



PROPOSAL KIT SAMPLE

Restaurant Kiosk Automation Sample Proposal

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Esperanza Logan
Owner
Rockin Rudy's, LLC
9797 Park Drive
Albuquerque, NM 87108

Dear Mr. Logan,

You have made a wise decision to automate your ordering and payment systems at Rockin Rudy's, LLC. Installing and using our tabletop devices and drive-up kiosk will save you money in staff costs and increase sales, as well as increasing the speed at which you can serve customers.

Please note that although we have not included the cost of a central hub and kitchen screen in our bid here, those options are available and may save you money in the long run.

After reviewing this proposal, please contact me to set up an appointment to finalize the contract and set a date for installation of your devices. The sooner you are using our system, the sooner your profits will rise!

Combine the retro look and feel of Rockin Rudy's with a state of the art kiosk system.

Sincerely,

Theo Sellos
Senior Sales Executive
Tableside Devices
505-555-5490
Theo@Tableside.com
www.Tableside.com



PROPOSAL

Installation of Automatic Ordering Devices in Rockin Rudy's

Prepared for: Esperanza Logan
Owner

Prepared by: Theo Sellos
Senior Sales Executive

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EXECUTIVE SUMMARY



This page is a brief summary of the highlights included in this proposal.

Creating a more efficient and pleasant dining experience.


The Objective...

Make the dining experience at Rockin Rudy's, LLC more efficient and pleasant for clientele and staff, and more profitable for the restaurant owner.

- Need #1: Speed up service to all tables in the restaurant and to the occasional customer at the drive-up window.
- Need #2: Reduce personnel costs and turnover.
- Need #3: Increase customer satisfaction and restaurant profits.

The Opportunity...

Tablesides Devices will help Rockin Rudy's, LLC achieve the following goals:

- Goal #1: Provide more information to in-restaurant clientele, including visuals of food selections and suggested pairings of drinks and desserts.
 - Goal #2: Allow restaurant clients to easily order from their tables or from the drive-up window, with orders delivered directly to the kitchen.
 - Goal #3: Allow restaurant clients to pay securely with credit cards from their tables or at the drive-up window.
- 

The Solution...

Installing a Tableside device at each table and at the drive-up window in Rockin Rudy's, LLC will accomplish all goals listed above.

- Recommendation #1: Purchase one tabletop device per table and one kiosk for the drive-up menu.
- Recommendation #2: Adapt existing menu to present more visual information and more suggestions to the users, and install variations of the improved menu on the devices.
- Recommendation #3: Install credit card system on devices, allowing for payment without credit card ever leaving the client's hand.

Summary

This proposal will show you how easy it is to achieve all the goals you have in mind.

AUTOMATION



What does a Tableside device do? All of the following:

- ***Display visual information and suggestions to the users***

Non-Automated Process – Servers answer questions about meal options and make recommendations at the request of the clients. Servers must stop by each table multiple times to check in with clients.

Automated Process – Restaurant clients can peruse the menu at their own speed, read recommendations, and make selections without occupying the server's time.

- ***Send orders directly to kitchen and servers***

Non-Automated Process – Servers stop by each table multiple times to allow clients to order drinks and food, and to deliver drinks and food as they are prepared.

Automated Process - Orders are sent directly to the servers and kitchen. Servers can deliver drinks and food as quickly as possible and kitchen staff also receive orders right away, resulting in more satisfaction for clients as well as staff in the kitchen and on the restaurant floor.

- ***Securely process payments at the table***

Non-Automated Process – Servers deliver the bill, wait for clients to provide a credit card, take the credit card to the processing station, deliver the processed credit card slip, and then recover the signed slip for payment.

Automated Process – Restaurant clients can select their bill from the device whenever they want, and then pay the bill by credit card right at the table.

Summary

When a restaurant relies on servers to supply information to clients and to process orders as well as bills and payments, mistakes inevitably happen. Information is not complete, orders are not transmitted accurately, and credit card slips disappear. Using automated devices will prevent more mistakes from happening, resulting in greater satisfaction and greater profits.

ADVANTAGES



The solutions offered by using automated devices will provide a number of advantages over the traditional system now in use at Rockin Rudy's, LLC.

Using the tabletop devices inside and kiosk at drive-up window

- ***Need for fewer staff on the restaurant floor***

Enabling clientele to order and pay from their tables or from the drive-up window decreases the number of times each server needs to visit a table or the drive-up window, so fewer servers are needed. All machines will send orders directly to the kitchen and alert servers.

- ***Complete control of information presented***

Management can present restaurant clients with all the information they need to make selections from the menu. Visuals can greatly increase orders, and there's no limit to the number of photos that can be presented. Suggestions for drink and dessert pairings can be easily presented, which results in more sales. A customized menu without alcoholic beverages can be presented at the drive-up kiosk. A major benefit is the ability to advertise specials or change prices instantly across the restaurant. When something changes, there's no longer any need to print a new menu.

- ***Secure and instant credit card payments***

With billing and credit card processing built into each device, there's no need for servers to deliver bills, pick up credit cards, process and deliver those card payments, and then retrieve them from the table or drive-up window. Drive-up customers will pay at the kiosk before their order is submitted. Customers' credit cards never leave their hands.

Using the traditional server system

- ***Need for maximum number of servers***

When servers have to answer questions and make suggestions, deliver drinks, meals, bills, and process credit card slips, they must make multiple stops at each in-house table to constantly check in with the clientele, and they must answer the bell when a customer wants service at the drive-up window. For customer satisfaction, this means that there must always be plenty of staff available on the restaurant floor. Each employee costs the restaurant owner not only in salary, but in training and benefits, too.

- ***Limitations on information presented to clients***

A traditional printed menu has limited space for information, suggestions, and photos. This results in many more questions for each server, which means that servers must be trained to present information and suggestions. Sales and special offers need to be printed and attached to menus. Price changes and additions or subtractions of items cannot be presented quickly to the consumers. Alcoholic beverages can be offered inside the restaurant, but not at the drive-up window. Confusion and lack of information can result in many missed opportunities for sales, thus affecting the restaurant's bottom line.

- ***Inefficient payment systems***

When servers must present bills, collect credit cards and process them, then present credit cards and slips to the clientele, mistakes are inevitable. Credit card slips may go missing, cards may be declined, and customers worry about what may be happening behind the scenes when servers are out of sight with their credit cards in hand.

Summary

You'll find that using automated ordering devices will make the entire restaurant experience more satisfying for both customers and staff.

CUSTOMER EXPERIENCE



Customer satisfaction is generally increased in casual restaurants using restaurant devices. Our automated devices are a perfect match for the Rockin Rudy's, LLC clientele.

Current Customer Experience Ratings

In our initial meeting, you indicated that you had experienced problems with customer complaints due to poorly trained servers, including the following issues:

Known Issues

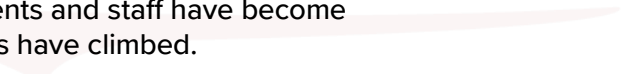
- Long waits to order or receive food or drinks.
- Lack of knowledge by servers about menu items, resulting in frequent delays to ask more experienced personnel and report back to a table.
- Long waits to receive bills and process payments.

Recommended Solutions

- Devices allow customers to peruse menu items at their leisure and order whenever they are ready. Orders are instantly transmitted to kitchen and waitstaff for maximum efficiency.
- Devices present as much information as you want. Photos can accompany each menu item, suggestions on pairings may be made, and specials and price changes can be updated instantly at every table.
- Devices allow clients to see their bills and submit secure payments right at each table.

Summary

Surveys show that in casual restaurants, after clients and staff have become accustomed to use of devices, satisfaction ratings have climbed.



EQUIPMENT



Tableside devices are available in the following configurations. Each device is a complete Point of Sale (POS) system.

Tabletop wireless tablet option

Recommended for limited menus and restaurants that attract families with young children. Each table will be supplied with a touchscreen tablet. Tablets have 7" touchscreens and are available in red, blue, and black exteriors. As well as menus, tablets can be loaded with game options that parents may purchase to keep their little ones busy until their meals arrive. Tablets are wireless, with 20-hour battery life, Android operating system, and built-in credit card reader.

Tabletop wired upright option

Recommended for more extensive menus with many visuals and suggestions. The upright device has a 10" touchscreen display. Its slanted upright position allows for best glare-free presentations of visuals and text. The upright device comes with sleek black exterior, Android operating system, and built-in credit card reader. The device has a footprint of 12" by 8."

Stand-up kiosks

Recommended for fast-food restaurants with limited menus and limited space, or for drive-up windows (takeout situations) in casual restaurants such as Rockin Rudy's, LLC. These devices are designed to be used by standing or drive-up customers, with 14" touchscreens at a 36" height from the ground. Orders are transmitted to kitchen and can then be delivered to counter for customer pickup. Stand-up devices are wired and fixed in place, with a 16" x 20" footprint. Stand-up kiosk devices require payment before orders are transmitted to the kitchen.

Routers, servers, central workstations, chargers

Both wired and wireless devices and kiosks must be linked to a central computer system providing dependable internet access. Wireless systems will require recharging of batteries. Restaurants may download www.Tableside.com software and link to their existing hardware or purchase new computer hardware from Tableside Devices.

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