

Wittenborg Group
Sales Manual
Model FB/IN/ES 5100

WITTENBORG GROUP
SALES MANUAL
MODEL FB/IN/ES 5100



WITTENBORG

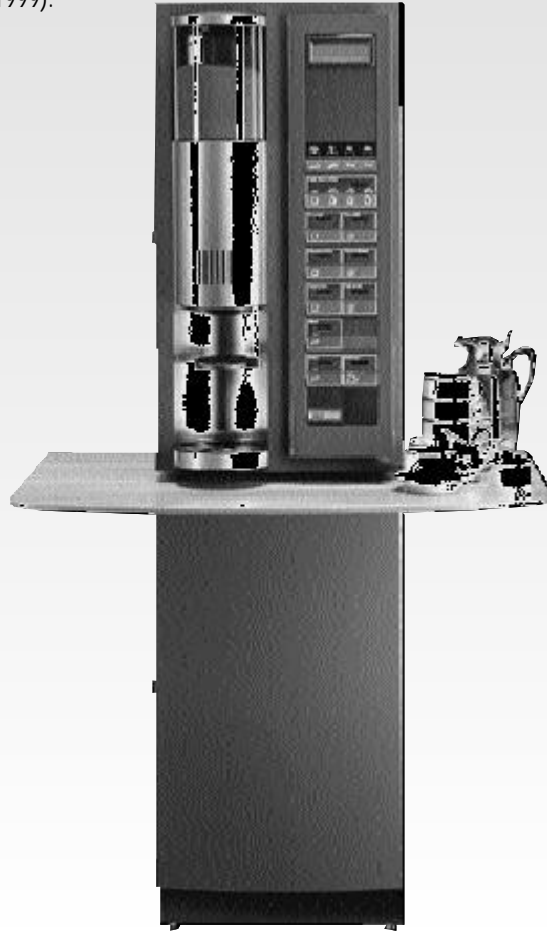
Contents

- 1. Introduction**
- 2. Scope of this overview**
- 3. FB/IN and ES 5100**
- 4. Market description**
- 5. Demand analysis**
- 6. USP's (Unique Selling Points)**
- 7. Features and Benefits**
- 8. Product demonstration**
- 9. Own notes**

1. Introduction

The FB 5100 was launched in 1995 and has since sold more than 25.000 units (Dec. '99) , mainly into the office segment in the North European freshbrew markets. FB 5100 is a semiautomatic Table Top with the Delta freshbrewer and 3 instant canisters.

In order to take advantage of the growing and changing Office market, to close a gap in our IN / ES Table Top range and by that getting access to new countries and segments, and, to build on the success of FB 5100, Wittenborg launches Instant and Espresso versions of 5100 (end 1999).



2. Scope of this overview

This overview is intended for use by the Wittenborg Group salesforce.

The aim of this sales manual is to enable the sales persons to easily identify and select the segments and situations where the 5100 range, and the 3 technologies, is the optimal offering to fulfil the customer requirements. Both compared to other Wittenborg Group offerings and to the competition.

3. FB/IN and ES 5100

The idea is to re-use the concept of the 5100 and as many components as possible. On the outside the ES version will have the wellknown design, while the IN version will have a small facelift - the glass canister will be replaced by an illuminated area for posters or branding. On the inside the freshbrewer will

be replaced by an IN-module with either 2 normal-sized, or 1 big, canister, or with an ES-module consisting of the Schaerer brewer, grinder and watersystem.

The new range of 5100's is seen below:

Outside:



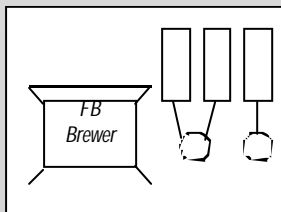
FB 5100

IN 5100

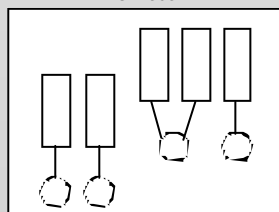
ES 5100

Inside:

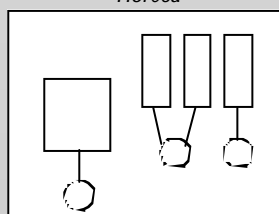
FB 5100:



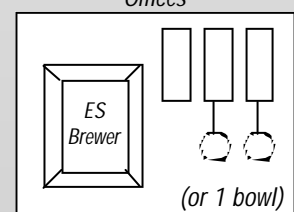
IN 5100:
Offices



"Horeca"

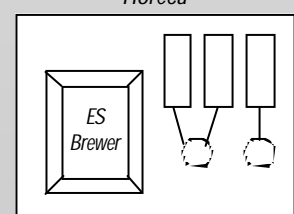


ES 5100:
Offices



(or 1 bowl)

"Horeca"



4. Market description (segmentation / positioning)

Segments: Offices (primary segment)

But with overlaps to:
HoReCa (low capacity end)
Manufacturing
Complementary Coffee Providers (CCP)

Sites:

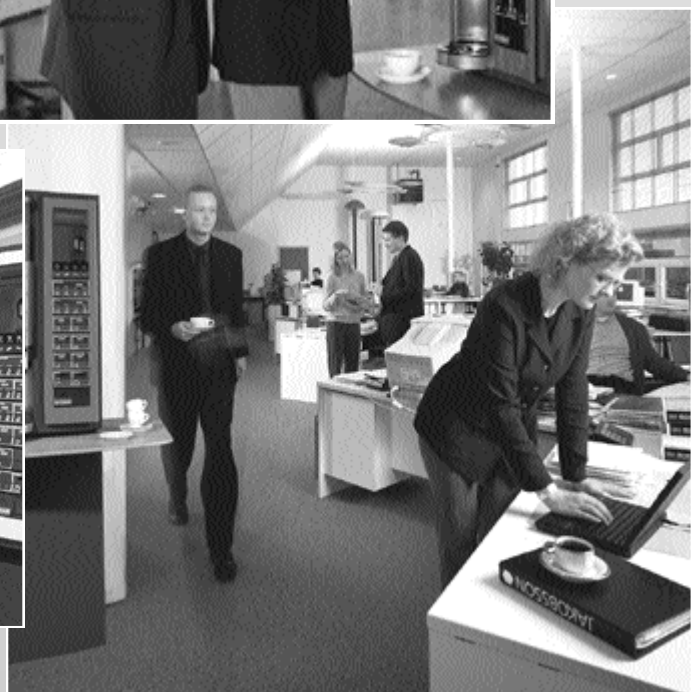
1. Work places with 20 - 40 employees (1 machine)
2. Larger companies than 50 employees, decentralised solutions (>1 machine)

Location Examples: Offices, Administrations, Institutions, Conference rooms, Canteens, Restaurants and Cafeterias, Hotels, Café's, Coffee shops, Conference centers and exhibition areas, Break area in Manufacturing Units, Shop-in-shops, Sport- and leisure centers, Petrol stations

Trends:

The target segment for the 5100 is growing. This creates a number of new sales opportunities. In addition the Table Top market has also been growing with high growth rates over the past years. The trends in the Table Top market are:

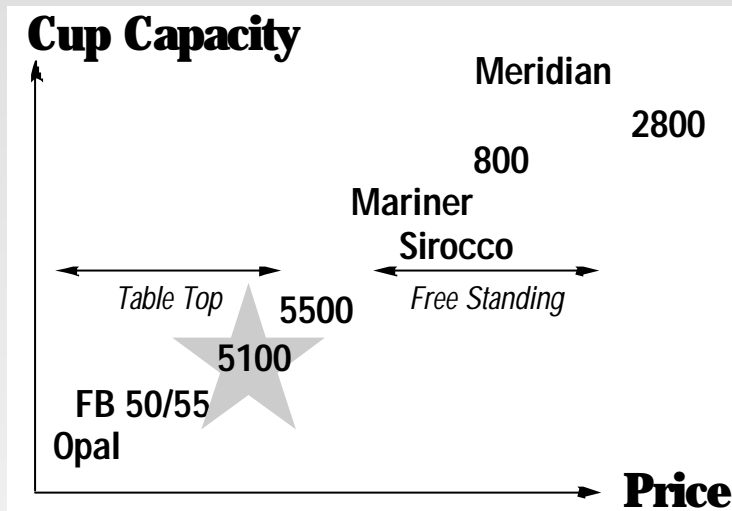
- 520,000 Table Tops installed in Europe in 1998
- Growth by 15% per year (in value). This is expected to continue
- More service industries and office sites (Office Segment)
- Smaller companies
- Decentralisation - Coffee close to desk
- Instant is the fastest growing Coffee type
- Increased importance of branding
- Changing drink habits - from South to North
- Roasters use the machine as leverage to sell coffee
- More and more products (Table Tops)



5. Demand analysis

When selling FB / IN or ES 5100 it should be positioned as "a high-end Table Top with attractive features, which is targeted at Offices but with overlaps to other segments such as low volume HoReCa and manufacturing".

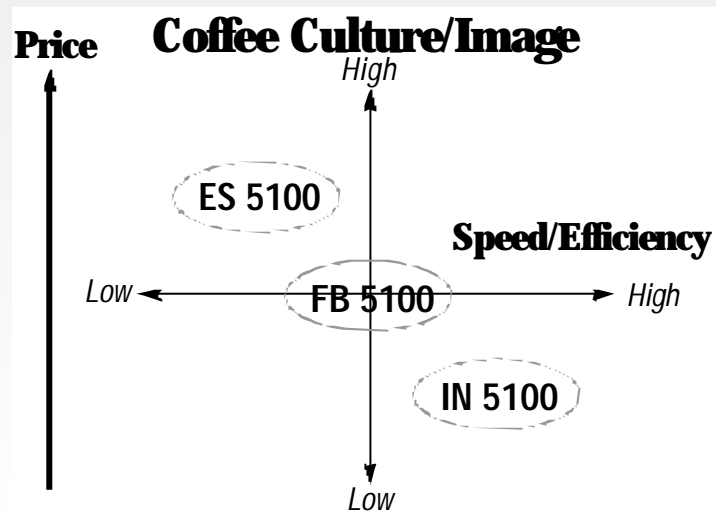
In the chart below the 5100 is shown together with the other Wittenborg Group hot drink machines, which go into office and the workplace environment.



Although both the FB, IN and ES 5100's have the same target segments, The chart can be used to determine which of the three technologies is most appropriate for which segment. The chart to the right illustrates the main differences between FB, IN and ES 5100.

Competition:

With regard to the launch of IN / ES 5100, a direct comparison between these machines and selected competitive machines have been done. Please find the results in Appendix 1.



6. USP's

- ONE Offering - 3 technologies
- Modular build - standardisation of components, accessories and spares makes it operator attractive
- Wide choice of drinks
- Easy drink selection
- High flexibility of configurations
- Design:
 - Visible ES/FB Coffee or attractive Poster-branding area, IN
 - Customisation via optional colours - cabinet, design frame
 - Same price level - little price discrimination between FB/IN/ES
 - Easy to service (~ 40 minutes to fill and clean per week, by daily filling and cleaning)



7. Features and benefits

EXTERIOR

Visible Coffee (FB/ES)	Allows the customer to see that their drink is made from the 'fresh' ingredient.	Digital display	Gives a clear indication to the user of value of money deposited. Displays the drinks available and can give a message to the customer.
Changeable colour	Blends in with any colour scheme and office/factory environment. Allows a corporate image to be created.		Gives a clear warning to the user not to operate the machine. Shows customer that the drink is ready and a cup is in the cup station.
Simple and uncomplicated design	Easy for user to use and understand.		Displays any error codes (if required).
Branding (IN)	Illuminated top Can be "branded" or have customer logo or design. Easy exchange of posters	Optical Interface	Allows communication with a PDC for downloading of sales data or for programming of machine.
Decal display	Clearly shows which drink to choose	Adjustable cup support	Allows different size of the cups and mugs to be used.
Selection Buttons	Choice of drink is simple to achieve. Single handed operation is possible.	Cup Sensor	Senses when a cup is placed on the cup platform. Prevents another drink from being vended. Stops a drink from being vended if there is no cup on the cup support.
Wide drink selection	Broad choice of coffee and coffee specialities	Multibrew facility	Easy to use, number of drinks shown in the digital display.
Variable strength	Makes a drink as close to the one made at home resulting in happier customers. Resets after use or time delay so that the next customer does not get a drink specified by the previous customer.	Key access	All machines have the same door key, which means that the operator only needs one key
Extra Whitener/sugar	Gives a further option in drink preparation.		
Portion size	Allows two different drink sizes to be vended e.g. into a mug or cup.		



INTERIOR

Easy access

Allows for easy filling and cleaning.
Allows for easy maintenance.

Drip tray

Easy to remove for cleaning.

Stainless steel

Durability for long life.
Hygienic.
Creates a wish to keep clean.
Keeps the ingredient fresh.

Programming

Easily done through front door buttons.

Ingredient canisters:
Glass windows

Easy to see when ingredients need re-filling.

Fresh Brew Unit

History

Tried and tested unit giving high quality and reliability.

Paddles

Rotate ingredients to ensure freshness and reduce 'caking'.

Filter plate

Removes tea or coffee grounds from the beverage ensuring high quality.

Mixing bowls

No cross flavouring of beverage.
Easy to clean.
Large bore hole for quick drink dispensing.

Espresso Unit

History

Tried and tested Espresso brewer (Shaerer Technology) giving high quality and reliability.

Dispense assembly

Easy to remove and clean.

Automatic waste probe

Shuts off machine when drip tray fills up, preventing overflow.

8. Product demonstration

A product demonstration will often be the final part of a sales situation and will be used to confirm to the customer the benefits you have presented and ideally to finalise the business after the demonstration.

The demonstration should be carried out in a number of stages which are identified as follows:

1. Confirm the agreed objectives with your prospect.

- we ensure that prior to the demonstration we confirm the key points discussed at any previous meetings. - we confirm that the order will be given to us if we demonstrate that the agreed objectives can be met.

2. Set the agenda.

- we cover the way in which the demonstration will be carried out and what the prospect can expect to see and taste.

3. Give some background information.

- this will depend upon the prospect but may include a history of Wittenborg and its innovations or the position of the 5100 range and its success in the market for instance.

4. Explain the concept of automatic vending machines.

- again this will depend on the knowledge of the client but it is worth explaining the differences between automatics, in-cup and dispensers.



5. Demonstrate the front of the machine.

- this is carried out from top to bottom using the Features and Benefits pages. When demonstrating drink choices vend a drink for the prospect to try as this will cover a number of features.

Remember to highlight those benefits which meet your prospects agreed objectives.

6. Demonstrate the inside of the machine.

- again this is carried out from top to bottom using the Features and Benefits pages. Ensure you know how to power-up the machine and vend a drink with the door open.

Whenever possible do not open the door unless the prospect specifically asks to see inside or if it is key to meeting the agreed objectives.

7. Vend further drink samples for tasting.

- this will depend on whether the drinks have been tried earlier but it also gives an opportunity to re-cap on points made previously, re-emphasising the quality of drink.

8. Summarise the demonstration confirming that the agreed objectives have been met.

Wittenborg Group UK
PO Box 25, Dudley Street
BILSTON, West Midlands, WV14 0LF
Telephone: 01902 355000
Fax: 01902 402272

WITTENBORG

9. Own notes

Lined writing area consisting of two vertical columns of horizontal lines for taking notes.