



NIT News

Business Solutions, Inc.

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Gift Cards Boost Business

Chances are pretty good you received a gift card last year – just like 97 million other Americans. If last year is any indicator, with 45% of all US adults purchasing gift cards, 2004 is going to shape up to be another big year for gift cards, exceeding \$45 billion in revenue.

These days, they're more than just a perfect gift. From the nation's largest retailers to the local café, gift cards are the next big thing in the restaurant industry.

Unlike gift certificates of the past, gift cards are credit card sized and available in any denomination. They're customizable, easy to issue, easy to keep track of, and hard to counterfeit. There are almost endless possibilities for what you can do with

these cards. Restaurants all over San Diego, using the gift card module with ASI's (www.actionsystems.com) *Restaurant Manager* point-of-sale system, installed by NIT Business Solutions, Inc., have seen the benefits of these plastic wonders.

Pho Ca Dao, a Vietnamese noodle restaurant located in Mira Mesa, helps the neighboring high school by selling cards at a discount, which student groups can then sell at face value as a fundraiser. Reusable gift cards can make purchases at coffee shops, like Claire du Lune, and

popular "boba cafés" like Bubble Tea in San Marcos as fast as sliding a card, getting your customers in and out faster. Cards from diners like Jag's in (continued on page 2)



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On the web: www.nitbcsys.com

Number Cruncher:

\$48

Average gift card
MEN purchased

\$37

Average gift card
WOMEN purchased

\$45
billion

Total value of gift cards
sold in 2003

15%

of gift cards sold go
UNREDEEMED

45%

of all US adults
purchased
gift cards in 2003

1 They're Customizable
Using any dollar amount and design, you can have different cards for every season or purpose, like giving it away for fundraisers or promotions, or thanking your best customers.

2 Increased Sales
On average, when a potential customer receives a gift card, they tend to spend more than the value of the card on their purchase, increasing your average ticket sale. When they receive a card, it means less money out of their pocket, and more in yours.

3 More Money Now
By selling your gift cards throughout the year, and especially during the holiday season, your business will get an extra boost of revenue to cover current expenses or to invest back into your business, earning you a return before you incur a single cost.

4 Decrease fraud
Long gone are the days naughty employees could give away gift certificates or customers could forge them. Using magnetically encoded cards, much like credit cards, your gift cards are safe from fraudulent claims.

5 Make transactions faster and easier
No more wasted time fumbling over change. With the ability to refill cards with any amount, gift cards make

everyday purchases at the local coffee or bagel shop faster and easier.

6 Referral Business
There's no better advertising than word of mouth from a trusted friend. Your current customers can introduce their friends and family to your restaurant, bringing in and retaining a new crowd of loyal customers.

7 Know your crowd
Attached to a modern point-of-sale system, you can track who purchases your gift cards, for how much, when, and what

they're buying with them. You can even know how much in gift card credits are outstanding, so there's never any surprises.

8 You're always with them
Attractively designed gift cards sit your customer's wallet wherever they go, constantly reminding them to go visit your restaurant. Unlike gift certificates, which are usually about the size of a check, and inconvenient to carry around, your gift card will be sitting right next to your customer's credit cards and driver's license.

9 It's like printing money
With up to 15% of gift cards never getting redeemed, it's essentially free money.

9 Ways Gift Cards Can Improve Your Bottom Line

(continued from page 1) Valley Center or restaurants like Bread & Cie in Hillcrest make treating friends out very easy, and make great souvenirs.

To make selling and distributing your gift cards even easier, ASI has developed a centralized gift card system for their newest version of *Restaurant Manager*. Now customers will be able to make purchases online, and your gift cards can be used at any one of your several locations. The holidays and a new year are right around the corner. Now is a great time to invest in gift cards for your business and treat business to a holiday bonus.



POS Solution Provider

We're known for the BEST service in San Diego!

SERVICE, SERVICE, SERVICE

That's what separates us from our competitors.

Not only because we offer 365/24/7 technical support services, we also guarantee two hours response time to all businesses in San Diego County from 7:00am - 10:00pm, Monday through Sunday. If we fail to call you back or have somebody on-site within two hours of your service request, your service call will be completely FREE.

**Call Today for a
Free Demo
858-564-1888**

Faster, Smarter, Stronger:

Point of Sale Systems Change How Restaurants Do Business

In a world run by circuits and microprocessors, today's food service industry is no exception. Today's restaurants run on touch screen displays that integrate ordering and settling checks, speed up service, and collect vast amounts of data so you know every detail about your business. And the best part about it is you don't need a computer science degree to use it.

The old days of writing checks, running it to the kitchen, and having a clunky cash register sitting

on the front desk is a thing of the past. With an intuitive, colorful, and easy to use touch screen point-of-sale system, like ASI's *Restaurant Manager* system, anyone can use the system. New employees pick it up quick. Powerful, yet easy to use, back office functions give you complete control and security. There's no need to call a technician just to come and change a few prices for you.

Using a POS system in any type of food service, whether it be bars, full service restaurants, delivery,

or fast food, more profits are literally at your fingertips. With the ability to instantly send orders to the kitchen, either from the front desk or wirelessly from ASI's *Write-On Handheld* system, you can turn tables up to 15% faster or get more people through your door at the lunch time rush. With an integrated map and automated directions, a POS system like *Restaurant Manager* let's you keep track of all your drivers and get deliveries to their destination faster. No more people walking out the door because of a long line, or frustrated, hungry customers waiting at home—and there's nothing worse than a frustrated hungry customer. Optional modules like credit card and gift card processing let's you take care of transactions in seconds, and effortless split check feature makes the once dreaded task a breeze.

But the real power of POS systems is the amount of valuable information it collects. Any cash register can tell you how much you made in a day, but the PC based POS system can tell you sales figures for any time period, what the sales consist of, track your employees' hours and wages in real time, how much inventory you have (even exactly how much alcohol in the bottles), and so much more. Now you have complete control of your business.

To see what a POS system can do for your business, call NIT Business Solutions, your local *Restaurant Manager* solution provider at 858-564-1888.



Ranked Top 3
in its class for:

Lowest Cost of Ownership
Best Return on Investment
Ease of Integration
Sales & Support



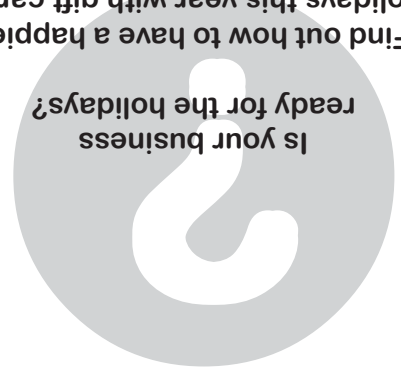
Ranked #1 in Overall Performance
in its class

*Based on a national survey of 350 respondents, from restaurant managers to senior vice presidents of information technology, conducted by Hospitality Technology Magazine (July/August 2004 Issue)

Find out why Restaurant Manager is the leader in POS technology for yourself.

CALL 858-564-1888 for a free demonstration.

Find out how to have a happier
holidays this year with gift cards
for your business.
Is your business
ready for the holidays?



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Business Solutions, Inc



A newsletter brought to you by NIT Business Solutions

We've been saying it for years, and so have our users.

In a comprehensive survey of 350 POS owners all over the country, conducted by *Hospitality Technology Magazine* in their July/August 2004 Issue, asking them to rate over 50 different POS companies, ASI's *Restaurant Manager* system got top honors as the **best POS system in its class!**

IN THIS ISSUE: Is your business ready for the holidays? Find out how gift cards for your business can keep giving back all year long.

