



- ▶ NO PLANNING COSTS
- ▶ NO INSTALLATION COSTS
- ▶ IMMEDIATE RESULTS
- ▶ PREFERRED DELIVERY TIMES

## **|** MINI-MARKETS

Self-assembly instructions

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# I 1. FAQs

**Here you will find a list of questions that we are often asked by customers; it is worth taking a look through them before designing your own market.**

## ▶ WILL A 24/7 STORE BE WORTHWHILE FOR MY HOTEL?

In principle, our blanket answer to this question is a confident “YES”. Skills and labour shortages are massively reducing F&B sales and the service era is in a constant state of flux, resulting in ever-changing guest expectations. “Help yourself” is a vision for what can be achieved with a shop that is open day and night.

## ▶ WHEREABOUTS IN THE HOTEL SHOULD THE STORE BE LOCATED?

We recommend setting up the 24/7 mini-market in a central location. For example, in the hotel lobby to directly address as many guests and customers as possible and generate interest.

## ▶ HOW BIG DOES THE STORE HAVE TO BE FOR IT TO PAY OFF?

The size of the shop depends heavily on the available space in the hotel. It should be large enough for guests to see the added value and for the shop to attract attention. Shops that are too small can get lost and will not generate enough sales to be worthwhile for the operator. Roughly speaking, at least 4 modules will be needed.

## ▶ WHAT PRODUCT RANGE SHOULD I CHOOSE?

Ask yourself what your guests and target group would buy.

## ▶ ROI

The ROI of the shop depends on the product range, price, shop location, shop size, guest numbers, hotel location and, last but not least, the hotelier’s commitment. Here, it is difficult to say how quickly it will pay for itself. However, we are not aware of any cases where a mini-market has not paid itself off within a short space of time.

## ▶ HOW MUCH WORK SHOULD I ANTICIPATE?

When running a mini-market, the only work you have to do is fill the shelves. You can also process procurement via your wholesaler and the order can be triggered autonomously via the checkout software with a corresponding interface.

## ▶ WHAT ARE MY MONTHLY OVERHEADS?

The only monthly overheads are the software provider’s licence fees for the checkout software. Otherwise, there are no fixed costs, apart from energy costs and personnel expenses for filling the shelves.

## ▶ WHAT IS THE DIFFERENCE BETWEEN RUNNING THE SHOP MYSELF AND BRINGING IN AN EXTERNAL OPERATOR?

External operators offer a comprehensive shop solution including the associated services. The hotel generally receives commission of between 10–12% in this case. According to our “self-service principle”, the hotel remains in control of all success factors and thus receives 100% of the revenue. We are able to digitise or automate all processes apart from shelf-stacking. This is because the hotel itself already has all valuable contacts with food partners and suppliers, so we simply become part of your pool of partners.

# I 1. FAQs

## ▶ WHY SHOULD I OPT FOR A WANZL SHOP?

- You are responsible for designing the product range and maintain price sovereignty, so that you receive 100% of the revenue
- Roll-out is not only possible at selected locations, but at any location
- Definition of a fixed brand-specific store and plannable pricing
- Product range is re-ordered independently and electronically
- Minimal personnel allocation, only for shelf-filling
- Low acquisition costs for the shop, as we produce everything ourselves and in large quantities for the food retail sector
- Special conditions of up to 25% possible through corporate contracts

## ▶ WHAT ARE THE BASIC STRUCTURAL PRE-REQUISITES?

In general, no structural changes are necessary. All we need for operation are plug sockets for refrigerators, coffee machine, shelf lighting, checkout module and 2 LAN connections for the checkout.

## ▶ WHAT THEFT PREVENTION AND SECURITY OPTIONS ARE THERE?

As far as surveillance is concerned, we recommend starting with less from experience. Every hotel has camera-based surveillance, which means that customers steal significantly less. If theft becomes a problem in the first few weeks of the trial period, we can also retrofit access systems with sensors at short notice.

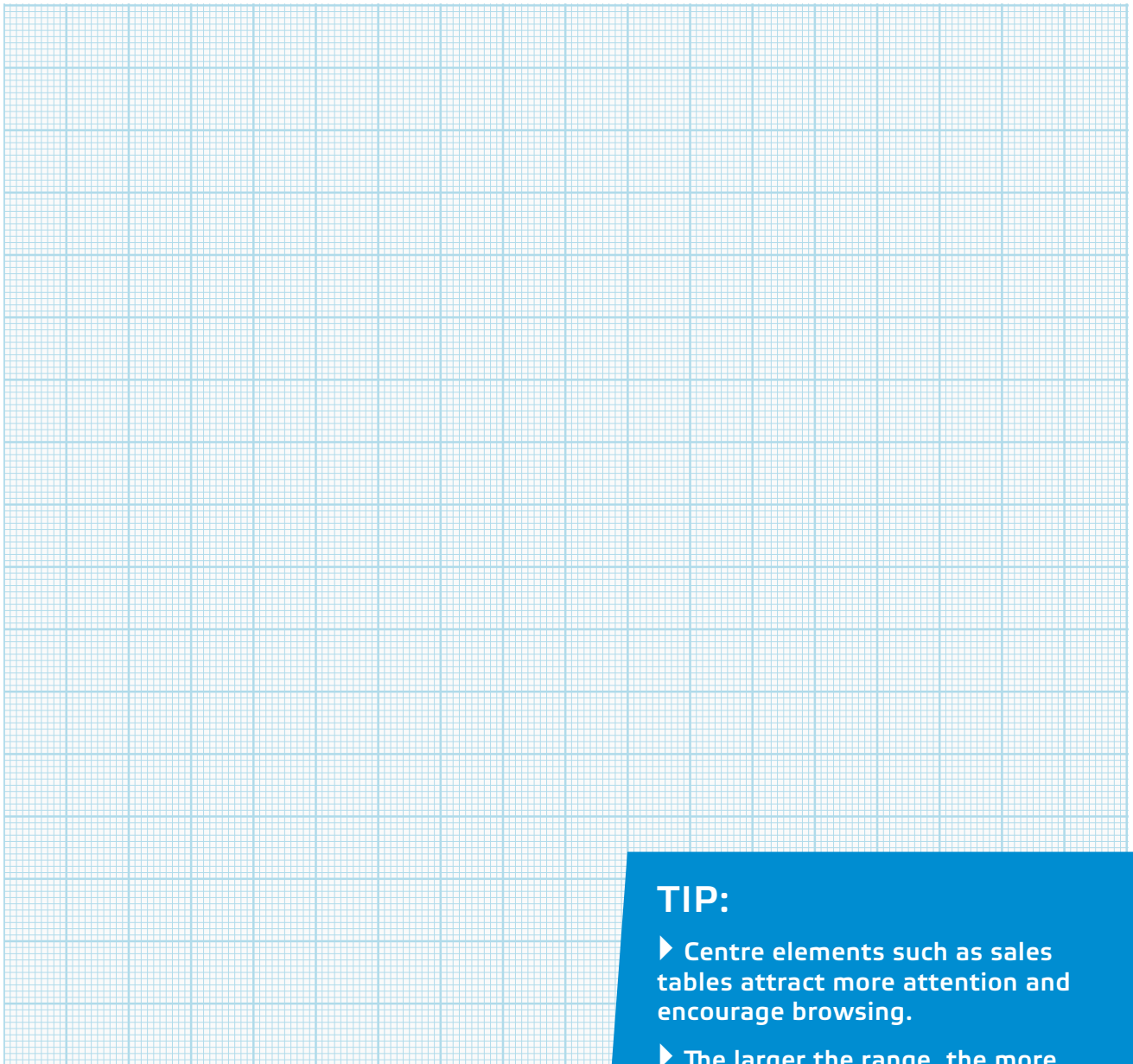


# STEP 1

## FLOOR PLAN & SIZE

### TO-DO LIST:

- ▶ Determine the exact location
- ▶ Measure and sketch the dimensions of this location (length, width and height).
- ▶ Sketch the overall dimensions
- ▶ The first step is complete, time to move on to step 2!



### TIP:

- ▶ Centre elements such as sales tables attract more attention and encourage browsing.
- ▶ The larger the range, the more attention the shop gets and so the sales increase

# STEP 2

## THE PRODUCT RANGE

### TO-DO LIST:

- ▶ Think about your guests: Who would you define as your main target group?
- ▶ Create your range based on these target groups
- ▶ What would you personally expect from a store as a guest?  
Add to your list!
- ▶ Consolidate all your products
- ▶ Check the range list from the F&B manager and Purchasing



### WHICH TARGET GROUP DOES YOUR HOTEL CATER TO?

BUSINESS TRAVELLERS

LONG-STAY GUESTS

LEISURE TRAVELLERS

AIRLINES/CREW

FAMILIES



### TIP:

- ▶ You should generally plan approx. 15 different items per m<sup>2</sup>
- ▶ Also think about existing offers, such as the salad buffet, which can easily be offered as an extra takeaway service.



# STEP 3

## MODULE SELECTION

In this step, we are now bringing together the range and modules:


- ▶ Be pragmatic
- ▶ Write down how many modules you need from each element
- ▶ Now update the floor plan from step 1 – you can arrange the modules any way you like



**COFFEE STATION**  
1250 x 600 x 2400 mm  
Excl. coffee machine

Speciality coffees to takeaway

..... units



**BAKED GOODS DISPLAY**  
1000 x 400 x 2400 mm  
with 3 wooden shelves

for baked goods

..... units



**WIRE TECH 100**  
with 5 wire shelves for snacks, pharmacy products, magazines, games, souvenirs, etc.

1000 x 400 x 2400 mm  
..... units

625 x 400 x 2400 mm  
..... units



**SHELF CONVERSION**  
675 x 600 x 2400 mm  
for fridge or freezer for salads, bowl dishes, sushi, freshly baked rolls, paninis, etc.

..... units



**DISPLAY GONDOLA + GONDOLA HEAD**  
1000 x 400 x 1600 mm

for snacks, pharmacy products, magazines, games, etc.

..... units



**YOURTABLE T.01**  
Advertising board for attachment  
1265 x 865 x 750 mm

for fruit, snacks, local specialities

..... units



**SCO MODULE WIRE TECH 100**  
1000 x 600 x 2400 mm, incl. superstructure, with SCO checkout terminal

..... units


without SCO checkout terminal  
..... units



**YOURTABLE T.02**  
for snacks, pharmacy products, magazines, games, souvenirs, etc.

665 x 465 x 550 mm  
..... units

665 x 465 x 750 mm  
..... units



**GENESIS SCO DESK**  
1218 x 552 x 901 mm with SCO checkout terminal

..... units

without SCO checkout terminal  
..... units

**TIP:**

- ▶ A wall-mounted shelf with a width of 1,000 mm fits approx. 30 different products
- ▶ A wall-mounted shelf with a width of 625 mm fits approx. 20 different items



# STEP 4

## ACCESSORIES

### TO-DO LIST:

- ▶ Now plan your accessories (choose from the overview)



### MY SELECTION:

- Ticket strip for ..... shelves
- Front grate for ..... shelves A=1000
- Front grate for ..... shelves A=625
- 4 product dividers for\* ..... shelves in total
- LED package ..... for shelves A=1000
- LED package ..... for shelves A=625

\* 4 dividers are required per shelf as standard



### TIP:

- ▶ There are digital price tags so that the checkout and price tags are automatically updated

# I STEP 5

## PAYMENT SYSTEM & ACCESS

- If you want 24/7 operation, the "Pyramid" checkout module is required for payment
- We work with several partners for the checkout software. If you already use your own, we will integrate it.
- Depending on the location of the hotel, we recommend different surveillance and access technology
- The basic equipment is a camera and screen at the checkout area (often your lobby surveillance is also sufficient)
- Access gates are ideal for hot-spot hotels near train stations or in the city centre with large numbers of external guests
- If you are interested in access systems, please contact us directly



## OVERVIEW OF MODULES

SCO PAYMENT SYSTEM

CHECKOUT SOFTWARE

### TIP:

- ▶ Take a leap of faith and start with less than the full security package
- ▶ The more access barriers, the fewer spontaneous purchases

# STEP 6

## COMPLETION

You have now planned your shop.  
Here you will find the final checklist again to tick off all relevant steps and factors.

Feel free to send us the result.  
If you wish, we will be happy to put your order in afterwards.

## CHECKLIST

**FLOOR PLAN & SIZE**

**PRODUCT RANGE**

**MODULE SELECTION**

**ACCESSORIES**

**PAYMENT SYSTEM &  
ACCESS SYSTEM**

**MODULE SELECTION**



## TIP:

- ▶ Save on expensive installation costs.
- ▶ Our system can be assembled without tools, as a pure click-in system

# YOUR FINISHED MINI-MARKET

## YOU'RE ALL DONE!

Your store is ready and you have a solution for the shortage of skilled workers and stagnating minibar sales: you are taking decisive action against falling F&B sales

With your store, you are not only offering guests added value, but also leading your hotel into the future together with Wanzl.

**WE WOULD BE DELIGHTED TO ENRICH YOUR BUSINESS WITH THIS STORE!**



### Billing address

Company .....

Contact person .....

Street .....

Town/city, postcode .....

Country .....

E-mail .....

Telephone .....

Fax .....

### Date, signature

.....

### Delivery address (if different)

Company .....

Contact .....

Street .....

Town/city, postcode .....

Country .....

Telephone .....

**DO YOU HAVE ANY OTHER QUESTIONS?**

▶ PLEASE CONTACT US AT:

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# wanzl

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Dimensions in mm, specifications approximate, colours similar to RAL, design subject to changes.  
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