

**I Overview**

QuikChow Online Ordering: Two Great Options to Fit Restaurant Owner’s Needs

Complete Web Site Solution: This is designed for restaurants with no web site or those who want a new mobile web site with an APP.

Online Ordering Component Only: This is designed for restaurants that have a web site that they want to keep but it does not offer online ordering. QC designs an online ordering site branded for the restaurant and works with the restaurant programmer to link the two sites.

**II Benefits**

* Fast, mobile ordering from any device
* Immediate Payments – Money in your account same day
* Month to Month – No Contract
* Advance Orders – Customers can place orders 24/7
* Order Recall – Customers can reorder past selections with a few clicks
* Customized App with your restaurant logo
* No Exposure to Competition – YOUR site and no links to other restaurants like on 3rd Party sites
* Build Database – Capture vital customer information including email addresses
* Loyalty Program – Track your customers spending and awards points and rewards to repeat customers
* Saves restaurant TIME – no time on phone or processing payments. Orders arrive PAID – just make the food
* Eliminates Errors – orders are clearly printed – email confirmation matches restaurant order

**III Pricing**

**Set Up Fees**

Complete Site: $249 one time Set Up includes Marketing Kit

Commission: everything above $100 is the rep commission. $100 covers EDC cost for Marketing Kit

Common Concession: Selling the web site for $100 thereby forgoing commission to make money on the back end lock up the client. Also waive $75 tablet fee and provide a month or two free service.

Online Ordering Component: $100 set up fee

Commission: $50. Set up does not include marketing kit which is an optional $75 extra.

Common Concession: Waiving the set up to make money on the back end and lock up the client. Also waive $75 tablet fee and provide a month or two free service.

Marketing Kit: 1000 business cards, business card display and table stands window sign, menu stamps and Internet marketing – Google Bings Yahoo listing and Trip Advisor and Yelp links

Marketing Kit is including in Complete Web Site; $75 extra in Online Ordering Only

Loyalty Program: Loyalty program is free to all restaurants and is described in more detail below. Just about all clients should sign up for this.

**Residuals**

Complete Web Site: 5% & $29 a month hosting or 3% and $59 a month

Commission: 50%-50% split with rep

Common Concessions: Waving the hosting if orders get to over $2000 a month. Free service for the 1st one or two months

Online Ordering Component Only: 5% and $29 a month hosting OR 3% and $59 a month OR 7% with no monthly fee

Commission: 50%-50% split with rep

Common Concession: If the place is pizza or busy delivery restaurant EDC will accept 5% no hosting or same concessions as complete web site.

**IV Most Commonly Asked Questions**

***Are there any contracts or cancellation fees*?**

No – month to month – cancel at any time

***How does restaurant get the order*?**

**Fax or eprinter or tablet or Clover POS OR multiple of these**. Many restaurant get order more than one way – fax and tablet for example or Tablet and Printer or Clover and Fax etc.. Each discussed below.

**Printer:** Any HP printer at Staples now comes with Eprint where orders automatically print out. We also have a partnership with the Eatabit Printer <https://vimeo.com/195666623>. This is the way to go if you can get the restaurant to sign on. Cost is $249 to buy outright printer OR $49 and $15 a month to lease. Eliminates need for confirmation call. NO CONFIRMATION CALL SO HUGE time saver.

**Tablet:** EDC supplied ($75 or Free if you have to go there – see common concessions) or restaurants supplied. Order comes via email which we set up and ship tablet ready to accept orders. IMPORTANT: email orders have a blue confirmation link – click and confirm so disables auto phone call saving time keying in 4 digit code into phone.

**Fax**  - order just prints out on fax. Only good if fax is in order taking area and restaurant ALREADY has a fax set up. Not worth it to pay for extra line and set up if not there already – use eprinter or tablet

**Clover** – Orders arrive paid and print in Kitchen on printer and also on receipt printer in order taking area. This is a great solution as goes right to POS. Mention Clover when selling as restaurant may be interested in the POS and if they already have it no brainer then.

***How long does it take to set up*?**

5 to 7 business days

***How does payment work*?**

Restaurant gets paid at time of order through authorize.net or manually process cards or Clover POS. QC bills 1st of the month. Restaurant pays QC CC or bank ACH on 15th of following month. Rep commissions get paid on the 20th of the following month. For Clover they pay us directly to we do NOT bill restaurants. Therefore Clover accounts we do not even need a form filled out since we do not need payment information. They just need to download the App from Clover App Market and that gives us everything we need. NOTE: commissions on Clover are 30%

**How does the App work?**

When users access a site from a mobile device an App Pop up appears asking if they want to download the restaurant App. They click the download option from the phone and save to home screen. It is not listed in App Store. App shows once a day for three days and then once in a while – every 10 times customer visits site. The App is called a Web App and just a short cut to the web site but great marketing tool and free! (free is good!)

***How does the loyalty program work?***

Restaurant can define terms for this OPTIONAL point based program. 1 point per order OR 1 point per dollar. When you hit a loyal point level the web site automatically emails the user a coupon for a discount either flat dollar amount or % off order. Here is a typical program: Earn 1 point for every order over $15. Receive $15 coupon when you accrue 5 points.

***How do people find out about our site?***

Sites include EDC marketing kit and basic SEO. EDC also has a variety of marketing partners – SEO and email marketing as well as print marketing and direct mail.

Need more information or have additional questions please call me any time and visit our web site and watch our You Tube Video

Regards,

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