



HOTT SHOTT!

As the sport of bowling gains popularity in India, proprietors are discovering the excellent return on investment it can provide. One such proprietor is Smeet Shah, COO of Shott Amusement in Surat, Gujarat, India. Shott operates three centers in Gujarat, with amenities including bowling, go-karts, a rope course, virtual reality games, a cricket simulator, arcade games, a food and beverage service, and more.

“We operate with a great return on investment, even though bowling was an expensive purchase initially,” says Shah. “Overall annually, profitability of the game is always positive. Food and beverage sales get a big boost from bowling, as people book private parties and love to have something to eat while playing the game.”

Early on, the team at Shott Amusement was approached by several suppliers and ultimately chose Brunswick as its bowling partner. “The Brunswick team has always been supportive,” says Shah. “I would recommend Brunswick products and services for long-term reliability. And the after-sales service provided by CSML, Brunswick’s distributor in India, has been top-notch.”

Brunswick’s Sync® scoring and management system contributes to Shott Amusement’s success with bowling.

“Sync has amazing features for both the consumer and the operator,” says Shah. “Sync provides tools for promoting offers and deals. Guests can order food and beverages with just a click, which also helps increase business. Sync offers clear records of game counts and frames played, which makes it easier to tally the sales.”

Sync is scoring big with Shott customers, too. “Customers in India have not seen such a technology in bowling centers before, so installing Sync gives us an edge over other operators,” says Shah. “Customers love that they can change the graphics, and they also like having their score sheet delivered to their email address after each game.”

Sync, the fastest-selling scoring and management system in the world, combines the most advanced scoring features with a powerful suite of center management and marketing tools, all in one seamlessly integrated system. Sync helps center operators master all aspects of their operations, greatly streamlining everyday tasks from checking in bowlers to ringing up POS sales to running audits and managing staff schedules. Sync also packs a knockout combination of automated marketing tools to help operators get more customers to visit their centers more often and spend more money while they’re there.

To learn more about Sync or schedule a free demonstration, visit www.brunswickbowling.com/bowling-centers/.

“Sync has amazing features for both the consumer and the operator.”

Smeet Shah
COO of Shott Amusement
in Surat, Gujarat, India.