SpotOn

HOW TO NOT FAIL AT OPENING A NEW RESTAURANT

The new restaurateur's guide to using tech better and turning a profit sooner.

INTRODUCTION

You're not doing this because it's easy

Opening a restaurant in this economy is hard. And getting to profit? That's gotten even harder over the past couple of years. In 2024, the National Restaurant Association found that:

98%
of restaurants struggle with food & labor costs

45%
of operators need more staff to meet demand

52%
of guests say takeout is essential to their lifestyle

Still, new restaurants have one big advantage. You can build your operation from the ground up to take on these challenges, which will help make your road to profitability **so much easier**.

You can design your operation to serve more guests with a smaller team. Control your entire online ordering experience. Schedule your staff within a budget. Stay in touch with guests all year long. And track profitability across menu items. All while getting to your break-even point faster.

But to do that, you need the right technology.

Get a POS built for ROI

Profitable restaurants are built on a rock-solid foundation. When it comes to tech, that's your point-of-sale. Your hardware needs to look good and fit in any space. Your software has to work the way your team works. And your tech partner should actually give a sh*t about your concept.

Why build your operation around a modern POS?

- Flexible devices, ultra-fast processing, and a cloud-based platform make every order and payment happen seamlessly.

- Your staff can sell more and do their job more efficiently with tools like handhelds, QR codes, online reservations, a digital waitlist, and online ordering.

- You need to stay focused on launching your restaurant. The right POS provider is available to support you day or night, solving the issues that are bound to crop up with any new operation.

Explore POS options

Cover more tables with fewer servers

As the minimum wage goes up, labor gets more expensive. With handhelds, servers can take up to twice as many tables, so you can hire fewer employees. And you can attract and keep better servers since they'll be making more tips. That's a lot of savings.

Why invest in handhelds from the start?

• Your new servers learn more efficient workflow habits

• Orders are fired right away and food comes out sooner

• Guests order more and check averages are higher

• Servers take more tables, lowering labor costs

• Staff are happier with more tips, reducing turnover

• Payments are run on the spot, and tables turn faster

⬆ 4.2%

AVERAGE INCREASE IN TABLES SERVED USING HANDHELDS

Opening a restaurant with smart tech

The goal

The Musick brothers needed technology that would help transform their popular barbecue food truck into a full-fledged restaurant. They were looking for a POS system with online ordering, a loyalty rewards program, and responsive customer support.

The solution

SpotOn Restaurant with SpotOn Order helps Barbwire bring in 65% of revenue through online ordering. And while SpotOn Loyalty keeps customers returning, the full-time support enables the Musicks to spend more time on their business and less on tech.

40%
Increase in revenue

$10,000
In loyalty spending every month

Read the story

> If someone is starting a restaurant and considering SpotOn, I'd say absolutely. If I have an issue, they address it, and it gets fixed. That, to me, is what it's all about. If somebody is looking for a POS system that's user friendly, easy to learn, and doesn't require a lot of time—go for it.

JASON MUSICK | OWNER, BARBWIRE BARBECUE

SUCCESS STORY

6.5%

average tip increase when using QR codes

Scan to learn more

Explore QR codes

Tech that's always ready to help

QR codes let guests order or pay whenever they're ready—even when staff aren't. In full-service restaurants, this means guests can order more drinks, get started with apps, and even choose entrées themselves. And no matter who takes the order, everyone can settle up as soon as it's time to go. Counter-service customers can forget the line and order and pay right when they walk in. That's just more sales with less labor. Period.

Why QR codes for full service?

- Servers can spend more time on high-quality guest interactions
- Guests can add a round or order extras via QR when they're ready
- Guests can scan and pay with a QR code on the check, streamlining the multi-touch payment process

Why QR codes for counter service?

- Customers can order and pay without getting in line
- Lines are shorter, and fewer counter staff are needed
- More orders can get to the kitchen, and revenue is higher

Seat more people. Keep more profit.

Opening day is always slammed. Not to mention weekends and holidays. When tables fill up, your restaurant can keep waiting guests in the know—and from going elsewhere—with a digital waitlist. Add easy online reservations and your regulars will book with you for all their special occasions. Hello, profit retention.

Why a digital waitlist?

• Guests can join the waitlist from your website or Google

• Hosts can add guests to the list and quote accurate wait times

• Parties are notified through text when tables are ready

Why online reservations?

• Parties book online without back-and-forth calling

• Text reminders minimize no-shows and cancellations

• You avoid per-diner fees from 3rd party services

Guests can even order while they wait.   **See how**
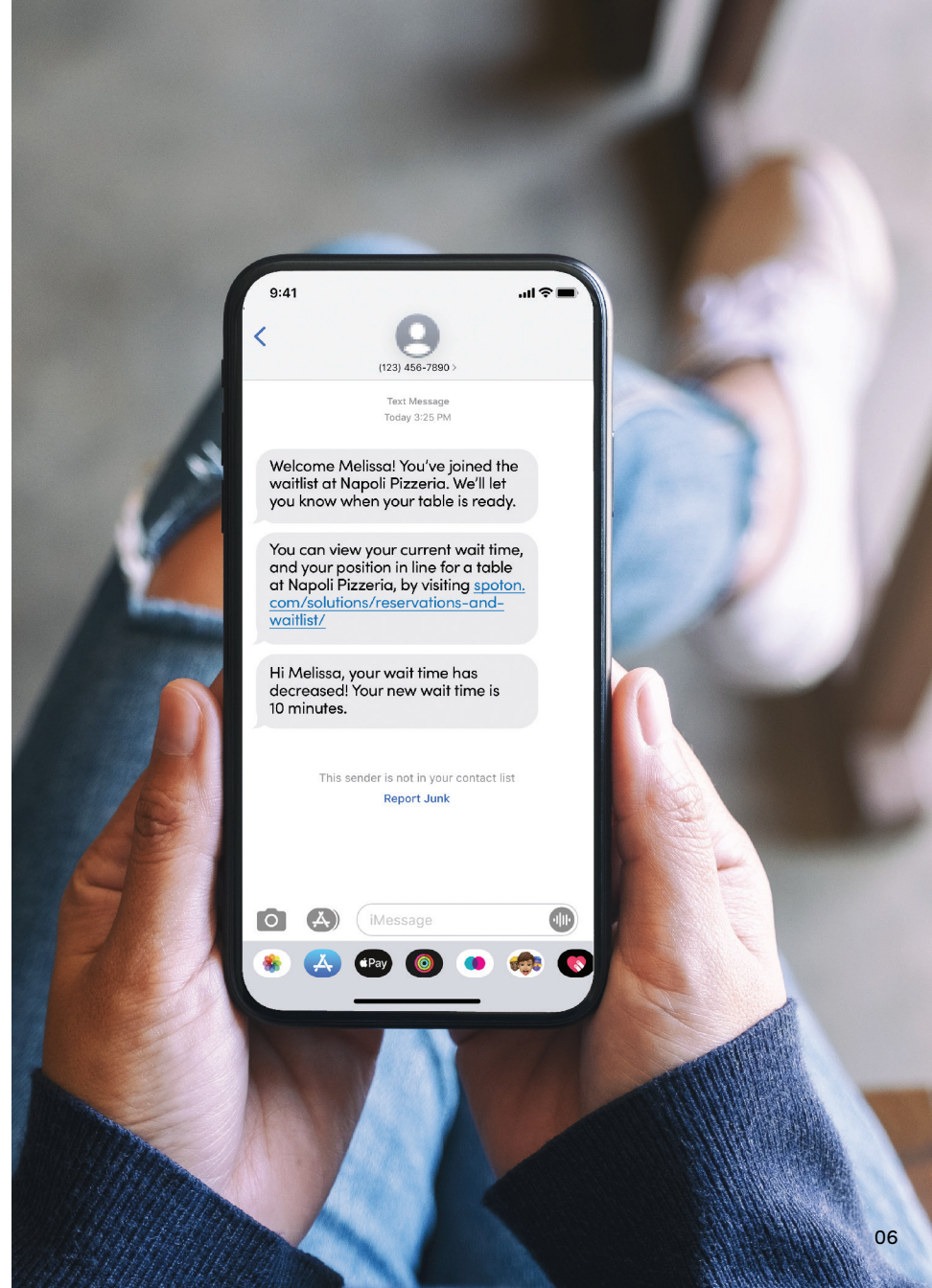
$2k+
increase in monthly profit with a KDS

INVENTORY MANAGEMENT & KDS

Don't let food costs spoil your profit

Just because food costs are out of control doesn't mean your kitchen has to be. With inventory management, you get exact food cost percentages to adapt recipes and prices to maintain profit. With a kitchen display system (KDS), your cooks can stay ahead of the rush without wasting food or comping meals.

Why integrate your POS with inventory management?

• Notifications tell you when prices go up and how they affect profit

• Food cost percentages are continually updated as prices change

• A 2-way POS sync lets you see your sales data against food costs

Why a KDS?

• All orders are automatically routed to the right station

• Tickets change colors as time increases to prioritize orders

• 2-way sync with POS captures order updates in real-time

Explore KDS

Get found online
## (without paying delivery apps)

People search for nearby places to eat every day. An SEO-optimized website ensures your new restaurant gets seen when they do. And with your Google Business Profile connected to your POS, guests can not only find you in maps but can also join your waitlist, reserve tables, or order online—right from Google. That's free marketing.

Why choose a website service?

- Everything's done for you—design, build, support

- Guests find you in local searches with SEO-optimization

- You can make updates any time from your dashboard

Why integrate your Google Business Profile with your POS?

- Your Google profile is set up in minutes instead of days

- Waitlist, reservations, and ordering connect seamlessly

- Menus and business info can be updated from one place
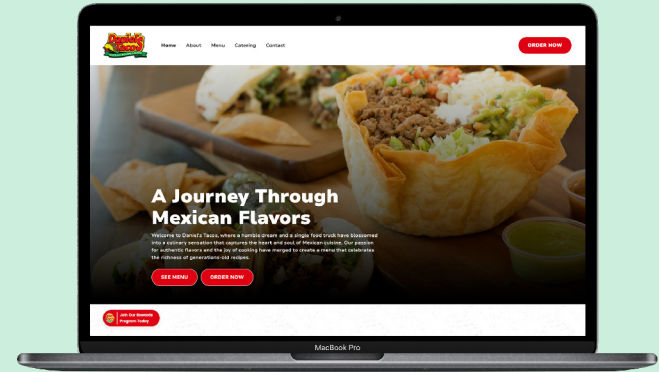
62%
of diners use Google to find their next restaurant

UP TO

30%

savings on
commission fees
from delivery apps
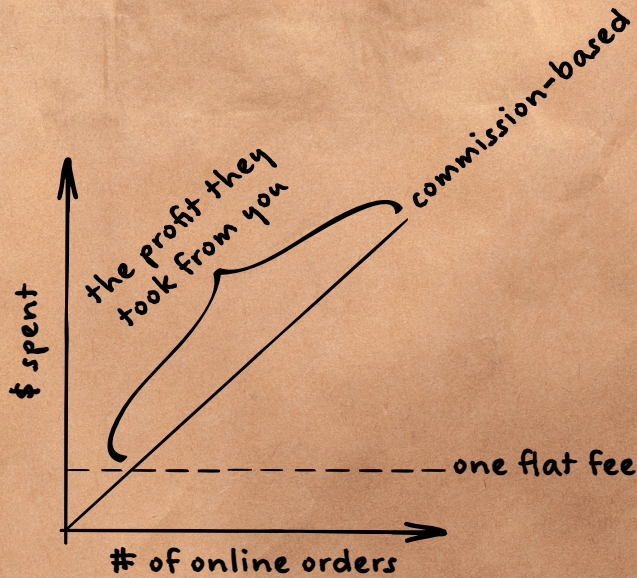
You make the food. You keep the money.

More revenue doesn't always equal more profit. When you sign up with delivery apps, they take up to 30% in commissions on every order. Instead of throwing that money away, set up POS online ordering at your new restaurant from the start. It only costs a flat monthly rate. Guests learn to order directly from you. And you can use your guest info to send deals to customers. That's how you drive real online profit.

Why an integrated online ordering system?

• Guests order directly from your website or Google

• Orders go straight to the kitchen—no manual entry

• Set automatic order pacing for when things get busy

• Access DoorDash delivery for a flat per-order fee

• Own your guest data and information for remarketing

See how

Getting in the weeds with hospitality industry veterans

"When choosing a location for a restaurant, new owners should take into consideration density, average income, foot traffic, car traffic, and parking.

JOHN LANNI | COFOUNDER & OWNER
THUNDERDOME RESTAURANT GROUP

"The best way to get customers in is to not only have digital marketing, but also guerrilla marketing. New restaurant owners need to get out there and let the local community know who and where they are.

MATTHEW BLAIR | FOUNDER, WORLD WRAPPS RESTAURANTS

"Making tough decisions is part of the path toward profit-ability. The inclination is usually to try to increase sales, but this is a band-aid solution. Learning to manage your costs to your sales will set you on a course for long-term growth.

ALLISON SULLIVAN | OWNER & CO-CHEF, SAVOIE PARTNERS

Get more tips

16.5 hours saved per week with labor management software
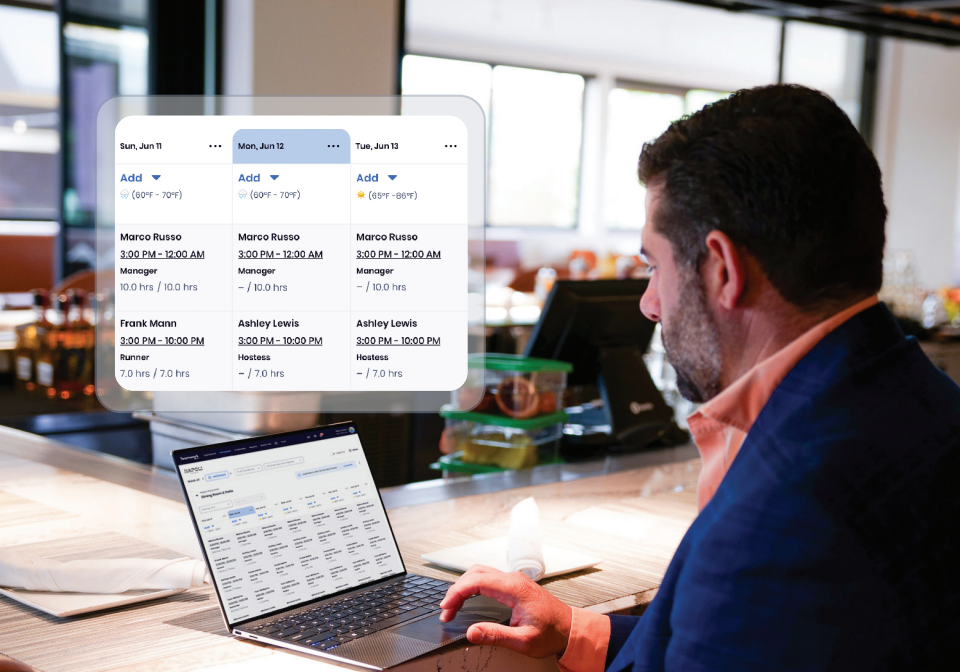
Planning your labor is planning for profit

Your schedule is where you plan your labor dollars. Done right—you stay on budget. Wrong—you flush profits down the drain. Scheduling software puts your labor costs and projected sales next to each other so managers can accurately schedule staff while keeping costs in check.

Why scheduling software?

• Set limits to ensure schedules stay on budget

• Verification stops staff from clocking in early

• Sales data helps you schedule for the rush

• Staff can request pickups and swaps from an app

How it works

Don't pay staff to pay your staff

Paying an accountant to do payroll every 2 weeks is big bucks. And when servers stay on the clock to sort cash tips, that's even more money. Labor management software that integrates with your payroll processor makes it easy to run payroll and tip-outs in a few minutes—instead of hours.

Why automation software for payroll and tip-outs?

- 2-way POS sync speeds up time clock verification

- Payday is effortless, with synced pay and sales data

- Adjustments keep you compliant with labor laws

- Managers distribute tips digitally, lowering labor costs

40%
of guests would
spend more
as loyalty
members

To find your profit, find your people

Steady revenue comes from regulars. Marketing software taps into your guest database so you can boost repeat visits with email and social media campaigns. A loyalty program works automatically in the background to encourage guests back through earning points and rewards. More visits, more regulars, more profit.

Why marketing software?

• Guest information is captured at every POS touchpoint

• Managers can send campaigns across email and social

• Reports show successful campaigns that you can repeat

Why a loyalty program?

• Loyalty programs run automatically after setup

• Transactions happen seamlessly during checkout

• Guests can earn and redeem in-house and online

Stay focused on your concept

Your new restaurant demands attention—you've got to create your brand, plan your menu, and assemble your team. The right POS provider should take care of your tech so you can focus on doing what only you can do. And ultimately, that's what gets you to your [break-even point](#) faster.

Why choose SpotOn as your tech partner?

• Experts set up your entire POS system before launch

• Local account executives are always nearby to help

• Top integrations sync seamlessly to your POS at no extra cost

• Support is available 24/7/365 and responds in minutes

> The customer service and support team at SpotOn is phenomenal. I've been in the industry for some 30 years and have worked with every POS system you can think of. SpotOn's support team is key.
>
> RACHID ABDELOUAHAD | DIRECTOR OF OPERATIONS
> TINY'S & THE BAR UPSTAIRS

Worksheet

Tell us a bit about your new restaurant so we can help you find the right tech solutions for you.

What kind of restaurant are you opening?

❏ Casual dining ❏ Fast casual

❏ Fine dining ❏ Café

❏ Bar ❏ Other_____

❏ Brewery

❏ Quick service

What are your projected monthly sales?_____

Check the solutions you'd like to learn more about.

❏ **SpotOn Station POS**
(Full-size point-of-sale)

❏ **SpotOn Counter POS**
(Low-profile point-of-sale)

❏ **SpotOn Handheld**
(Handhelds)

❏ **SpotOn Reserve**
(Reservations & waitlist)

❏ **SpotOn + Margin Edge**
(Inventory management)

❏ **SpotOn + Fresh KDS**
(Kitchen Display System)

❏ **SpotOn Order**
(Online ordering + QR codes)

❏ **SpotOn Teamwork**
(Labor management)

❏ **SpotOn Loyalty**
(Loyalty rewards program)

❏ **SpotOn Marketing**
(Email & social campaigns)

❏ **SpotOn Reporting**
(Sales & labor reporting)

Get a demo

Running a business is hard. We know because we've been there. We believe great technology, supported by real people who care, can save you valuable time, give you better insights, and make you more money. In the restaurant business, that can mean the difference between success and failure. **And we actually give a sh*t about helping you succeed.**

SpotOn

Integrated restaurant technology