

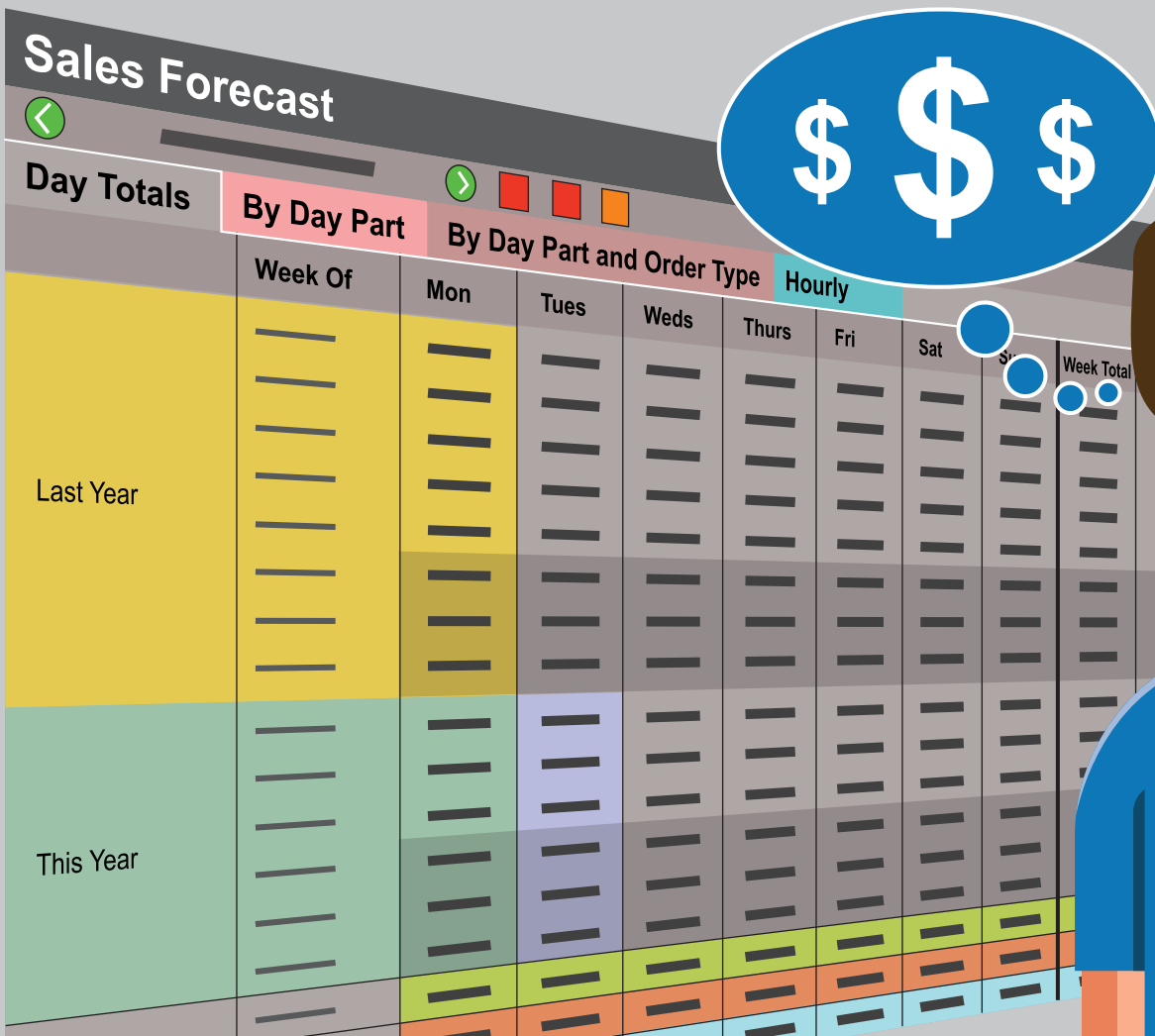


Forecast for Profit



To plan for the future, you need to understand your past. As the owner/operator of a restaurant, this means looking at your sales data so that you can more effectively set up for success for the next day, and all the days after that.

One of your biggest tools for increasing profits is using intelligent forecasting. With a more advanced POS system, forecasting becomes significantly easier and can help unlock your pizzeria's full potential. Here's how you can best utilize intelligent forecasting to increase your profits.



To see how a forecast can help you plan with more insight, look at this SpeedLine POS sales forecast for a typical week. In this example, the forecast shows dollar amounts, but we could also choose to view the forecast by number of orders.

FORECAST BY DAY PART AND ORDER TYPE

Determine labor requirements from historical data based on day part (lunch and dinner) and order type (pick-up and delivery).

By Day Part		By Day Part and Order Type		Hourly	
Week Of	Day Part	Delivery	Pick up		
This Week	Lunch	148	241		
	Dinner	266	575		
This Week + 1	Lunch	164	286		
	Dinner	321	458		
This Week + 2	Lunch	284	343		
	Dinner	421	282		

TAKE THE LONG VIEW

Seven-week historical sales figures provide a baseline to interpret normal annual cycles and identify new trends.

KEEP AN EYE ON RECENT SALES

Follow daily and weekly sales to monitor and respond to unexpected changes in volume.

SPOT TRENDS

Sales results show trends so you can plan your response, such as a promotion to generate business during slower periods.

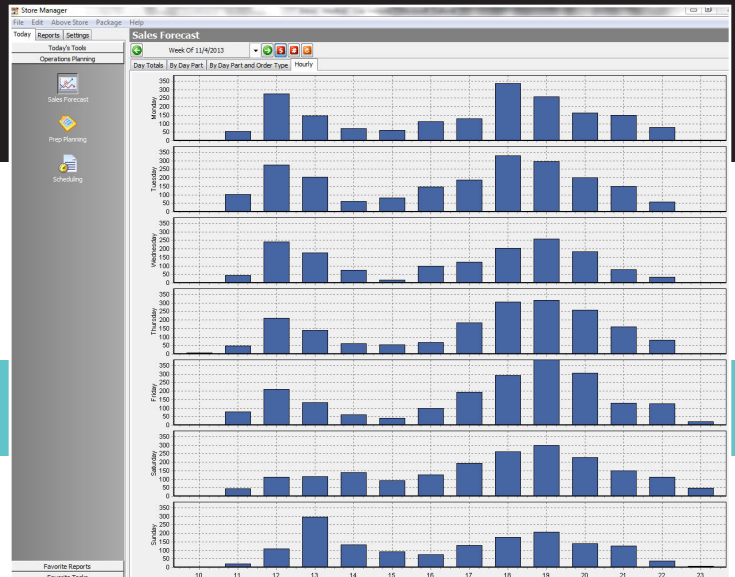
LET THE SOFTWARE CRUNCH THE NUMBERS

Forecast realistic projections based on sales history.

Sales Forecast					
← Week Of 5/24/2010 →		\$	#		
Day Totals	By Day Part	By Day Part and Order Type	Hourly		
	Week Of	Monday	Tuesday	Wednesday	Thursday
Last Year	This Week - 4	1731	2251	1961	
	This Week - 3	2149	2233	1965	
	This Week - 2	1884	1923	2314	
	This Week - 1	2003	2313	1866	
	This Week	1895	2033	1823	
	This Week + 1	2151	1930	2057	
	This Week + 2	1816	2036	2018	
	Minimum	1731	1923	1823	
	Maximum	2151	2313	2314	
	Average	1947	2103	2001	
This Year	This Week - 4	1809	1682	2353	
	This Week - 3	1955	2046	2616	
	This Week - 2	2341	1978	2066	
	This Week - 1	1988	1652	2052	
	Minimum	1809	1652	2052	
	Maximum	2341	2046	2616	
	Average	2023	1840	2272	
Other Projections	System	2075	1922	2225	
	Corporate	1981	1837	2125	
Store Projection		2490	1922	2225	

SPOT PEAK TIMES AT A GLANCE

Recognize peak times and plan for success by scheduling breaks and shift changes during non-peak hours.



Projected sales for this week, based on historical sales for this year and last.

Monday	Friday	Saturday	Sunday	Week Total	% > Last Year
2688	3897	3064	2665	18257	
2881	3150	2793	2458	17629	
2470	4449	4863	3080	20983	
2			2580	17272	
2			2304	17152	
2			2601	18136	
2			2534	16968	
2338	3150	2748	2304	16968	
2881	4449	4863	3080	20983	
2536	3660	3208	2603	18057	
3566	2288	1702	1599	14999	-18%
3872	2931	2292	2086	17798	1%
			1996	17226	-18%
			1738	16267	-6%
			1599	14999	-18%
			2086	17798	1%
3514	2839	2230	1855	16572	-11%
3428	3057	2286	1755	16748	-2%
3275	2921	2184	1677	16000	-7%
3428	3057	2286	1755	16748	-2%

5/9/2009
Average Temperature: 72.00
Spring Fair - great weather

5/8/2010
Average Temperature: 70.00
Spring Fair - street blocked,
open to pedestrians only

ADD NOTES FOR FUTURE REFERENCE

Document unusual events that have affected operations such as street closures or city events.

MONITOR FINANCIAL HEALTH ON THE FLY

Financial results are readily available to compare sales variances from the same period as the previous year. Gain insight and take action!

PLAN TO TARGET

Keep targets in view as you plan.

WEIGH IN WITH YOUR EXPERIENCE

Edit sales projections and labor targets when special events are scheduled such as game day.

**SPEEDLINE®**

Intelligent Forecasting: In Detail

View By Order Types for Each Part of the Day

Overscheduling means you're paying employees to stand around, but under-scheduling leads to not being able to handle all of your orders. To avoid either of these profit-eating scenarios, identify what types of orders are the most in-demand for both lunch and dinner times.

With SpeedLine reporting, your sales history and projections are divided into separate "day parts" like lunch and dinner, which are further divided by order types. If there's a large increase in deliveries every Wednesday during lunch, then you can identify it and schedule more drivers to accommodate Wednesday afternoons.

Monitor Your Financial Wellbeing

Don't want to wait for the end of the month to see how your sales are doing? With extremely detailed sales forecast functionality, you're able to produce a weekly sales comparison at any time.

Before you make any large purchases, implement changes in your marketing strategy, or change menu options, produce one of these reports and instantly see how your sales are doing compared to the same time last year. If you are experiencing some heavy fluctuation or a downturn, you'll quickly know which adjustments should take priority to help stabilize or increase your profits.

Go Forth and Gather Profits With Sales Forecasting

By properly utilizing a sales forecasting tool, you can get a much better understanding of your store's sales patterns. The system will automatically use forecast sales to produce labor and prep reports that pave the way to increased profitability. Unlock your store's full potential with the SpeedLine sales reporting and forecasting tools.

Account for Special Events

A sales forecasting program might be smart, but it doesn't always have all the relevant information when calculating projections for the following week. This is where you come in.

If you know that there is some kind of special event happening soon that will impact your sales, you can go into the editable Store Projection field and adjust the POS projections accordingly. So whether it's a big sporting event, an anniversary sale for your restaurant, or anything else of importance, you simply tweak the sales projections by the appropriate amount and the labor and prep plans will automatically adjust to match.

Eliminate Stressful Number Crunching

Looking through pages and pages of numbers and calculating sales projections for the following week can take you several hours. Managing a restaurant already takes far too much time, so offloading some of these tedious responsibilities is helpful.

"I do love SpeedLine because it's a lot easier. Took stress off my wife having to handwrite reports."

- Derek Ross, Pizza Factory

The SpeedLine POS software is able to crunch the numbers and come up with accurate projections within a matter of minutes. In the time it takes you to brew a cup of coffee, you can have detailed projections that tell you exactly what to expect from the upcoming week.

Identify Peak Order Times

In every pizzeria, there's a lunch and dinner rush. But how long does it last and what time does it start? This is crucial information if you want to minimize your labor costs. With hour-by-hour sales projections, you will know exactly when peak times will occur in the following week. This allows you to better plan employee breaks or shift changes so they don't occur during busy times.

Attach Notes to Explain Sales Fluctuations

If something out of the ordinary happens that has affected your sales numbers (i.e. construction on your street blocked vehicle traffic, a storm knocked out the power for several hours, etc.), you need to keep track of this. With the ability to attach notes to your sales reports, you can document these reasons and then look back on them at any time to account for unusual differences in projections versus actual sales numbers.

Determine When to Offer Promotions

Deals draw in customers, which is especially valuable during slow times. Being able to identify the days and times that are consistently slower than others will allow you to offer special promotions that are valid during these periods. This should help increase your customer count and drive profits up, but it is not possible without the help of detailed sales reports and projections.



Speedy Tip

According to some studies, up to 80% of customers choose to eat at a specific restaurant solely because they are offering a special promotion.

Find Seasonal Anomalies

Generally speaking, pizzerias experience a fairly consistent sales cycle throughout the year. But if there are any unusual changes between now and the same month last year, then you need to know about it. Comparing a seven-week sales projection period with that same time period last year provides a baseline for identifying whether there are any new trends or anomalies that you need to take into account.

Weigh in With Your Experience

In the editable Store Projection field, we can adjust the POS projections based on our experience or knowledge of upcoming events. Initially, this value is identical to the system projection, unless we change it to account for external factors. Next Monday, we know that a big sporting event on TV will likely boost our delivery sales, so we increase our projection by 20% to \$2,490.

The numbers we enter in these editable fields are important, because they feed into our labor and prep plans. Based on this forecast, the system's built-in scheduler will recommend labor targets, building in overhead and payroll taxes, to help us schedule efficiently and within budget. In our store, we want to keep our labor costs below 25% of sales. When we build the schedule, the system will alert us if Monday's total labor cost goes above \$622.50, which is 25% of our projected \$2,490 in sales.

6 Must-Have Pizza POS Features:

- Conversational ordering
- Flexible pizza portioning
- Unlimited customizable coupons and promotions
- Custom delivery zones
- Upselling prompts
- Customized reporting



**Check out our full list of POS
must-haves for any pizzeria by visiting
our website today.**



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