**

This White Paper will help you determine, when it comes to unattended retail solutions; how, when, and what technology makes most sense for your unique brand, the geographic market(s) you operate in, and the availability of capital.



START
WRITING YOUR OWN
SUCCESS
STORY
TODAY

PHASE 2 CONFIGURING YOUR SOLUTION

1. CHOOSING YOUR BASE MODEL

- ☑ Unlike many other suppliers, Fastcorp offers a range of base models that can be accessorized and configured to meet your needs.

- ☑ DIVI Standard with Theatrical Display - Ideal for frozen, and ultra-frozen applications like, ice cream, where minors may be helping to drive purchase decisions.



- ☑ DIVI – Live Shelves and Media Player - Ideal for Consumer-Packaged Goods (CPG/FMCG) where product information is important in the purchase decision.



- ☑ DIVI Touch Screen – 32” and 43” – the ultimate 24/7/365 sales tool for almost any product, regulated or unregulated (think twisted ice-cream,) with the opportunity for instant sales and delivery of impulse buys. **A billboard with home delivery!**



**For more information about
Fastcorp's base models**



CONFIGURING YOUR MACHINE

Use this handy checklist to help determine the configuration of your machine. You can also complete our online selector to get a quote from our customer success team.

2. YOUR PRODUCT RANGE

Consider your current product range and any future expansion plans. For example, you may produce craft dairy ice cream now, but is a cryogenic liquor-based “alco-pop” offering anywhere in your future? Do you want to sell a nice, cold, hand-crafted lemonade alongside that strawberry sundae?

TEMPERATURE REQUIREMENTS

- Ambient
- Refrigerated
- Frozen
- Ultra-Frozen
- Ambient/Refrigerated Combo
- Refrigerated/Frozen Combo

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PACKAGING: Robotic vending is far more flexible than traditional spiral or push vending machines, which can have very limited parameters for the products that they vend. They are also significantly more reliable with fewer “no-vends” or “hang-ups.” Fastcorp Machines can deliver individual products up to 4lbs in weight (that’s heavy!) and have functionality that enables them to vend very light weight products and a combination of both. Consider what are the minimum and maximum weights for your product lines, as well as packaged dimensions (length, width, depth).

Maximum Weight: _____ **Minimum Weight:** _____

Length: _____ **Width:** _____ **Depth:** _____

Are they regular shaped? Are the packages consistent or does each serving differ very slightly? Are your products pressurized, or fragile? Can they be dropped into a drawer, or do they need to be gently placed to maintain the integrity of the product and packaging?

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3. LOCATION

Where will you place your cash-cow-in-a-box? Inside or outside, within the footprint of your existing storefront at no additional cost, or in a location where you will be paying a monthly fee? What utilities are available – electricity; internet – wireless, ethernet, or satellite? Answers to these will all help you determine your payment and display options.

- Indoor
- Outdoors protected
- Open to the elements
- A location I own or lease
- Other people’s locations (I will service as an operator)
- Indoor age-verified
- Universal age
- Saltwater location
- Electrical Supply 115v
- Electrical Supply 220v
- Internet Availability Ethernet
- Internet Availability Wireless

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4. MARKETING & ADVERTISING

Your Fastcorp vending machine is not just a storage, dispensing and sales system, it is also an **amazing opportunity to promote your brand**, connect with your customers, demonstrate your craft credentials, and even sell advertising space to your suppliers and partners. Are you an influencer? Make sure that everyone can see your content 24/7/365 wherever they are - and capture instant sales.

Are you a ‘B’ Corp, or do you take part in 1% for the Planet? – Make sure that your customers understand your mission with custom-designed wraps inside and out. Incorporate interactive media players or advertising-enabled touch screens. Capture sales that give instant gratification and through IoT enabled technology use your screen to sell online for home delivery and capture every one of those impulse purchases.

- Media Player: 24”
- Web Enabled Touch Screen: 32” 43”
- Wrap Design: I have a designer I need help

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5. PAYMENT OPTIONS

Traditional vending machines tend to be limited in the range of payment options available. Your Fastcorp automated retailer can be configured to take any type of payment accepted in person or online, with multiple configurations depending on your business needs.

- Coins**
- Paper Bills**
- Debit/Credit Cards**
- Contactless**
- Pay by Phone**
- Multiple Currencies**

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At Fastcorp our Customer Success Team are here to ensure that, whatever your size of business, you are connected to the right technology providers for your market. We make the introductions to our trusted suppliers and we ensure the solutions you are considering fit within the overall configuration of your machine.

- Payment Processor**
- Standard**
- Regulated Products**

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6. STORAGE & ACCESSORIES

If your machine is inside or outside your existing premises, additional storage may not be an issue. Do you have space for a topper to raise your brand above the crowd? Consider whether you need microwaves (yes, microwaved ice cream is a thing), storage cabinets, refrigeration, digitally accessible lockers, etc.

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7. QUESTIONS

What other questions do you have?

NOW BOOK A DISCOVERY MEETING
WITH OUR TEAM
AND LET'S HELP YOU GROW
YOUR ICE CREAM BUSINESS





PROJECT ICE CREAM

A DAY 1 PLAN:

Ready to Serve

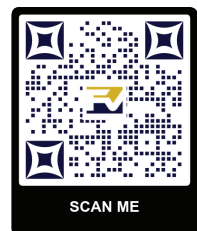
ORGANIZE NOW

ICE CREAM

for the people



FIND OUT MORE



FOLLOW US

8 Inspiration Lane | Chester | CT 06412 USA
203-739-0301 | sales@fastcorp vending |
fastcorp vending.com

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