

2003 Pricing Survey

F/B Laneside Grille

3/12/2004

	Hamburger	Cheeseburger	Hot Dog	Chili Dog	BBQ	Chick Filet	Grilled Cheese	Tuna salad	Chicken Salad	5" pizza	10" Pizza	BLT	Club Sandwich	Chili
Fort Monroe Current Price	\$2.50	\$2.70	\$1.45	\$1.85	\$3.25	\$3.00	\$1.50	\$3.00	\$3.00	\$3.75	\$7.25	\$3.50	\$4.75	\$2.00
Military Competitors														
Langley Bowling Center	\$2.40	\$2.75	\$1.40	\$1.75	\$2.75	\$3.50	\$1.05	\$3.40	\$2.90	\$2.50	\$8.20	\$2.30	N/a	\$2.25
Ft. Eustis	\$1.95	\$2.20	\$1.75	\$2.25	\$2.25	\$2.50	\$1.50	\$2.50	\$2.50	N/A	N/A	\$2.50	\$4.00	\$1.75
AAFES Snack Bar	N/A	N/A	\$1.45	\$1.85	\$3.75	N/A	\$3.75	\$3.75	\$3.75	N/a	N/a	\$3.75	\$3.75	\$2.70
Commercial Competitors														
Century Lanes	\$2.65	\$3.00	\$1.75	\$2.10	\$3.25	\$3.50	\$2.00	\$2.95	\$2.95	\$3.75	\$9.00	\$3.00	\$4.50	\$3.25
Spare Times	\$2.50	\$2.80	\$1.50	\$2.10	\$2.75	\$3.50	\$1.50	\$2.95	\$2.95	\$3.25	\$9.90	\$3.00	\$4.50	N/a
Classic Lanes	\$2.50	\$3.00	\$2.50	\$2.65	\$3.50	\$3.75	\$2.25	\$2.95	\$3.25	\$3.75	\$9.00	\$2.25	\$4.25	\$3.50
AMF	\$3.10	3.35	1.99	2.65	\$3.50	\$4.10	\$2.10	N/A	N/A	N/A	\$11.99	\$2.80	\$4.70	N/a
Average Market Cost	\$2.52	\$2.85	\$2.06	\$2.56	\$3.63	\$3.48	\$2.36	\$3.08	\$3.05	\$3.31	\$9.62	\$3.27	\$4.28	\$2.69
under market price	\$0.02	\$0.15	\$0.61	\$0.71	\$0.38	\$0.48	\$0.86	\$0.08	\$0.05		\$2.37			\$0.69
over market price										\$0.44		\$0.23	\$0.47	

Soup	Fries	Onion Rings	Chef Salad	Nacho Chips	Soda	Coffee	Hot Chocolate	Tea
\$2.15	\$1.75	\$1.95	\$4.95	\$2.00	\$1.55	\$0.80	\$0.80	\$0.60
\$2.00	\$1.45	\$2.00	\$4.75	\$2.00	\$1.75	\$0.95	\$1.25	\$1.25
\$1.75	\$1.65	\$1.85	\$3.75	\$2.50	\$1.50	\$0.80	\$0.80	\$1.25
\$2.49	\$1.30	N/a	\$3.49	\$1.49	\$1.40	\$0.80	\$0.80	\$0.80
\$3.30	\$2.50	\$2.95	\$4.95	\$2.50	\$2.00	\$1.00	\$1.00	\$1.00
N/a	\$2.10	\$2.95	\$4.75	\$2.00	\$1.75	\$0.85	\$0.85	\$0.95
\$3.50	\$2.50	N/A	\$4.95	\$2.75	\$1.65	\$1.50	\$1.50	\$1.10
\$1.99	\$2.69	\$4.20	N/a	\$2.09	\$2.69	\$1.40	\$1.40	\$1.40
\$2.51	\$2.03	\$2.79	\$4.44	\$2.19	\$1.82	\$1.04	\$1.09	\$1.11
\$0.36	\$0.28	\$0.84		\$0.19	\$0.27	\$0.24	\$0.29	\$0.51
			\$0.51					