



FUN BUSINESS CASE STUDY

COUPLE SKATES THROUGH FOUR DECADES
OF SUCCESS IN THE FUN INDUSTRY WITH A
LUCRATIVE FUNFULL PARTNERSHIP

BACKGROUND

Back in 1980, the Slatchers – a recently-married couple with a passion for roller skating – were doing volunteer work with Big Brothers Big Sisters and having trouble finding fun places to take kids. One Sunday, they happened to drive by a shuttered roller-skating rink and saw a fun business opportunity. The Slatchers soon left their full-time jobs and launched their new venture.

PARTNERING

Debbie Slatcher was a long-time believer in the power of promotions. Her saying: “Get them in three times and it becomes a habit.” After coming across the Funfull partnership opportunity and learning of Funfull founder Vishal Patel’s history of success in fun businesses, Debbie thought Funfull seemed like a good idea.

As a 43-year business owner, Debbie saw the value of creating long-term customer relationships. Some skaters from the early 1980s come to Skateworld with their grandchildren and even their great-grandchildren!

RESULT

Debbie says Funfull “created habitual skaters” for Skateworld. And a beautiful thing about habitual skaters is the fact that they don’t tend to rent skates indefinitely. According to Debbie, “They’re going to have to have their own skates.” And because young skaters quickly outgrow their skates, that means they keep buying new stakes from Skateworld.

What’s more, because of the Funfull membership, skaters skate more often.

“The skater that normally would have come once or twice a month now is coming once or twice a week.”

– Debbie Slatcher

All those skate sales and accessories were just one added revenue stream. Debbie noticed Funfull members spent more, on average, at the snack bar. Plus, skaters brought other newcomers to Skateworld who paid the walk-in rate.

Funfull 2022 Performance
4,481 Funfull Check-ins
\$52,649 Funfull Payout

How easy was it to get started as a Funfull partner at no cost? According to Debbie, “There was nothing to it.” Checking in Funfull members upon arrival was equally easy. “On my end, it was nothing.”

TEAMING

Debbie said being united with other local owners of fun businesses “felt like I was part of a team to provide entertainment – good, healthy, wholesome entertainment to the community.” And as a person raised in a large family without much money, making fun venues more affordable for more families made her feel like she was part of something important. Debbie believed in Funfull so much, she began distributing Funfull flyers.

ABOUT FUNFULL

Founded by a creator of successful fun businesses, Funfull gives families access to hundreds of fun businesses under one affordable membership and generously shares its revenue with partners, to ensure that everyone wins.

TAKE THE NEXT STEP

Find out more about becoming a Funfull partner at absolutely no cost. Go to funfull.com/partner and schedule a free Funfull Discovery Call for partners or apply to join Funfull’s Revenue-Sharing Program. You may also phone us at (888) FUNFULL or email us at info@funfull.partners.

