

Dog'n Twist Grand Opening Day Procedure

Grand Opening Day is always a FREE hot dog day

Bring enough supplies to give out 500 free hot dogs.

Company will provide up to 2,500 full color flyers.

On the day prior to Grand Opening Day, go around to all the businesses in the area and hand out your flyers, which will state in part, "Announcement. Dog'n Twist Grand opening tomorrow. Located at 123 Main Street, in front of Space Hardware. Featuring Hebrew National (or Sabretts, etc) All Beef Hot Dogs and Sausages, NY Pretzels. Open from 11-3pm Monday to Friday. Come see us tomorrow and get your FREE Opening Day hot dog."

Get as many of your friends and family to help you pass out the flyers. Preferably have your volunteers dressed in company uniforms with Dog'n Twist logo embroidered shirts, hat and aprons. (or nice street attire). Also make sure you have plenty of help for opening day too.

Company will notify the newspaper, radio and TV station about your Grand Opening. All media personnel will get special invitations for their FREE hot dog. Their invitation will also detail the opening day special activities planned.

Special activities will include nostalgic music playing from speakers mounted on your unit. Song selections will include all the TWIST songs from the 60's.

The company will hire a Chubby Checker impersonator to make an appearance at the grand opening.

The company will provide 2-3 twister machines which will set up in front of your unit. Customers and onlookers will be encouraged to try their hand "twisting" to the music. Prizes, free coupons and other items may be awarded to best dancers.

If you give away 500 free hot dogs that day, your cost will be approximately \$350. Add cost of flyers and promotional items (\$150). Total cost \$500. Whatever the expense, you'll make it back in the next 1-2 days. You should make a few dollars on Opening Day on your sodas and other items that you'll charge full price for. For example if you sell 500 sodas that day for a dollar, you will net \$300 on this item alone. In any event, this small promotional cost will jump start your business like nothing you could ever imagine. If everything goes as planned, you'll be on the TV news channel that evening and also written up in the next day's newspaper.

