

# + Mini Bar Value-Proposition



**1**

Mini Bar Custom <b>Engraved Portable Charger</b> Sales Calculator				
Assumption variables				
Number of rooms at property	300			
% of rooms selling device on Mini Bar	100%			
Rooms used for scenario	300			
Unit selling price at Mini Bar	\$90.00			
Purchase price from PlusBlue	\$42.50			
<b>Gross Profit per unit</b>	<b>\$47.50</b>			
Projected units				
Unit sales (per month, per room)	<b>3</b>	<b>1</b>	2	4
Annual unit sales for scenario	3,600	7,200	14,400	
Projected revenues				
Annual gross revenue	\$324,000	\$648,000	\$1,296,000	
Annual gross profit	<b>\$171,000</b>	<b>\$342,000</b>	<b>\$684,000</b>	

**4**

**5**

## Benefits include:

- Useful keepsake that guests will love and integrate into their daily lives
- Elegantly branded marketing tool that guests can use at home
- Will not disrupt sales of other food and beverage items in Mini Bar
- Portrays tech forward hotel philosophy
- No pressure sales environment inside Guest rooms increases sales conversion rates

If your property wants to increase its **net profit** with a premium and branded product that has high margins and requires minimal labor, then PlusBlue™ would love to partner with you!



- 1 Premium tech device** — Perfect and relevant for savvy travelers
- 2 High profit margin** — 50-80% gross profit on sales
- 3 Yields substantial revenue** — Even at low sales volumes (ex. 1 unit, per room, per month)
- 4 Net new profit** — Financial gain for your property resulting in direct ROI
- 5 Passive and culturally pertinent sale without an expiration date** — Requires minimal labor

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 the possibilities.