



Summer Technology
BRIGHTER BUSINESS SOLUTIONS



Conceptic e-Menu Case Study “Blue Bar”

Summer Technology Pty. Ltd.
Suite 207, Level 2 Professional Chambers
120 Collins Street, Melbourne,
Victoria, Australia, 3000.
Ph: +61 (0)3 9639 2121 Fax: +61 (0)3 9639 2414
ABN: 28 128 090 488



Case Study: "Blue Bar".

Introduction:

This Case Study contains detailed information about the influences of using the e-menu system in the business. The data was recorded for a period of 6 months during 2007 – 2008 from the POS system. On the attached diagrams you'll see the results and the general data appears in blue while the conclusions appear in red.

Note: This case study represents 2 of 7 different business models e-menu system supports. Each model has a different influence on the financial results of the business.

1. The "Blue Bar" is a pub with the Conceptic e-Menu system.
2. The model was implemented in the "Blue Bar" pub whose customers are characterized by young people (18 – 23 years old) and the pub was founded in 1999.
3. The "Blue Bar" chose the ordering model 2 where the waiter takes the first order and then the customers can make their own orders after that.
4. The data in this case study was compiled in the 6 months from November 2007 to April 2008.

The Results:

- **The average income per customer with e-Menu is higher by 15.1% from the regular tables without e-Menu.**
- **The sales cycle on the tables with e-Menu is higher by 134.8% than the regular tables without e-Menu.**



Photo 1: Blue Bar Rooftop Garden



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2. The sales cycle on the tables with e-Menu is higher by 134.8% than the regular tables without e-Menu.

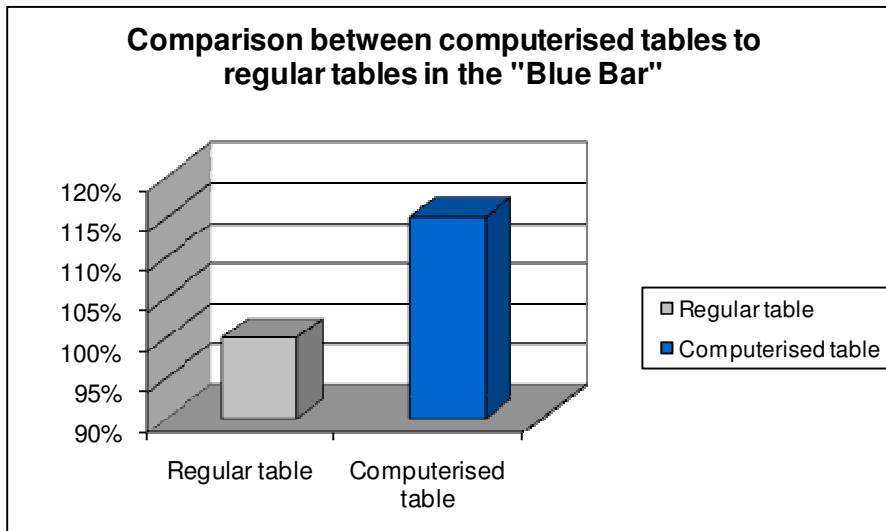


Figure 1: Average Income Per Customer.

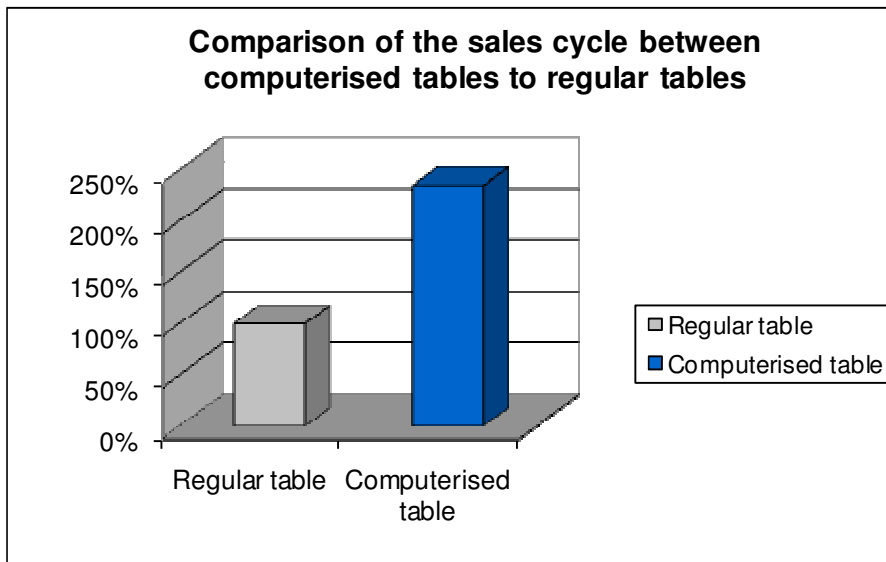


Figure 2: Comparison of the Sales Cycle.



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Examples of some dishes and beverages from different categories:

- 20% of "Blue Bar" tables were using the e-menu system in the relevant months.
- 34% of the customers chose to sit in a table with the e-menu system.
- 53% of "Mohito" cocktail sales took place in the computerised tables.
- 52% of "lemonade" drink sales took place in the computerised tables.
- 50% of "Ice cream and cream" dessert sales took place in the computerised tables.
- 45% of "Schnitzel plate" dish sales took place in the computerised tables.

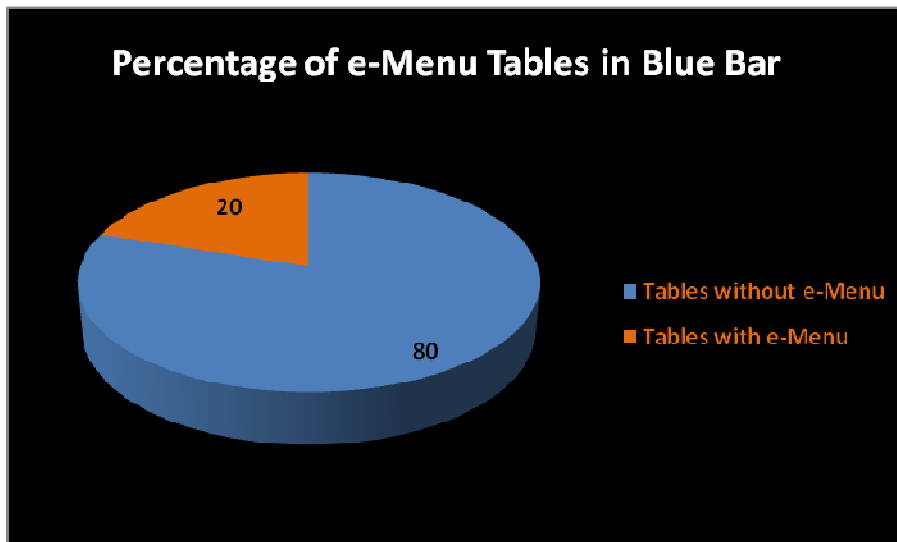


Figure 3: Percentage of e-Menu Tables.

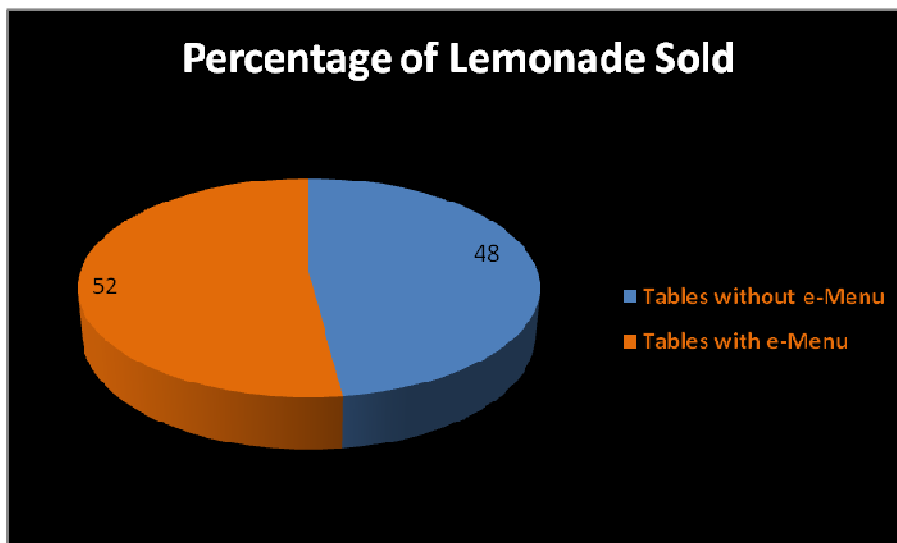


Figure 4: Percentage of Lemonade Sold