



Sales Manager Julie Hart & technical engineer Jose Reyes with the new Skipp kiddie ride.

clients to know that we are always working to make our line better and better, so they see a better ROI," declared Isaac. "The staff at Mayoni — engineers, myself, etc. — will sit down and exhaustively rack our minds for ways to improve our stuff," he continued. "We'll make the box bigger, add new vending possibilities, make it easier for the operator to service, and so on." Isaac says his strategy is to put himself in the operator's shoes, as well as the player's, to imagine what would make the game "perfect" for them. "Then," he added, "we come out with a good product at a decent price, so the customer stays happy."

Isaac acknowledges that the operator also needs to do his part to make a piece profitable. "Like in real estate," he began, "it's location, location, location. It's the operator who needs to make the machine work." Most of our customers are very good at that." He continued: "Our units are very versatile, but placement is obviously a big factor. We could make up a list of 100 different location possibilities, but besides our best efforts to totally control our product quality, a machine's profitability depends on placement. Some thought needs to go into it."

The beauty of impulse and/or bulk vending is its flexibility. There are many locations at the operator's disposal. "Places like hotels, restaurants, and public bathrooms are naturals for our person-

al care product vendor, *Multi-Vend*," Mayoni's sales manager Julie Hart pointed out. (Incidentally, Julie reports, South America is going nuts with these products, since AIDS awareness has spread throughout the country.) Malls are also excellent venues for the kiddie products, Julie said. "And," she added, "other location possibilities are continually opening up."

As far as Mayoni is concerned, the electronic impulse vending market is a

growth industry, and the firm plans to grow right along with it. "We don't like to sell to a customer just once," Isaac shared. "We want them to come back, and that happens when they're 100% satisfied with the products. And," he concluded, "if we're not 100% satisfied with the machines we make, it doesn't go out the door." ♦

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