

TIERED MEMBERS ONLY PRICING

CASE STUDY: LITTLE BOWL



TIERED PRICING STRATEGY

In this case study, the business increased the price of all products and services (bowling, shoe rentals, food, equipment) by a minimum of 10%. The facility then started advertising different prices between members and non-members, thereby giving regular customers a lower 'Members Only' price which made them feel special while helping to trigger increased spending. The business saw an overall 11% increase in revenue after one year of implementing the member and non-member pricing strategy.

SHARE-A-BITE Menu

REGULAR	MEMBERS
Mozzarella Sticks 7 pcs with carrots & celery \$7.09	\$6.38
Nachos with Cheese \$7.09	\$6.38
Pickle Spears 4 pcs with dip carrots & celery \$7.09	\$6.38
Potato Wedges with sour cream, carrots & celery \$7.09	\$6.38
French Fries sm. \$4.43 lg. \$6.65	\$3.99 \$5.99
Cream Cheese Stuffed Jalapeno Poppers 5 pcs with dip, carrots & celery \$7.79	\$7.01
Chicken Wings 8 pcs with carrots & celery \$8.39	\$7.55
Tender Chicken Strips 4 pcs with carrots & celery \$8.59	\$7.73
Hot Dog or Pogo \$3.19	\$2.88
Sweet Potato Fries with sour cream, carrots & celery \$7.09	\$6.38
Veggies - Carrots, Celery & Cucumber with sour cream, carrots & celery \$5.99	\$5.39

PIZZA - LARGE - 14 inch

REGULAR	MEMBERS
\$16.95	\$15.25

Extra items
\$2.29 each **\$2.06 each**

Pepperoni, Ham, Bacon, Ground Beef, Onion, Mushrooms, Green or Black Olives, Green Peppers, Pineapple, Tomato, Extra Cheese + TAX

Pop & Juice

REGULAR	MEMBERS
* Small Pop \$1.68	\$1.51
* Large Pop \$2.74	\$2.47
* Pitcher of Pop \$8.05	\$7.25
* Choc / White Milk \$1.90	\$1.71
* Gatorade \$2.88	\$2.59
* Stewarts \$2.88	\$2.59
* Energy Drinks \$3.94	\$3.54
* Juice \$3.10	\$2.79
Hot Chocolate \$2.90	\$2.61
Coffee & Teas Cup \$1.71	\$1.54
Bottomless \$2.81	\$2.53

Grab a **TEAM PLATTER...**

5 Mozza Sticks
A Load of Wedges
5 Chicken Wings
Plus Veggies & dips

REGULAR	MEMBERS
\$19.25	\$17.32

Share a **JUMBO PLATTER...**

7 Mozza Sticks
A Load of Wedges
8 Chicken Wings
3 Stuffed Jalapenos
Plus Veggies & dips

REGULAR	MEMBERS
\$24.29	\$21.86 + TAX

Use your Membership Rewards 365 Card and save 10% on every purchase!
 + Earn Cash Back Rewards!

HIGHLIGHTS OF PERFORMANCE

- 1,066 members in a town of 6,000 people
- 11% increase in TOTAL REVENUE

Steven Little, Owner

"Introducing a tiered member pricing strategy was the best thing I have ever done to generate more cash flow. I know my loyal regular customers are spending more money because of rewards and I am seeing more of these people more often. I wish I would have done this 20 years ago!"

PROCESSING PLATFORMS

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