

HOW TO
MAKE IT WITH THE RIGHT
POS SOLUTION
OR BREAK IT





HOW TO MAKE IT WITH THE RIGHT POS SOLUTION

*Insights on Rapidly Growing
Your Independent Restaurant Business
Effectively With The Right POS System*

Restaurant Point Of Sale System Guide



INTRODUCTION

Hi!

You are very fortunate to download this amazing guide....

The Restaurants Point of Sale... an amazing system that redefines the restaurant business. It is obvious that every restaurant manager wants to increase their sales and reduce costs, thereby raising new financing to continue scaling their business. Utilizing a restaurant point of sale system can be of significant help in making your business reach its optimum potential. In fact, restaurant owners that want their business to obtain an edge amidst the fierce competition in the market, all endeavor to own a POS system. Restaurants POS software has grown in popularity over the years and has indeed become an important part of the point of sale technology since manually taking orders and then passing it to the kitchen is a process that takes a lot of time. However, using the POS software in your restaurant can make your work become quite easy, but when not effectively put into use, becomes of no use. Besides, many do not know that there are easy ways and techniques to follow to earn money from their consumers as well.

The Restaurant Point Of Sale System Guide will give you a regimen to follow on how can effectively use the software to effectively grow your restaurant business within a short period.

Why not get your note and pen by your side as your read along, as I am quite sure you can't wait to discover these facts. Cross off the days as you go along, and let each lesson and assignment sink in before moving on to the next one.

Let's begin!



TABLE OF CONTENTS

AN INSIGHT INTO RESTAURANT POINT OF SALE SOFTWARE	5
What is POS software?	6
What are the networks used by POS systems?	6
Standardization of Point of Sale systems	6
RESTAURANT POS SOFTWARE - WHY IT'S A GOOD INVESTMENT	8
Increase in Efficiency	8
Optimum Customers services	10
Saves time	10
Eliminates user error	11
How to Grow Your Restaurant Business within a Shorter Period Using an Android Operated Restaurant POS	12
A FEW MORE TIPS SO YOU CAN GET THE BEST	18
FINAL REMARKS	22

AN INSIGHT INTO RESTAURANT POINT OF SALE SOFTWARE



One of the most important characteristics a restaurant owner must possess to run a business successfully is a way to accurately record transactions as well as keep track of their food inventory. The best way to accomplish this task is to have a reliable Point of Sale System (POS) in place.

If you are still stuck with a cash register or less, you will seriously need to consider making a move for a more sophisticated system. If you are already equipped with a POS, you still should ask yourself if this is the best solution for your outlet. The shift in technology has been tremendous over the past few years. If your system is not equipped to deal with tomorrow, then you are putting your business at risk.

When referring to POS software, we address its essential features and applications linked to the retail business. A well-equipped restaurant Point of Sale software helps in managing the checkout operations and acts as an interface with which the perspective customer transacts--while making a purchase.

What is POS software?

POS software is a wireless restaurant order taking system or POS terminal located where transactions take place. Appropriately used as checkout systems, they also serve to perform the processes of electronic cash registers. They keep track of and record the sales/orders in a cafeteria, restaurant or other establishments linked with the hospitality industry.

These systems are often linked to very sophisticated backend driven IT systems and are associated with ordering, back-office stock control, and inventory management.

What are the networks used by POS systems?

There is an exhaustive range of physical layer protocols used as an interface for these systems. The most widely used network in contemporary times is the Ethernet which is flexible, fast as well as inexpensive. However, with new technologies being interwoven in the restaurant management software, wireless-based applications are being used to facilitate effective communication between the POS system and the kiosk.

This technology is being used to enable the tracking of orders, reservations and transactions of restaurants, cafeterias, and drive-through establishments.

Standardization of Point of Sale systems

POS retailers and vendors are now working hard to bring about uniformity in the technologies driving the POS systems. Along with bringing about reductions in their software, product, and manufacturing costs, these updated systems are highly instrumental in increasing bottom line figures and customer loyalty alike.

OLE for POS (OPOS) is considered as the first standard which was commonly adopted by most vendors in the year 1996. Created by Microsoft, Fujitsu-ICL, Epson and NCR Corporation, these systems faced tough competition from the

programs developed by IBM, Sun Microsystems and NCR Corporation in the year 1997.

JavaPOS was first released in 1999 and is an independent platform which has similarity with OPOS standardized by Windows.

Since the early 2000s, we have seen a wave of new POS systems. As hardware became more affordable and with the rise of the internet, the barriers to entering the market became less.



RESTAURANT POS SOFTWARE - WHY IT'S A GOOD INVESTMENT



When running a restaurant (independent, international or family), you will need to know how much food you have in storage. With a large inventory, sometimes it can be unfeasible to keep track manually of every piece of food you have on the premises.

With a POS solution, you will be able to record everything and the system will keep track of when the food items spoil or get consumed and need to be reordered. Let us check out some its amazing benefits:

1. Increase in Efficiency

When created and used correctly, restaurant POS can make a dramatic difference in the efficiency of any dining establishment. This is especially important now when many dining establishments are suffering due to the sagging economy. Any thing they can do to streamline the business and bring in more money is a good thing. It may mean the difference between closing up shop or continuing to thrive when others are failing.

Some of the areas where you can increase efficiencies include on controlling your food costs, optimizing sales, and even rework processed to be more staff-efficient.

If you own or manage a dining establishment and want to purchase restaurant POS software, it's essential to buy a package that will not only serve your needs right now but can grow as your business does.

A solution like FoodZaps gives you the flexibility to increase the number of devices you use, as well as let you open and manage multiple outlets from any web browser.



2. Optimum Ordering for Better Customers Services

Customers don't want to wait around in the bar area for their table to become free any more than they want to wait a long time for their food. By faster order handling and order fulfillment, not only do you have happier customers, but the speed of service also means that tables can be turned over to new customers much faster; increasing the number of covers that the restaurant can handle.

Each establishment is different. Sometimes you need to be able to choose from a few different options and test it out. FoodZaps allows you to test out between the various Ordering solutions. Each can have a positive effect on your productivity:

- Quick Ordering – for over-the-counter service.
- Table Ordering – for ordering at the table.
- Self-Ordering – allows your customers to order themselves directly from the table.

3. Saves time

When looking for the right restaurant POS software for your business, find a suite that can handle all aspects of your establishment. If you have a bar, dining area, and delivery service, make sure you find a package that includes options for all of those aspects.

Looking at your sales trends, you will be able to determine more precisely your needs for the time of the day as well as the day of the week. Being able to staff your outlet accordingly not only saves you money, but it also helps you be more profitable.

4. Eliminates user error

Restaurant POS software also eliminates or cuts down on user error. If you're tired of having customers complain about getting the wrong food or being charged the wrong price, you need an excellent package installed today. While there's no way to eliminate user error fully, a good package can cut it down considerably by offering easy to read buttons which are all connected to certain prices and foods. All that's left is for you to program it so that it works for your dining establishment.

A good restaurant POS application will facilitate restaurant management, kitchen management, stock management, bar/drinks control, employee reporting and reservations to name a few. In addition, the biggest areas of benefit can quickly be seen in customer satisfaction and retention due to improved customer service and reduced staff overhead through the speed of duty, reduced training times and improved performance.



How to Grow Your Restaurant Business within a Shorter Period Using an Android Operated Restaurant POS



Your POS system is the lifeline of your operations. However, not knowing how to use the system efficiently can make it worthless.

The next section is a roundup of facts that can help you grow your restaurant business within a shorter period. If applied effectively and diligently, you can raise profit to continue scaling your restaurant business.

The Competitive Landscape

It is evident that many independent restaurants are confronted with tough times today. Over-independent restaurant, restaurant technology, restaurant point-of-sale for iPad and Android 7,158 independent restaurants have closed their doors since 2009, while chains have grown by at least 4,511 units. National chains often

enjoy the advantage of big budgets, purchasing power, lower prices, a team of experts and national ad campaigns based on big data. Though the challenge might seem daunting, independent restaurant owners possess many advantages over their larger competitors. By combining dedication, local flavor, and a deep understanding of the community with today's technology restaurant owners can build on their strengths to keep customers coming back.

Mobile POS systems let you capture sales quickly inside or outside of your business, you can ring up a customer right at their table, and you don't have to run back to the main cash register, wait for another server to ring up their order and then go back to the table with the change.

This can be a huge benefit by cutting down on the time it takes to ring up a customer, which will make the table available for the next guest. This cuts down on the wait for a table and maximizes a restaurant's capability for serving more guests during busy periods. This greatly increases cash flow.

*Use In-Store Technology To Focus On Strategy,
not The Daily Grind*

Today's restaurant point-of-sale systems are smarter than ever before and more efficient at helping owners control costs. With the move toward tablet point-of-sale for iPad and Android, FoodZaps provides a value-for-money option for independent restaurants. These easy-to-use solutions simplify ordering with a conversational approach to order taking and a system for managing customer information.

Powerful tools such as inventory management, delivery tracking, and rules-based discounts help owners drive further efficiencies and maintain control over daily operations. Not only do owners have more control than ever, but they can also stay connected while away from their business with in-depth reporting, mobile alerts, detailed customer tracking.

Connect To Customers With Self Ordering

Self-ordering point-of-sale (POS) systems are innovative, attractive tools that are increasingly being adopted by restaurants and eateries, and serves as a key component in connecting with customers. Unlike traditional POS tools, self-service POS systems allow customers to control their actions, such as ordering, without requiring assistance from a server.

By freeing up restaurant staff to focus more on the quality of service they provide to patrons, these systems can not only provide improved efficiency but lead to an improved customer experience overall. As these tools improve order accuracy and make it convenient for the customer to order, restaurants see increases in customer satisfaction and order frequency.

Improve Order Control

A mobile POS system can significantly improve a restaurant's food order control. When a server takes an order at the table, they can input it into their mobile device, which immediately sends the order to the kitchen for preparation.

There is less chance for mistakes because there isn't any transposition of the orders. The server can then go on to the next table and take the next guest's order rather than walking the order to the kitchen.

The server is then notified when their order is ready and which table the order goes to, even which guest at that table. This significantly reduces the chance for mistakes and lessens the trips a server has to make to the kitchen, allowing them to focus on taking care of the customers and increasing efficiency and cash flow.

Unexpected New Ways To Reduce Costs

As food costs rise chain competitors consistently cut prices, which makes controlling food costs a major area of concern for restaurants. Surprisingly, only 8% of independent restaurants reported regularly counting inventory and

tracking variances. The average restaurant could save \$15,000 or more annually by using technology to track differences from ideal usage, identify problem areas, measure usage and analyze item profitability!

Another essential tool for reducing costs is an intelligent system for managing labor. Using a point-of-sale system with an accurate forecasting tool, businesses can schedule staff appropriately to fit a realistic budget.

Rethink Marketing- It's Personal

Busy restaurant owners often struggle to fit marketing into their daily schedules. Restaurants can often make a major impact on sales by boosting customer retention and frequency. Many owners are surprised to learn that by improving customer retention rates by as little as 5%, they can increase overall profits by up to 95%.

One of the ways FoodZaps can help you with this by allowing you fully customize your customer receipts so you can use them wisely as fully functional sales tools. Check out our blog for more on this as well as other neat tricks and tips.

Strengthen Restaurant Marketing

Restaurant POS systems can keep track of a wide range of different sales information which can then be used to strengthen your marketing plan. You can keep track of which items sell the best, on which nights at what times etc.

You can identify patterns in sales that can help you plan promotions strategically. For example, a restaurant whose sales are slow on Mondays and Tuesdays can create a Facebook or Twitter promotion to bring in more customers on those days.

You can also offer promotions on items that aren't selling well and adjust pricing to bring in more customers on your slow days and move slower-selling items while maximizing profits, by having firm information to use in your planning rather than guessing.

Enhanced Service

Mobile POS systems can improve the customer experience by shortening lines since employees throughout the restaurant can take payments from customers. The systems also make it easy to track purchases for customer loyalty programs and to create more targeted messages and offers by capturing customer contact information and purchase history.

Mobile POS systems also include tools that let you create customized messages about special deals and announcements. The better systems can be tailored to your specific needs, so do your research and choose a system that will benefit you and your business because it will pay off, in the long run.

Manage Customer Feedback

Another important area of focus for independent restaurants is managing customer feedback. With the increase in consumers searching for businesses and posting reviews online, connecting with customers and resolving complaints is critical. Customer feedback is inevitable so business owners must adapt and use it to their advantage.

A winning strategy for managing customer feedback involves identifying customer transactions and inviting customers to provide feedback via an internal survey system. Responding quickly to complaints and positive comments alike builds relationships with customers and keeps them coming back, even after a negative experience. This strategy enables restaurants to identify brand advocates and invite them to review or share their experience publicly.

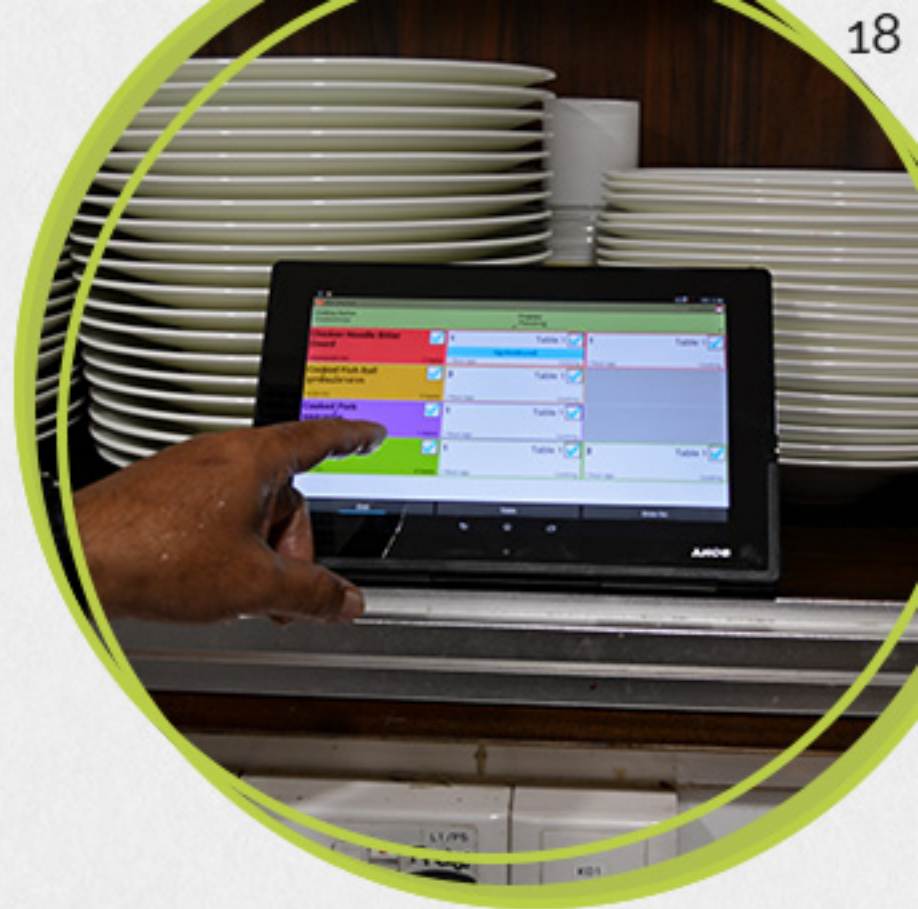
Beat The Big Guys!

As an independent or small chain restaurant owner, it's important to remember to make the most of your strengths - nothing can replace a local connection to your community. Make sure you have the tools in place to keep your business running smoothly so that you can focus your energy on connecting with customers.

FoodZaps gives you the means to be more productive, optimize your resources, and make clear and wise decisions based on data analysis. With similar tools as the big guys would use, you can beat them at their own game. You can keep on tweaking your offering all day every day to give your customers exactly what they want.



A FEW MORE TIPS SO YOU CAN GET THE BEST



Whether your establishment is a full-service restaurant, fast food franchise, night club, convenience store or even online retail establishment, these tips are indispensable for your business to run efficiently. These are some of the items that make FoodZaps truly stand apart.

1. What To Look For

POS Systems specially designed for restaurants will have features built specifically for that environment. Most POS systems contain many good features but may not cater for detailed dining menu planning, complex meal orders, and client retention. Any decent restaurant POS should be able to cater for these everyday operational needs.

It is not necessarily about getting more features – more importantly, we feel it is about having a solution that is simple-to-use and intuitive so that you can make the best of them. You want to simplify your life, not complicate it!

2. Management Information

Owner/managers need tight control over table accounts, the cost of goods, cash float and staff. All of this is required on top of keeping competition at bay and managing growing amounts of business information.

Most POS systems offer powerful reporting to connect and manage all your activities. Reporting is key to seeing where your money is going and can help reduce this burden of information overload.

How many times have we seen systems that give you loads of data that you never get to use because it is a mess? With FoodZaps, your data will be presented in a visually-enticing way so you can clearly recognize bottlenecks and opportunities.

3. Speed, Reliability & Scalability

We would always recommend selecting a system that has been tried and tested widely. Our Restaurant POS system has been installed in over 60,000 venues worldwide. This gives our customers the security of knowing that every feature they may need has already been catered for, tried and thoroughly tested.

Smaller systems often exclude necessary features or give you unnecessary features, the ability to be scalable or be bug-free. We have developed our tools while working closely with our customers to make sure they are what you need to start building success.

4. DIY is the New Way to Implement New Technologies

A system demo or free trial can help initial cost and benefit evaluations. Ergonomic needs like space for terminals, back office PC location and kitchen communications will drive system configuration.

Systems also need to be simple to learn; to make new staff instantly useful. Finally, check what payments plans may be available to help step change up to newer technologies.

Our system was designed and built to allow anyone with minimum IT background to be able to install everything fully on their own.

5. Mobility

According to researchers, more than three-quarters (76%) of restaurant owners and managers cite the benefits of mobile devices which, increasingly, are supplementing or replacing stationary terminals in certain restaurant segments as the top reason to upgrade their POS systems.

The allure of mobility, which enables tableside ordering and payment processing, may be having the greatest impact on purchase decisions, at least in table service environments. New data security requirements along with some advances in features and functionality are also certainly factoring into the equation.

Why is mobility so important? For one, it frees up your staff to concentrate on service. Let's face it, at the end of the day, having mobile devices can make the difference between you needing more or less staff on your payroll. Lastly, mobile devices will help you reduce your table turnover. Less time spent means more time to fill seats and potentially the possibility to generate more revenue.

6. Rethinking the eMenu

Tablet PCs are more usable than hand-held units due to their larger screens, but they are still too bulky and heavy for widespread use except for back-of-house operations in warehouses and receiving docks.

eMenus are particularly effective in establishments where the menu constantly changes as they eliminate the printing costs associated with the production of new menus. Further, they allow management the ability to delete items from

the menu if they should happen to sell out. In short, managers can be a lot more reactive to the market and give their customers what they want when they want.

7. Stability

While conducting research, we realized that a lot of restaurant managers were keen on the idea of Cloud but decided against it because they were afraid that if the internet went down, their whole operations would suffer as well.

Our POS solution is a fail safe patent-pending technology. We designed and built it so you would not have to worry about a steady internet connection as well as steady hardware. When your devices are connected, they will automatically sync to the Cloud to give you all the benefits while not holding your operations hostage to hostile Internet environments!

8. Continuous Upgrades

When you decide to join FoodZaps, your monthly subscription serves not only to host your data on the Cloud but also to allow you to have access to continuous upgrades.

We aim to frequently (every few weeks) keep on updating your software so that you have the latest technology available all the time. Technology moves so fast that we want to make sure you are up-to-date with the freshest out there.

In essence, we are continuously striving to improve your operations. We will let you know about these frequently on our blog and Facebook posts.

FINAL REMARKS

The flexibility options offered by the various features of wireless POS terminals are making them a preferred choice for restaurant and café owners along with others associated with the retail and hospitality industry. More and more restaurants are shifting towards handheld POS devices, regardless of size or service style; instead of the traditional and complex programmed systems.

Secure, reliable, cost effective and highly accurate-POS systems of today are creating a paradigm shift in the world of customer service, tracking of transactions, inventory management, and other associated fields of operation. With web-based POS applications on the rise and Android applications making a strong impact on the way transactions are done and serviced; the going is only getting better for these POS applications.

FoodZaps Restaurant POS has the advanced functionality that you need in digging deep into your restaurant metrics, automating sales, labor costs, food costs, and so much more.

With an excellent team of professionals, who have vast experience in the restaurant industry, FoodZaps has designed the system meticulously to allow customers to enjoy its benefits optimally. Highlighted below are some of the fascinating features of FoodZaps Restaurant POS:



- ✓ Online and Offline: Continuous uptime no matter what. Your data will automatically reach the Cloud when you are online.
- ✓ Cloud and Legacy: FoodZaps has united the best of both Worlds, so your performance is secure, flexible and optimized.
- ✓ Failsafe: FoodZaps developed patent-pending technology to make sure you stay operational and connected at all times.
- ✓ eMenu: FoodZaps allows users to update their online eMenu at the same time with their restaurant menu, and helps to keep customers well-informed.
- ✓ Simple Setup: Get your gears from anywhere around the World and follow simple steps to connect your outlet(s) within minutes
- ✓ Fast Training: the FoodZaps platform is amazingly intuitive and straight forward to use. After minutes, anyone will be able to start confidently selling.
- ✓ Transaction Management: Track the money movements and be in control to reduce errors, thefts, and discrepancies.
- ✓ Accept Credit & Debit Cards: Use your preferred payment processor to handle card payments and securely track in FoodZaps.

Control your F&B Business with the world's best Android POS solution... start using FoodZaps POS for free today.

To your success,

Good Luck!

