

## ***Set of All Possible Customers***

1. **Full-Service Restaurants:** Sit-down establishments offering a diverse menu and table service.
2. **Quick-Service Restaurants (QSR):** Fast-food chains and casual dining venues with counter service.
3. **Cafés and Coffee Shops:** Businesses specializing in coffee, pastries, and light meals.
4. **Food Trucks and Mobile Vendors:** Mobile food businesses operating in various locations.
5. **Bars and Pubs:** Establishments serving alcoholic beverages alongside food items.
6. **Fine Dining Restaurants:** Upscale dining venues offering gourmet cuisine and high-quality service.
7. **Bakeries and Pastry Shops:** Businesses specializing in baked goods and desserts.
8. **Fast Casual Restaurants:** Hybrid of fast-food and casual dining, offering higher quality food with faster service.
9. **Catering Companies:** Businesses providing food services for events, parties, weddings, etc.
10. **Hotel Restaurants:** Dining establishments within hotels catering to guests and visitors.

## ***Decision Criteria for Selected Customers***

1. **Type of Restaurant:** Full-Service, Fast Food , Cafe, Food Truck (top 4).
2. **Size of Operation:** Small, medium, large.
3. **Menu Complexity:** Simple, moderate, extensive.
4. **Budget:** Affordability of the POS system.
5. **Integration Needs:** Compatibility with existing system.
6. **Ordering and Payment Flexibility:** Ability to handle table orders, online orders, split bills, etc.
7. **Menu Management:** Ease of updating menus, adding new items, etc.
8. **Customer Service and Support:** Importance of dedicated technical support and training.
9. **POS Hardware Requirements:** Compatibility with existing hardware or need for new hardware.
10. **Data Analytics and Reporting:** Ability to generate insights from sales data, customer trends, etc.

## Decision Matrix

*\* Utilizing the decision matrix in order to identify and prioritize restaurant customers who are most likely to benefit from our POS system's features\**

Score:

- Green (+1): High/Extensive
- Yellow (0): Medium/Moderate
- Red (-1): Simple/Low

Criteria	Full-Service Restaurant	Cafe	QSR (Fast Food)	Food Truck
Size of Operation	Large	Small	Medium	Small
Menu Complexity	Extensive	Moderate	Moderate	Simple
Budget	High	Medium	Medium	Low
Integration Needs	High	Medium	Medium	Low
Ordering/Payment Flexibility	High	Medium	High	High
Menu Management	High	Medium	High	Low
Customer Service/Support	High	Medium	Medium	Low
POS Hardware requirements	Medium	Low	Low	Low
Data Analytics and Reporting	High	Medium	Medium	Medium

Total Score:

- Full-Service Restaurant: +8
- Cafe: -2
- Fast Food: 1
- Food Truck: -6