

## **Interview 3:**

**Shop Name:** Fidai Mart (General Store)

**Owner Name:** Fida Hussain

**Years Operating:** 6 years

### **Section 1: Basic Information**

**1. Can you tell me a little about your shop?**

I run a general store where I sell groceries, snacks, beverages, detergents, and basic household items. I've been in business for about 6 years now. On average, around 70–100 customers visit daily, depending on the day.

**2. How do you currently keep track of sales and expenses?**

I mainly use a paper notebook. I write down the sales at the end of each day. For expenses, I have a separate section where I record big payments like stock purchases, electricity bills, etc.

**3. Have you ever considered using a POS system for your shop? Why or why not?**

I've thought about it but didn't go ahead. Mostly because I feel it would be difficult to learn and manage, and it might cost extra every month.

### **Section 2: Challenges with Manual Record-Keeping**

**4. Do you like your current system of managing sales?**

It's okay for now, but sometimes it feels hectic, especially when the shop is busy.

**5. What are the biggest difficulties you face when managing sales and keeping financial records?**

The biggest difficulty is forgetting small sales, and sometimes expenses are missed if I don't note them immediately. Also, calculating profit at the end of the month is confusing.

**6. How do you track customer purchases, debts, and stock levels?**

For customer debts, I maintain a separate small diary. For stock, it's based on memory — when I see shelves empty, I order more.

**7. Have you ever made calculation errors or forgotten to record transactions? What was the impact?**

Yes, many times. Sometimes cash in hand doesn't match the sales written. It causes confusion about whether money is lost, spent, or just a recording mistake.

### **Section 3: Awareness and Perceptions of POS Systems**

**8. Are you familiar with POS (Point of Sale) systems? If yes, where did you hear about them?**

I've heard about POS systems from other shop owners and also once when a bank offered me a card machine setup.

**9. What do you think are the benefits of using a POS system?**

It would make recording sales easier, automatically show daily and monthly reports, and reduce chances of forgetting transactions.

**10. What concerns or barriers do you see in adopting a POS system?**

Main concerns are cost, difficulty in learning, and fear that if the machine or app stops working, my work will get disturbed.

### **Section 4: Factors That May Encourage Adoption**

**11. What features would be most useful to you in a POS system?**

Simple mobile app access, ability to print or see a daily report, easy way to enter products without typing too much, and affordability.

**12. Would you be more likely to use a POS system if there was a free trial or financial assistance?**

Yes, definitely. If I could try it free for some time and see how it works, it would make me more confident to use it.

**13. Do you think training or technical support would help in making POS systems easier to adopt?**

Yes, very much. If someone explains properly in simple words and if help is available when stuck, it would make it much easier.

### **Section 5: Closing Questions**

**14. If a POS system was easy to use and affordable, would you consider switching? Why or why not?**

Yes, I would consider it because it will save time, reduce mistakes, and give a better idea of profits and stock.

**15. Do you have any suggestions on how small shop owners can be better supported in transitioning to digital sales management?**

There should be simple short training sessions in local languages, free trials to try without risk, and cheaper, small POS setups designed especially for small shops like ours.

## **Interview 4:**

**Shop Name:** Nagori Milk Shop

**Counter Person Name:** Rahim

**Years Operating:** 10+ years (Nagori milk shops are usually old)

### **Section 1: Basic Information**

**1. Can you tell me a little about your shop?**

We sell fresh milk, yogurt, butter, and sometimes cream. Our shop has been running for more than 10 years. Every day, around 150–200 customers come, especially mornings and evenings.

**2. How do you currently keep track of sales and expenses?**

Mostly mentally. For bulk orders or monthly customers, we write in a notebook. Daily cash sales are not recorded formally.

**3. Have you ever considered using a POS system for your shop? Why or why not?**

No, not really. We always handled it manually. Plus, the work is fast-moving — it feels difficult to stop and enter every sale in a machine.

### **Section 2: Challenges with Manual Record-Keeping**

**4. Do you like your current system of managing sales?**

It works for us, but it has its problems. Sometimes I feel we lose track of money when it's busy.

**5. What are the biggest difficulties you face when managing sales and keeping financial records?**

Hard to track dues of monthly customers. Also, when milk rates change (which happens often), updating everyone's record properly is difficult.

**6. How do you track customer purchases, debts, and stock levels?**

Monthly customers have a page in a register with their name and dates. Stock like milk quantity is estimated based on daily deliveries and usage.

**7. Have you ever made calculation errors or forgotten to record transactions? What was the impact?**

Yes, especially when it's very crowded. Sometimes we forgot to note down a customer's purchase. This caused arguments during end-of-month payments.

### **Section 3: Awareness and Perceptions of POS Systems**

**8. Are you familiar with POS (Point of Sale) systems? If yes, where did you hear about them?**

Heard about POS from kiriyana shop owners who accept card payments. I don't know much beyond that.

**9. What do you think are the benefits of using a POS system?**

It would help to properly record every sale and calculate dues automatically. It could save time during bill calculation.

**10. What concerns or barriers do you see in adopting a POS system?**

Main concern is speed — at busy times, typing into a system would slow us down. Also fear of machine or app getting stuck.

## **Section 4: Factors That May Encourage Adoption**

**11. What features would be most useful to you in a POS system?**

Fast billing with few buttons, automatic monthly account generation for customers, and low cost.

**12. Would you be more likely to use a POS system if there was a free trial or financial assistance?**

Yes. If I can try it without paying at first and see if it fits our fast work style, I would consider it.

**13. Do you think training or technical support would help in making POS systems easier to adopt?**

Yes. If someone teaches step-by-step in Urdu and comes to the shop once to show how to use it, it would be very helpful.

## **Section 5: Closing Questions**

**14. If a POS system was easy to use and affordable, would you consider switching? Why or why not?**

Maybe yes, especially if it does not slow down daily work. We are willing if it can handle sales fast and show monthly dues without extra effort.

**15. Do you have any suggestions on how small shop owners can be better supported in transitioning to digital sales management?**

There should be simple systems designed for our fast shops, with very basic functions. Also, local demonstrations can build confidence.

## **Interview 5:**

**Shop Name:** Al Mustafa Stationery Shop

**Owner Name:** Usman

**Years Operating:** 4 years

### **Section 1: Basic Information**

#### **1. Can you tell me a little about your shop?**

I run a stationery shop where we sell notebooks, pens, pencils, school bags, art supplies, and some office stationery. We have been operating for about 4 years. Around 40–60 customers come daily, more during school season.

#### **2. How do you currently keep track of sales and expenses?**

I use a simple notebook and a calculator. Sales are written at the end of the day. Major expenses are noted separately.

#### **3. Have you ever considered using a POS system for your shop? Why or why not?**

I thought about it once when my friend mentioned it, but I didn't go ahead because I felt it would be too technical for small shops like mine.

### **Section 2: Challenges with Manual Record-Keeping**

#### **4. Do you like your current system of managing sales?**

It's manageable but not perfect. Sometimes it gets tiring and confusing during busy hours.

#### **5. What are the biggest difficulties you face when managing sales and keeping financial records?**

The biggest problem is forgetting small sales or losing track of which item sold the most. Also, sometimes I don't realize when stock is finishing.

#### **6. How do you track customer purchases, debts, and stock levels?**

Debts for regular customers are noted separately in a notebook. Stock is mostly tracked visually — when I see items getting low, I reorder.

#### **7. Have you ever made calculation errors or forgotten to record transactions? What was the impact?**

Yes, sometimes while managing many customers together. It causes mismatch between cash and written sales, and I end up confused about real profits.

### **Section 3: Awareness and Perceptions of POS Systems**

#### **8. Are you familiar with POS (Point of Sale) systems? If yes, where did you hear about them?**

Yes, I've heard about them from other shopkeepers and from banks offering card machines.

**9. What do you think are the benefits of using a POS system?**

It would give better control over daily sales, profits, stock management, and reduce human error.

**10. What concerns or barriers do you see in adopting a POS system?**

Mainly cost, complexity of setup, and fear that if it stops working during rush hours, it will disturb sales badly.

**Section 4: Factors That May Encourage Adoption**

**11. What features would be most useful to you in a POS system?**

Simple daily billing, automatic stock updates, low cost, and easy report generation for monthly profit/loss.

**12. Would you be more likely to use a POS system if there was a free trial or financial assistance?**

Definitely. If I could try it free for a month and see if it fits my work, I would be more comfortable shifting.

**13. Do you think training or technical support would help in making POS systems easier to adopt?**

Yes. If proper guidance is given on how to use it, and if help is available in case of problems, it would make adoption much easier.

**Section 5: Closing Questions**

**14. If a POS system was easy to use and affordable, would you consider switching? Why or why not?**

Yes, I would switch. It would save time, reduce calculation mistakes, and help track inventory better.

**15. Do you have any suggestions on how small shop owners can be better supported in transitioning to digital sales management?**

There should be simple apps made specially for small shops, and training workshops should be held locally, maybe even free for first-time users.