

INDEPENDENT ESTABLISHMENT RESTAURANTS

What is an Independent Restaurant?

An independent restaurant is typically a restaurant that is local, serves a specific city - or even a specific area or neighbourhood within a city - and is not part of a chain of corporate restaurants. They are almost always stand-alone properties, often where the owners of the business work daily in the property. The Defining Characteristic of Independent restaurants are that they are a part of a community. Independent restaurants are typically owned locally and are run by locals, not a corporate office somewhere else, thousands of miles away. Because independent restaurants function on a relatively small scale, for example, they have the distinct advantage of receiving the full attention of ownership. This means independents often have an easier time developing and maintaining a distinct brand culture, as well as providing a quality experience, because their founders and owners are often physically present in and engaged with the restaurant on a day-to-day basis.



Within South Africa, the restaurant and hospitality industry is as diverse and multifaceted as its people. In such an unpredictable industry as the restaurant sector, there are many challenges for independent businesses to really be successful. Economic instability takes its toll on most industries, with so-called non-essential markets such as hospitality often being hit hardest. Running a restaurant is indeed a tough job and there are a number of challenges that emerge in the restaurant industry. Restaurant owners need to have the right expertise and the correct tools to tackle these challenges.

What are their realities and what challenges do they face?

Many new restaurant owners underestimate the start-up capital they will need to open and run a new restaurant. They need large sums of capital to cover leasing a building, hiring a new wait and hostess staff, stocking the kitchen and bar areas and buying furniture and decorations. Most new restaurants do not turn a good profit for several months or years after opening. Established restaurant owners can also suffer financially, especially during recessions when they have fewer customers.

Independent restaurant often have to compete with big, corporate, chain restaurants for customers' attention. Poor customer service is often a deal breaker for customers. Your food may be outstanding, your table settings exquisite and your ambiance delightful, but if your service is bad, customers will remember.

Thefts at restaurants take many forms and is quite challenging. No matter how many strict rules you implement, and how many CCTV cameras you install, pilferage is something that seems virtually impossible to avoid. Unless you're willing to sit behind the counter yourself and monitor all activities, it is very difficult to avoid on counter thefts.

Restaurants must stand out from the crowd, especially restaurants in urban areas with high competition. Even established restaurant owners must continually review their menu and theme to ensure they are giving customers what they want. Restaurants in heavily populated suburban areas or major cities face heavy competition, especially small, independent restaurants. A restaurant must know how to market his business, how to bring in new customers and how to develop a repeat clientele.

Restaurants need to keep accurate records of transactions so that they can do accurate cash-ups at the end of the day. Many restaurants operate on razor-thin profit margins because of labour and ingredient costs. If you keep a sharp eye on costs, though, you can trim these figures by reducing expenses, switching brands, resizing portions or raising menu prices by a small amount. Portion control is crucial, as it optimises supply costs and helps reduce waste.

Requests for split bills are a common occurrence for the seating of tables of two or more.

How does TallOrder meet their needs?

TallOrder POS has an array of affordable package options so that Independent restaurant owners can have an easy-to-use POS at an affordable price.

A POS solution that is fast and efficient will help staff input information swiftly and accurately. Our easy ordering service lets waitrons input information quickly and efficiently, meaning that the order is off to the kitchen correctly in record timing. TallOrder's smart backend functionality promotes upselling of products by guiding and educating your staff. This results in an easy ordering process, which increases customer satisfaction.

Whether you need to take orders from your till point or at a table, our POS will help you enter these orders quickly and accurately. A restaurant experience with less errors results in a happy customer experience.

Our smart solution allows your customers to split bills easily and without confusion, whether one bill or multiple bills are needed. This convenience will result in the payment process being seamless and efficient.

Now more than ever, it's vital that South African independent restaurants are proactive in boosting their business and, in 2018, any business not using the latest technology will be left behind. Taking advantage of technology can help businesses to cut costs, help track inventory, boost customer numbers and help smaller independent restaurants become more competitive even amongst the most popular chains and franchises.

There are many benefits for independent restaurants to embrace new technologies, like TallOrder POS. With a fully-integrated Cloud POS solution these businesses can provide fast and efficient service; ensuring that they stand out in the competitive hospitality sector.

Our Cloud-based data warehouse enables speedy and accurate reporting services, allowing you to access your key metrics whenever needed. Keep a clear check on all your restaurant operations by viewing the daily reports. Assign roles and permissions through the POS software. Knowledge is the key to success, here, so stay on top of your operating costs and make it your business to understand where every penny is spent.

Our ToGo online ordering app lets customers order food and drinks from their laptop, phone or tablet to be collected. A speedy and efficient way to serve your customers without asking them to hang around and wait for their order.

TallOrder's Solution can be set up to receive currency or points based rewards, allowing customers to build and redeem when necessary through a loyalty programme. Promotions are structured methods of passing on a discount to a customer to stimulate further sales. Promotions can be automatically calculated by the TallOrder POS, giving the customer the best deal and increasing customer satisfaction.



From early morning breakfast specials to closing time cocktails, our Point of Sale Software will help you manage the successful serving of food and drinks with speed and accuracy.

