**Advantage**:

* The smart menus replace your entire menu with our software.
* Changes can make quick updates to your menus such as adding new items, editing existing ones, and removing them. All changes are instantly published across all your menus.
* This new product was designed to improve the fine dining experience and has delighted the many diners that have tried it. Many consumers today rush through the menu.
* In some cases diners spend more time with the menu, since they are enjoying the experience and exploring the menu. In fine dining establishments where turn times range from 60-120 minutes, a few extra minutes does not result in lost opportunity. Unlike quick service, the focus of fine dining is a great experience not maximum efficiency. Since diners order 10-15% more with smart menus, letting diners linger a bit longer can result in greater customer satisfaction and more sales.
* Customers can choose quantity and take notes easily for their favorite food.
* Work 24/7

**Disadvantage**:

* No include photos of food.

**Conclusions**:

SMS is not only an awesome application of information technology, but also a criteria for top class expressing, brings absolute satisfaction for customers, and contributes more sales for the restaurants.