

# Online Ordering



**Visit us at [www.posnet.us](http://www.posnet.us)**

Phone: (818) 597-2627 • Fax: (818) 597-2604

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POINT OF SALE

# Presentation Outline

- [Online Ordering Demo](#)
- Restaurant Benefits
- How Simple is it to sell the Online Ordering
- Selling strategy

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# Product Description




**Menu**

Search:

- Appetizers
- Salads
- Sandwiches
- Burgers
- Main Course
- Specialties Pizza
- Build Your Own Pizza
- Sushi
- Notes

**My Options**

**Margherita Pizza**  
Tomato sauce, mozzarella cheese & basil.



Price: \$12.45  
Qty: 1

Save  Cancel

**Add Notes**

1 Part  2 Parts  3 Parts  4 Parts

1

2

1st Half  2nd Half

Modifier: none With Option

Basil (\$0.25)

Mozzarella (\$0.50)

Tomato sauce

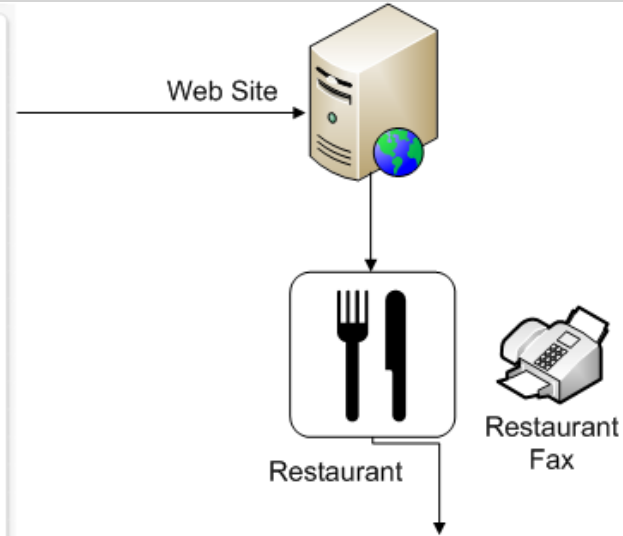
Save  Cancel

**My Order**

1 Greek Pizza - \$11.00

Sub Total: \$11.00  
Tax: \$0.91

Total: \$11.91



Order: #5001 Take Out

My Restaurant

Street  
123 Rodeo Dr, Beverly Hills, 91301  
3105555555

Due Time: 2/5/2008 11:30:00 AM    Payment Type: Credit    Invoice Number: 2113

Customer: Ofir Weisberg  
Address: 5200 Kanan Rd, ste 225, Agoura Hills, 91301  
Note: The building behind Pizza Hut, Second floor on the right  
Phone: 8185972627

Description	Price	Qty	Amount
Margherita Pizza	12.45	1	12.45
- 1st Half Mozzarella (Light)			
- 2nd Half Tomato sauce (Extra)			
<b>Amount</b>			12.45
<b>Tax</b>			1.03
<b>Total</b>			13.48
<b>Gratuity</b>			
<b>Paid</b>			13.48
<b>Balance</b>			

## Restaurant Name: Eastern Tastes

- Consumers visit the Restaurant Web Site: <https://EasternTastes.Takeout1.com>
- Orders from the restaurant menu.
- Pays transaction with credit card.
- After credit card is approved, order is sent to the restaurant via fax (if computer available Optional Kitchen printer setup.)
- Restaurant owner controls his menu. Menu item can be activated or deactivated, includes pictures and no limitation to the amount of items on the menu.

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# Restaurant Benefits

Online ordering volume is growing at a rate of 20% per month.  
- Wagstaff Worldwide, Inc.

Roughly 25% of diners in 2007 made an online order from a restaurant.  
That's up 9 percent from two years ago.  
-Technomic, a Chicago-based restaurant consulting firm.

“... the online sale of food and beverages has increased 18 times over the last five years from \$300 million to \$5.5 billion.”-QSR Magazine

“... More than 80 percent of those who ordered food on the Internet said they rate the experience as excellent.”-QSR Magazine

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# Restaurant Benefits

Well over half of the meals purchased at the nation's approximately 1,000,000 restaurants are eaten at home, at the office or in the car.

-USA Today

The typical American ate 81 meals inside restaurants but ordered 127 meals to go. -NPD Group

People used to go to restaurants to eat. Now they go out to get food to go. -NPD Group

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# Restaurant Benefits

- Increase sales to the rapidly growing Internet crowd
- Online orders average 20% higher
- Fast, casual restaurants can increase annual revenues by
- 17-25%!
- Decrease the amount of time staff spends on phone orders
- Significantly decrease customer ordering time
- Customer satisfaction: Eliminate miscommunication, no busy signal or on-hold problem, re-orders are easy, more selection
- Take payments online!

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# How Simple is it to sell the Online Ordering

- Online Ordering is a tool to increase sales – easy to sell.
- Relative new product – in most cases, you'll be the 1st to offer web ordering in your territory
- Relatively inexpensive – customer does not have to invest thousands of \$ to build his own web site with a shopping cart.
- Simple product to explain and demonstrate. A full demo takes less than 5 minutes.
- 24 hours after signing the customer, the website will be live.
- Doesn't require any additional equipment all that's needed is a fax machine.

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