



SITUATION ANALYSIS

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PRODUCT EVALUATION

American Machine and Foundry Bowling, commonly known and referred to as AMF Bowling, is an international bowling and entertainment center owner and operator. This evaluation focuses on their service and products in Edmond, OK.

The parking lot and the venue are not beside the road, they are hidden behind another building. However, there is a medium sized sign indicating the business and the driveway leading to it. The parking lot fits up to more than 120 cars, which is appropriate for the 40 lanes waiting inside.

The customer service - you don't get greeted or sold to but if you come up to the main desk you will get a friendly conversation and answers to your questions. This location is not overly busy on weekends, appointments are not required and the wait for a lane is minimal, being just several minutes on average on those days.

Although there are different special prices for almost every day of the week, it is important to keep in mind that they are per player per game, which means that the fees can add up quickly. For example: on Sundays games are advertised as \$2.50, so that's \$10 for 4 people, and shoe rentals are \$4.29 which adds up to \$17.16 for 4 people. The total then is more than \$27 for 4 people, not counting food and drinks.

When you get your shoes, that are slightly worn out, and when you and your group are settled in a lane, you will likely start thinking about refreshments and food. AMF offers a regular selection of soda fountain drinks, \$4 per cup (including water), with unlimited refills. There are alternatives to those as well - specialty lemonades and a wide range of beer, wine, and cocktails. On the food side there are 14 different ways to start your meal, as well as multiple entre options - 7 varieties of sandwiches, 4 of flatbreads, 4 of burgers, 2 of salads, and custom pizza. The menu is so big it may take a while just to figure out what all they have. The prices are not posted which is a miss.

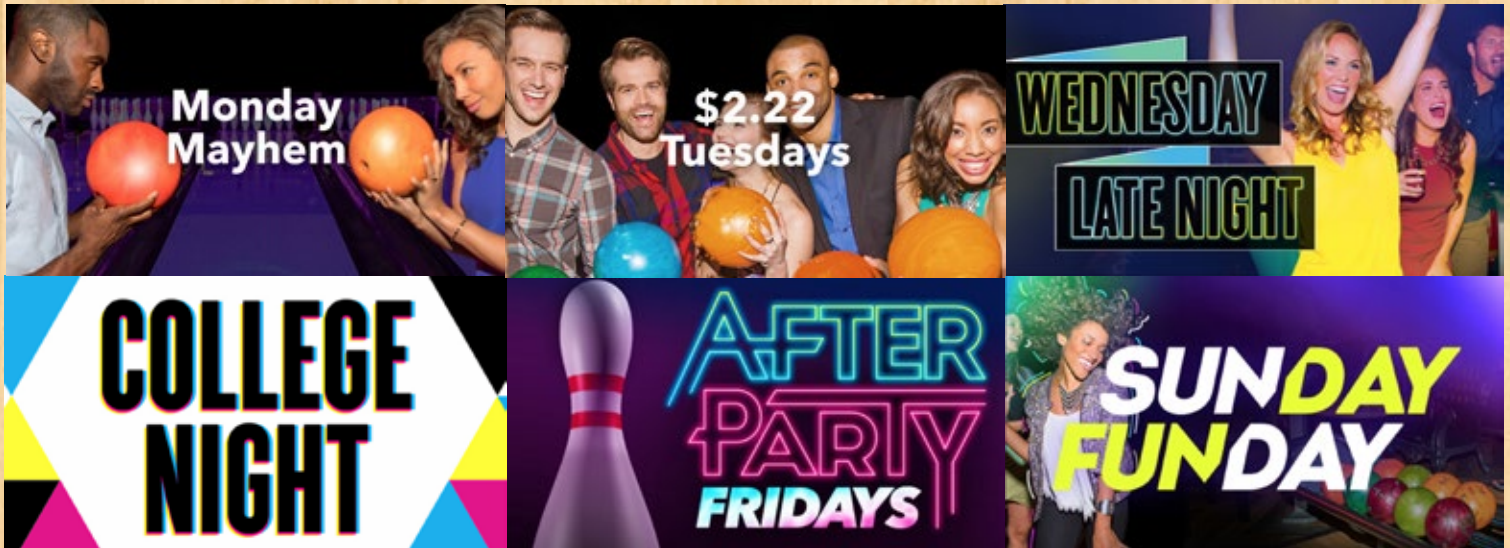
The lanes themselves are long and in good shape, but many of the balls are really beaten up. When it comes to keeping score there are 4 different leaderboard themes to choose from on the touch-screen monitor. The only drawback is that the technology is sensitive, and if it malfunctions the only option is to go to the front desk. Additionally, gutter bumpers are not automatic which means the whole group either plays with them or without.

Unique Selling Proposition: 6 out of 7 days each week there is a special deal for customers to consider.

“ **This place is fun and pretty solid. It is hard to see from the road though. The ones you do find it there's plenty of parking and plenty of lanes the food is good and they have a full bar as well as plenty of bowling balls and clean bowling alleys.** ”

- Thomas Nail, Google Reviews

AMF SPECIALS



\$20 Gift Cards for scheduled holiday parties;

Mondays after 8pm - \$12.09 unlimited bowling per person (including shoes), unspecified food specials;

Tuesdays after 8pm - \$2.22 per player per game (shoes unspecified), \$2.22 tacos, and \$2.22 Long Island Tea

Wednesdays after 9pm - \$8 unlimited bowling per person (shoes unspecified), \$5 flatbreads, and \$3 unspecified drink specials;

Thursdays after 9pm - "College Night", \$7 unlimited bowling per person (including shoes), \$2.50 slices [of pizza], \$2.50 pints [of beer];

Fridays after 10pm - \$11.89 unlimited bowling per person (not including shoes);

Sundays after 6pm - \$2.50 per game per person (not including shoes).

“ A good place for kids, helpful staff. Big parties can get a little bit disorganized. Concession prices are a little high. Overall not a bad experience. ”

- Carrie A., Yelp Reviews



S.W.O.T ANALYSIS

STRENGTHS

- 2 Metro locations
- Specials offered 6 days a week including a College Night
- Party packages for birthdays, family reunions, holiday parties and corporate events
- Online booking available
- Modern, accessible website
- 40 Lanes available for bowling
- Touchscreens at lanes
- On-site Pro Shop with bowling balls and accessories for serious bowlers
- Pinsiders Loyalty Club that includes exclusive offers and discounts
- Bowling leagues available
- Food and Drinks
- Free refills on drinks
- Free Wi-Fi
- Arcade and Billiards

WEAKNESSES

- Expensive food menu with drinks being \$4
- Sometimes unreliable technology
- Older technology that doesn't allow for bumpers to come up automatically for a specific person's turn
- Worn out bowling shoes
- Facilities a bit outdated
- Edmond Location is hidden behind some buildings which can be difficult to see from the street

OPPORTUNITIES

- Take advantage of popularity of social media filters and photo ops and create an AMF Bowling filter and photo op area for social media users
- Update lane technology
- Use social media to advertise special offers more often
- Advertise weekly College Night special to local colleges and students
- Update bowling shoes

THREATS

- Popularity of more technology centered family entertainment such as virtual reality
- Popularity of escape rooms as family entertainment
- Bowling alleys tend to be thought of as dirty



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This place is ok. It's definitely overpriced. They promote their special events as being a certain price (for example, one night they have \$11.99 a person for unlimited bowling after 8). But when you get there they tell you that the price doesn't include shoes so it goes up to \$17.50 a person-even though they promote it differently. There's also times when there will be no one manning the snack bar and the employees will see you standing there wanting assistance but do nothing about it.

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- Kadie J., Google Reviews



COMPETITION

HEY DAY ENTERTAINMENT



Mon-Thurs (Fri before 5): \$10/person/20 minutes
Friday(after 5)- Sunday: \$12/person/20 minutes

HeyDay Bricktown is a multifunctional entertainment facility that has bowling and an “adult arcade.” They open at 11am every day except Saturday when they open at 10am, they close at 10pm Sunday through Wednesday, 11pm on Thursday, and 1am on Friday and Saturday.

They offer 10 lanes with “state-of-the-art audio visual” equipment, a lounge area, and automated scoring. Inside the facility they have a restaurant that offers a wide variety of foods. HeyDay Bricktown does not have a strong draw for kids because it lacks more kid friendly games and is catered more toward adults with the strong emphasis on its bar and restaurant. The pricing is a based on time. Customers purchase 20 minutes of time for \$10 Monday through Thursday and \$12 from Friday-Sunday.

MAIN EVENT ENTERTAINMENT



\$22/hr Sun- Thurs \$36/hr Fri- Sat Shoes: \$4.25 Food: \$9-16

Main Event Entertainment is a family oriented entertainment facility that features a bowling alley, arcade, laser tag, billiards, gravity ropes, karaoke, rock climbing, mini golf, and Virtual Reality. The variety of activities available at Main Event makes is a huge draw for parents who want to release kids to do fun activities. However, it still caters to younger adults with its bar, food, and variety of video games and activities. The price of Main Event is one of the biggest reasons parents will avoid taking children to Main Event. The cost per customer is \$22/hr for bowling on Sunday –Thursday and \$36/hr Friday–Saturday. Main Event opens at 11am everyday except Saturday when it opens at 9am. On Sunday, and Tuesday–Friday Main Event closes at midnight, but on Monday, Friday and Saturday it closes at 2am.

PLANET BOWL



Family Bowl: 1 hour \$25.00 per lane, 2 hours \$35.00 per lane (shoes included) plus tax.
Cosmic Bowl: Friday & Saturday 10:30pm-12:30am,\$10.00 per person.

Planet Bowl is a bowling alley located in Midwest City, just outside Oklahoma City. The facility has 24 lanes, a small arcade area, and a small selection of food. Planet Bowl is a simple place for parents to take their kids bowling, if they come during the family bowling hours. One of the biggest limitations for parents with Planet Bowl, is that they have very peculiar hours for public bowling. They open at 1pm on Sunday, 10am on Monday, 5pm on Tuesday, and 12pm on Thursday through Saturday. They close at 8pm on Sunday, 9pm on Monday through Thursday, and 12:30 am on Friday and Saturday. During Family Bowl customers pay \$25 for one hour and \$35 for 2 hours. During Cosmic Bowl on Friday and Saturday customers pay \$10 per person.

HERITAGE LANES



Mon-Thurs: Before 5: \$2.89/game After 5: \$3.89/game
Friday-Sunday: Friday (before 5): \$2.89/game Friday(after 5)-Sunday: \$4.99/game
Shoe Rental: \$3.99

Heritage Lanes is a OKC metro bowling alley that has 40 lanes, a wide selection of food, and a strong emphasis on birthday parties and corporate events. The facility is very large, allowing them to have many events happening at once, including corporate events and league play without eliminating the option of public bowling. Their pricing of Heritage can be confusing to some, and if a customer wants to play for any large amount of time, they can end up paying substantial fees for the time spent as a result. Monday through Friday each game costs \$2.89 from 11am to 5pm and \$3.89 from 5pm to 11pm. From Friday after 5 to Sunday each game costs \$4.99. They open at 11am Sunday through Thursday and Saturday, and 9am on Friday. They close at 11pm Sunday through Tuesday, 12am on Wednesday and Thursday, and 1am on Friday and Saturday.

DUST BOWL LANES AND LOUNGE



\$20/hr Sun-Thurs \$30/hr Fri-Sat Appetizers: 5.25-12.95 Entree: 4.95-9.45
Beer: 3-6 (Good Selection) Cocktails: 6-9

Dust Bowl Lanes and Lounge is an indirect competitor with AMF because it is mostly a bar, but also has 4 lanes for bowling. The bar does feature a good variety of well priced food as well as a wide selection of alcohol. However, it is not a kid friendly place because it is aimed at young adults who want a fun bar atmosphere. In fact in order to be in the Dust Bowl after 8pm, customers must be 21 years or older. The facility is open from 4pm to 2am Monday through Friday, 12pm to 2am on Saturday, and 12pm to 12am on Sunday. Customers pay \$20 per hour from Sunday through Thursday, and \$30/hr on Friday and Saturday.



REFERENCES

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Yelp.com
Google.com
wikipedia.com
dustbowlounge.com
heritagelanesOKC.com
mainevent.com
heydayfun.com

