



VeraKit360 Manual

July 13, 2026

31 modules

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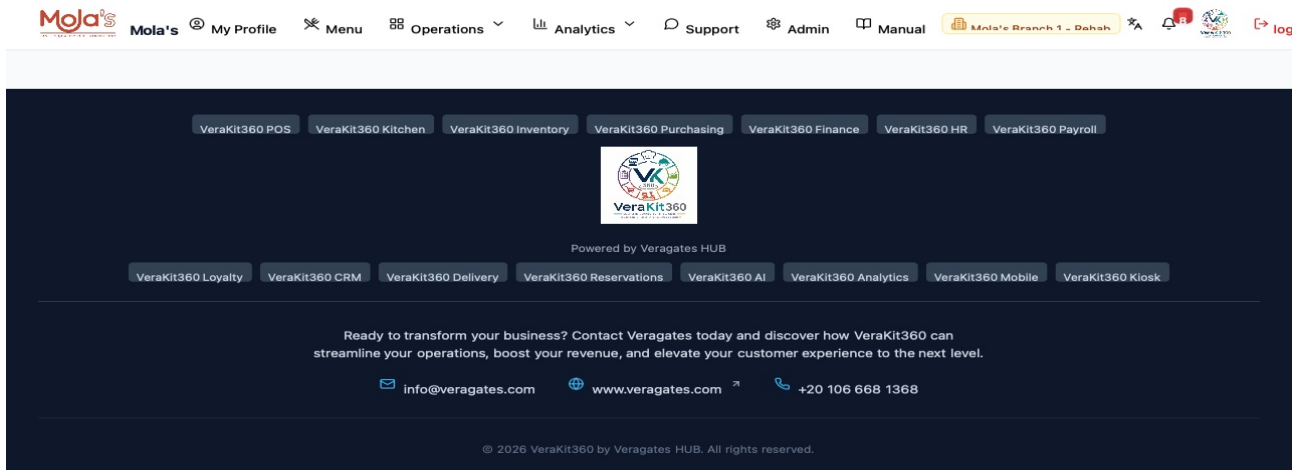
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Menu Management & Engineering

Operations



Description

The Menu Management & Engineering module allows restaurants to create, manage, and optimize their menu items efficiently. This module is essential for enhancing the dining experience by providing well-structured and easy-to-navigate menus. It integrates directly with stock and pricing information, ensuring that menu items are accurately represented in all digital and physical formats.

This module also facilitates the categorization of menu items into sections and categories, allowing managers to strategically present offerings based on customer preferences and trends. By incorporating direct links to inventory, it enables real-time updates on item availability, thereby enhancing customer satisfaction and minimizing order discrepancies.

Benefits & Features

- **Improved Menu Organization:** Organizes menu items into categories and sections, making it easier for staff and customers to navigate.
- **Dynamic Pricing:** Allows for direct and indirect pricing, helping to maximize profit margins by adjusting prices based on demand.
- **Informed Inventory Management:** Links recipes to inventory, ensuring that all menu items reflect current stock levels.
- **Customization Options:** Provides flexibility with customizable options for each item, improving customer satisfaction through tailored meals.
- **Optimized Operational Efficiency:** Reduces errors and streamline processes by automating visibility

~~Flags and preparation station routing.~~

- **Data-Driven Insights:** Offers target margin percentage tracking, aiding in sales performance evaluations.

How to Get Maximum Benefit

Utilize Data Analytics: Regularly monitor sales data and adjust menu items based on performance metrics.

Feedback Loop: Create a system for collecting customer feedback on menu items and use this data to refine offerings.

Dynamic Pricing Strategy: Implement time-based pricing to maximize sales during peak hours and adjust prices during slower periods.

Train Staff on Customizations: Ensure that staff is well-trained on menu options and customizations to enhance customer experience.

Integration with POS: Connect this module with the POS system to ensure that all menu changes reflect immediately on the sales front.

Cautions to Avoid

- **Data Overload:** Avoid cluttering the menu with too many options; this can confuse customers and staff alike.
- **Price Mismatch Risks:** Ensure that pricing changes are promptly updated to avoid discrepancies at the POS.
- **Inadequate Training:** Failing to train staff on menu features can lead to operational inefficiencies and customer dissatisfaction.
- **Dependency on Accurate Data:** Inventory-related inaccuracies can lead to menu item unavailability, impacting customer experience.

Required Accurate Data

- **Entity:** MenuItem, **Field:** pricing, **Reason:** Ensures correct billing and profit margin tracking.
- **Entity:** MenuItem, **Field:** availability toggles, **Reason:** Manages customer expectations for item availability.
- **Entity:** MenuItemOption, **Field:** price impacts, **Reason:** Accurately reflects total order pricing based on customizations.
- **Entity:** MenuCategory, **Field:** organization structure, **Reason:** Properly categorizes items for better customer navigation.
- **Entity:** MenuSection, **Field:** display structure, **Reason:** Determines how menu items are presented visually to customers.



Complete Usage Guide

Setup Menu Categories: Navigate to the Menu Management section and create categories for your menu items.

Add Menu Items: Input your menu items under appropriate categories, including pricing, availability, and image uploads.

Define Item Options: Specify customizable options for each menu item, detailing any price impacts.

Link Inventory: Integrate the inventory management system to ensure real-time stock updates reflect on the menu.

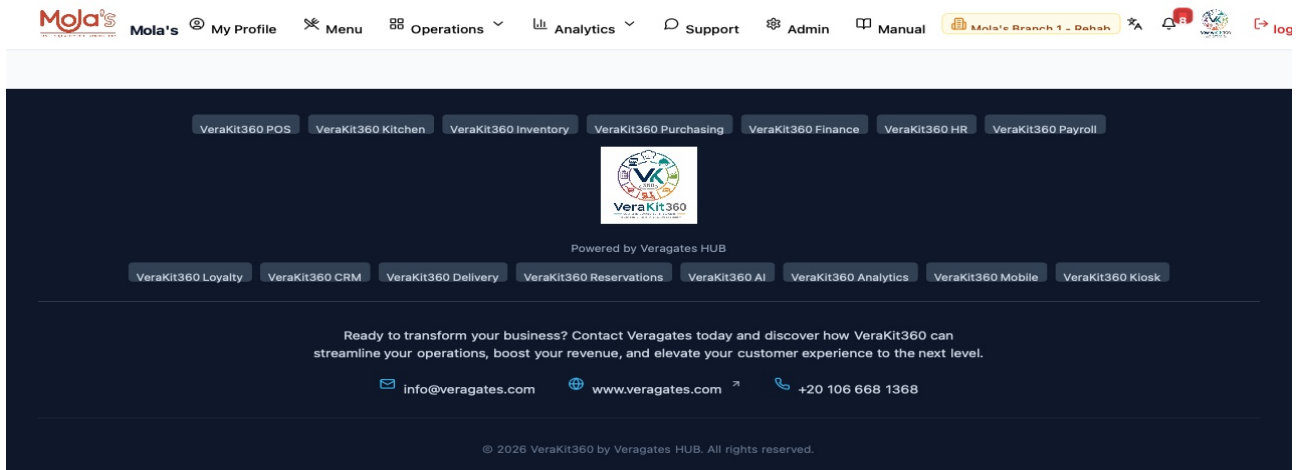
Staff Training: Conduct training sessions for your staff on menu navigation and customization options.

Regular Review and Optimize: Set a schedule for regular reviews of menu performance to adjust offerings based on sales data.



POS - Point of Sale

Operations



Description

The Point of Sale (POS) module is the cornerstone of any restaurant's operational framework, allowing staff to efficiently process orders and payments. It combines transaction management with customer engagement tools, enabling seamless communication between front-of-house and the kitchen. This module integrates with inventory, menu management, and delivery systems to ensure a fluid operational experience, minimizing wait times and enhancing customer satisfaction.

Beyond processing payments, the POS system facilitates order tracking, adjustments, and reporting, allowing managers to monitor sales performance in real time. It supports various payment methods and tracks discounts, cashback, and other promotions, making it a versatile tool for boosting revenue and cash flow management in the restaurant ecosystem.

Benefits & Features

- **Streamlined Transactions:** Simplifies order processing and payment acceptance through an intuitive interface.
- **Multiple Payment Methods:** Supports diverse payment options such as cash, cards, and digital wallets, accommodating a broader customer base.
- **Order Management:** Tracks pending, preparing, and completed orders, providing transparency and efficiency in service delivery.
- **Sales Reporting:** Generates real-time reports on sales figures, helping in quick decision-making and strategy adjustments.

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- ~~Promotional Flexibility: Facilitates the application of manual discounts and cashback options,~~ enhancing customer satisfaction and repeat business.
- Integration Capabilities: Seamlessly connects with inventory and menu management systems for accurate order fulfillment and stock tracking.

How to Get Maximum Benefit

Regular Training: Continuously train staff on system functionalities to minimize errors during transaction processing.

Utilize Analytics: Generate weekly sales reports to identify trends and adjust menu offerings and pricing accordingly.

Promotions and Discounts: Strategically plan promotional offers during slow periods to drive traffic and increase sales.

Monitor Payment Processing: Regularly review payment processing times to identify bottlenecks and improve efficiency.

Customer Engagement: Capture customer data during payments to enhance marketing efforts and loyalty programs.

Cautions to Avoid

- **System Downtime:** Be prepared with a backup system in case the POS fails during peak hours to avoid losing sales.
- **Data Entry Errors:** Ensure staff sheets have the correct training to minimize input mistakes that can lead to customer dissatisfaction.
- **Inconsistent Payment Processing:** Regularly update payment methods and integrations to avoid failed transactions during service.

Required Accurate Data

- **Entity:** Order, **Field:** items ordered, **Reason:** Ensures accurate transaction details for customer receipts.
- **Entity:** Order, **Field:** payment methods, **Reason:** Maintains comprehensive records of received payments for reconciliation.
- **Entity:** Table, **Field:** status, **Reason:** Reflects real-time availability and assists in managing customer flow.

Complete Usage Guide

Initial Setup: Configure the restaurant layout settings and establish payment type integrations.

Menu Synchronization: Sync the menu management module to ensure all items are available for selection on the POS.

Train Employees: Schedule training sessions for staff to familiarize them with the POS interface.



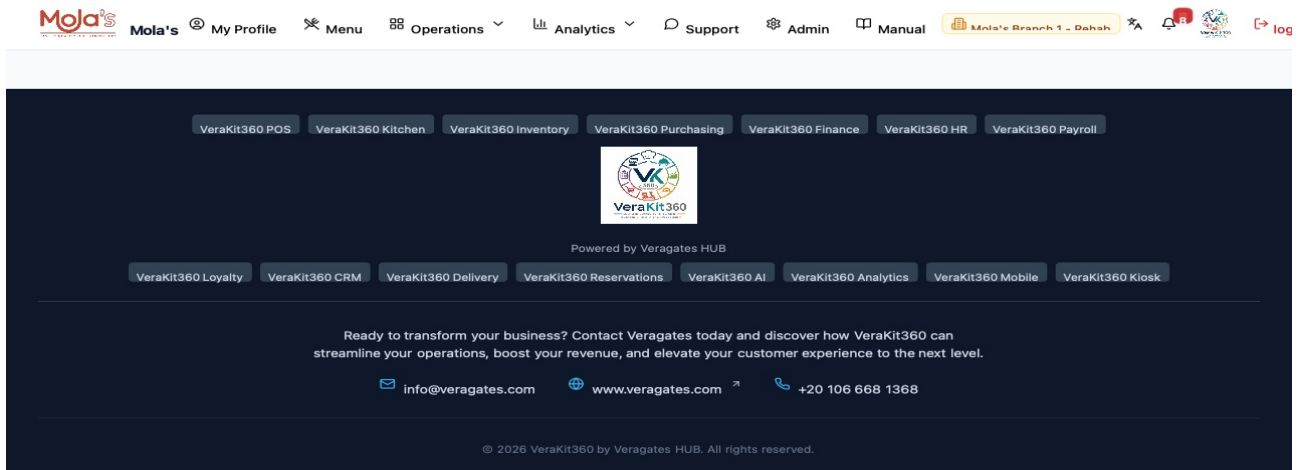
~~**Test Transactions: Conduct mock transactions to ensure smooth operation during opening hours.**~~

Daily Reconciliation: At the end of each shift, reconcile cash and electronic payment records to ensure accuracy.

Ongoing Support: Maintain an ongoing support channel for staff to address any POS-related inquiries or issues during service.

Cashier Management

Operations



Description

The Cashier Management module is designed to streamline financial tracking and reporting for restaurant cashiers. It provides structured oversight on cashier sessions, facilitating the management of opening and closing balances. This module is integral for ensuring accuracy in daily transactions and helps prevent discrepancies that might affect overall financial health.

By tracking sales totals, managing purchases, and providing reconciliation processes, this module plays a crucial role in improving accountability and transparency in cash handling. It aids restaurant managers in minimizing losses while ensuring that financial processes comply with relevant regulations and guidelines.

Benefits & Features

- **Improved Financial Accountability:** Offers detailed tracking of each cashier's sales, enhancing transparency and accountability.
- **Flexible Purchase Management:** Captures purchase details during cashier sessions, enabling easy tracking and analysis.
- **Reconciliation Efficiency:** Simplifies closing procedures with automated calculations of opening/closing balances and sales totals.
- **Approval Workflow:** Ensures that all significant purchases are approved, minimizing unauthorized spending and enhancing budget control.
- **Error Reduction:** Decreases human error risk in cash management through structured logging and

session management.

How to Get Maximum Benefit

Set Daily Cash Limits: Establish daily cash handling limits for cashiers to minimize discrepancies during shifts.

Conduct Regular Audits: Regularly audit cashier sessions to identify and rectify inconsistencies in cash handling.

Staff Training: Provide thorough training for cashiers on the use of the module, focusing on reconciliation processes and purchase reporting.

Leverage Approval Workflows: Utilize approval workflows for significant purchases to maintain strict financial controls.

Backup Procedures: Implement regular backups of cashier session data to prevent loss in case of system failures.

Cautions to Avoid

- **Underestimating Training Needs:** Failing to adequately train cashiers could lead to cash management errors and compliance risks.
- **Neglecting Reconciliation Steps:** Overlooking daily reconciliation procedures may result in financial discrepancies, affecting overall cash flow.
- **Inconsistent Data Entry:** Ensure that all purchases are input correctly; missing data can lead to reporting inaccuracies and financial discrepancies.

Required Accurate Data

- **Entity:** CashierSession, **Field:** opening/closing balances, **Reason:** Essential for accurate reconciliation at the end of each shift.
- **Entity:** CashierPurchase, **Field:** supplier, **Reason:** Determines the source of inventory purchases for effective tracking and budgeting.
- **Entity:** CashierPurchase, **Field:** payment method, **Reason:** Important for financial reporting and tracking cash flow channels.

Complete Usage Guide

Setup Cashier Sessions: Initiate cashier sessions at the start of each shift, ensuring accurate opening balances are entered.

Log Transactions: Require cashiers to log all sales and purchases as they occur, ensuring accurate daily records.

End-of-Shift Reconciliation: Train cashiers on closing procedures and ensure they reconcile their sessions before logging off.

Reporting: Regularly review reports generated by the module to understand sales trends and cash



handling efficiencies.

Feedback Loop: Establish a system for cashiers to report discrepancies back to management for correction and learning.



Inventory & Procurement

Operations

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Description

The Inventory & Procurement module plays a vital role in maintaining optimal stock levels and ensuring that the restaurant is prepared adequately for service demands. It manages all inventory items, including their stock levels, categorization, and supplier relationships. Through this module, restaurant operators can track supply usage trends, minimize waste, and ensure timely procurement of essential items.

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Benefits & Features

- **Enhanced Stock Management:** Automates tracking of stock levels and low thresholds, preventing stockouts and overstocking.
- **Supplier Relationships:** Maintains detailed records of suppliers for improved procurement processes and vendor reliability tracking.
- **Cost Efficiency:** Allows for average purchase price tracking, helping managers negotiate better supplier prices and identify cost-saving opportunities.
- **Waste Management:** Provides functionalities for waste declarations, reducing unnecessary spending on wasted stock.
- **Comprehensive Reporting:** Generates insightful reports on inventory usage and performance, assisting in operational decision-making.

How to Get Maximum Benefit

Regular Stock Audits: Perform monthly audits to ensure system stock levels match actual inventory levels.

Supplier Evaluation: Regularly assess supplier performance through supplier reviews to ensure quality and reliability.

Set Procurement Alerts: Configure alerts for low stock levels to trigger automatic ordering before stock runs out.

Optimize Purchase Orders: Tailor purchase orders based on historical usage data to manage resources efficiently.

Integration with Waste Data: Use waste tracking data to inform purchasing decisions, minimizing the risk of overstocking.

Cautions to Avoid

- **Inaccurate Stock Data Risk:** Ensure data is regularly updated to prevent inventory discrepancies that affect stock availability.
- **Overreliance on Suppliers:** Monitor supplier performance closely to reduce risks of delays or quality issues impacting inventory.
- **Mismanagement of Waste:** Failure to track waste effectively can lead to increased costs and lost revenue opportunities.

Required Accurate Data

- **Entity:** InventoryItem, **Field:** stock levels, **Reason:** Essential for maintaining appropriate stock levels and preventing shortages.
- **Entity:** Supplier, **Field:** reliability tracking, **Reason:** Important for assessing suppliers' performance and negotiating improvements.
- **Entity:** PurchaseInvoice, **Field:** supplier linkage, **Reason:** Ensures accurate financial and inventory



tracking for procurement processes.

Complete Usage Guide

Set Up Inventory Items: Begin by inputting all items into the inventory system, along with their stock levels and categories.

Establish Supplier Relationships: Create supplier profiles detailing contact information and reliability statuses.

Monitor Stock Levels: Regularly check stock levels using the reporting feature to stay on top of inventory needs.

Create Purchase Orders: Utilize the module to generate purchase orders when stock drops below defined thresholds.

Conduct Waste Evaluations: Analyze waste declarations monthly to identify potential areas of improvement in inventory management.



Delivery Management

Operations

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Description

The Delivery Management module is designed to optimize the logistics of delivering food from the restaurant to customers. This module manages data related to delivery personnel, zones, and companies, ensuring that each order is assigned efficiently to maximize timely deliveries. With the rise of food delivery services, this module is essential for maintaining customer satisfaction and operational efficiency while managing external partnerships and logistics.

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Benefits & Features

- **Efficient Personnel Management:** Keeps track of delivery personnel availability, performance, and earnings, ensuring optimal assignment of tasks.
- **Dynamic Delivery Zones:** Defines delivery areas and related fees, facilitating pricing strategies based on geographical reach.
- **Third-Party Integration:** Manages relationships with third-party delivery companies, offering flexibility in service options and payment terms.
- **Performance Tracking:** Records delivery counts and ratings for delivery personnel, helping to identify top performers for bonus incentives.
- **Real-time Communication:** Offers messaging tools for direct communication with delivery partners, improving coordination and efficiency.

How to Get Maximum Benefit

Analyze Delivery Performance: Continually evaluate delivery metrics to refine zones and personnel assignment.

Driver Training: Provide training for delivery personnel on customer service and efficient route planning.

Utilize Dynamic Pricing: Adjust delivery fees based on distance and time to optimize profitability.

Regular Updates: Keep delivery zone and personnel information up-to-date to reflect changes in service areas.

Cautions to Avoid

- **Neglecting Zone Updates:** Always ensure delivery zones are reviewed and updated regularly to avoid service discrepancies.
- **Underestimating Training Needs:** Delivery staff must receive comprehensive training to enhance delivery efficiency and customer interactions.
- **Poor Communication:** Inadequate communication tools can lead to missed deliveries or customer dissatisfaction.

Required Accurate Data

- **Entity:** DeliveryPerson, **Field:** assigned zones, **Reason:** Critical for accurate assignment of delivery tasks within the correct geographical areas.
- **Entity:** DeliveryCompany, **Field:** commission rates, **Reason:** Necessary for calculating delivery costs accurately for third-party services.
- **Entity:** DeliveryZone, **Field:** boundaries, **Reason:** Defines the geographical areas served, impacting delivery planning and fee adjustments.



Complete Usage Guide

Set Up Delivery Personnel Profiles: Create profiles for delivery staff, including vehicle assignments and availability statuses.

Establish Delivery Zones: Define boundaries and fees for each delivery zone, adjusting as needed based on service demand.

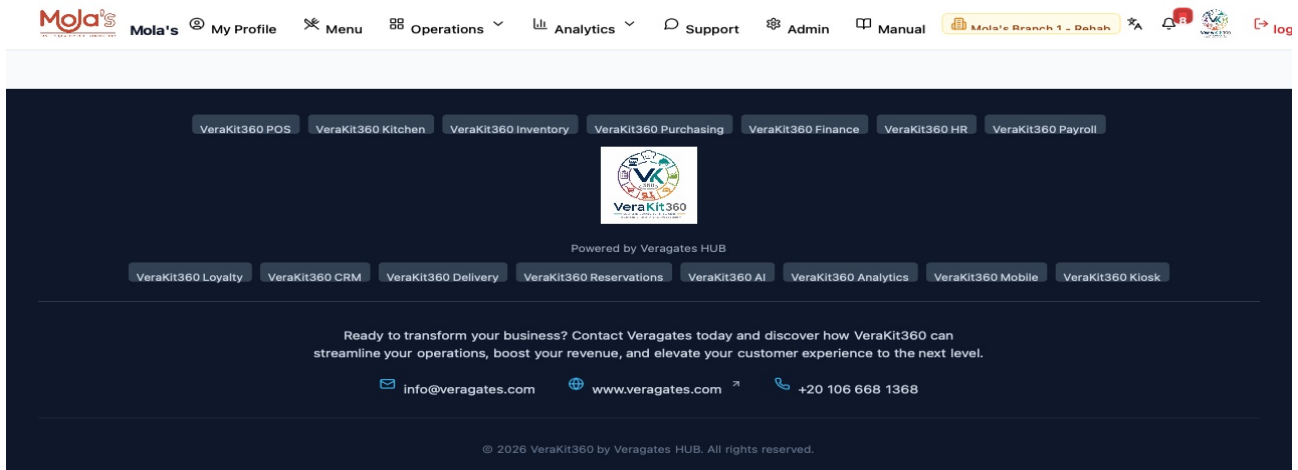
Maintain Communication Channels: Activate and utilize messaging systems for effective communication between the restaurant and delivery personnel.

Monitor Performance: Regularly review delivery counts and ratings to motivate staff and improve service quality.

Adjust Strategies: Continually refine delivery tactics based on customer feedback and performance data to enhance overall service.

Talabat Receipt Processing

Operations



Description

The Talabat Receipt Processing module streamlines the management of incoming orders from the Talabat delivery service by utilizing advanced AI-driven technology to extract relevant details from receipt images. This module automates the data entry process, improving accuracy and efficiency while minimizing manual workload for staff. It also facilitates the creation and updating of customer profiles, ensuring that delivery addresses and contact information are always current and accessible.

By automating the extraction of critical data such as client names, mobile numbers, and addresses, this module significantly reduces administrative burdens and allows restaurant staff to focus more on service delivery and customer engagement. The integration with customer and order systems leads to an organized and effective workflow.

Benefits & Features

- **Automation of Data Entry:** Minimizes manual entry errors by automating the extraction of details from receipt images.
- **Customer Management:** Automatically creates and updates customer profiles based on receipt information, enhancing the accuracy of customer data.
- **Time Savings:** Reduces staff workload, allowing more time for direct customer interaction and service enhancement.
- **Increased Order Accuracy:** Ensures that orders are processed correctly and that customer contact details are reliable, leading to efficient deliveries.



- ~~Seamless Integration: Connects with existing systems to provide a unified approach to managing delivery orders and customer data.~~

How to Get Maximum Benefit

Regularly Update Integration Settings: Ensure integration settings with Talabat are optimized for the latest features and functionalities.

Monitor Data Accuracy: Regularly audit data extracted from receipts to ensure reliability and correct any discrepancies as needed.

Customer Follow-Up: Implement follow-up strategies for customers post-delivery to gather feedback for improvement on service.

Train Staff on Usage: Provide training on the operation of the module to maximize usage and efficiency.

Regular Reports: Set up regular reports on receipt processing efficiency to track performance and identify improvements.

Cautions to Avoid

- **Overreliance on AI:** Automated systems may misinterpret data; manual checks are essential for ensuring accuracy.
- **Data Privacy Compliance:** Ensure compliance with data protection regulations for customer information processed through the module.
- **Integration Issues:** Potential delays or miscommunication between systems can affect order processing efficacy.

Required Accurate Data

- **Entity:** TalabatReceipt, **Field:** client name, **Reason:** Necessary for maintaining accurate and up-to-date customer records.
- **Entity:** TalabatReceipt, **Field:** delivery address, **Reason:** Critical for accurate order deliveries.
- **Entity:** TalabatReceipt, **Field:** QR code location, **Reason:** Needed for tracking promotions or order accuracy validations.

Complete Usage Guide

Integrate with Talabat: Set up the connection between the restaurant's systems and Talabat for data synchronization.

Configure Receipt Processing Settings: Ensure that all necessary settings for receipt image uploads and data extraction are correctly configured.

Monitor AI Output: Regularly check the accuracy of the data being extracted from receipts to maintain customer information integrity.

Train Staff on New Workflows: Conduct staff training on how to manage receipt processing efficiently



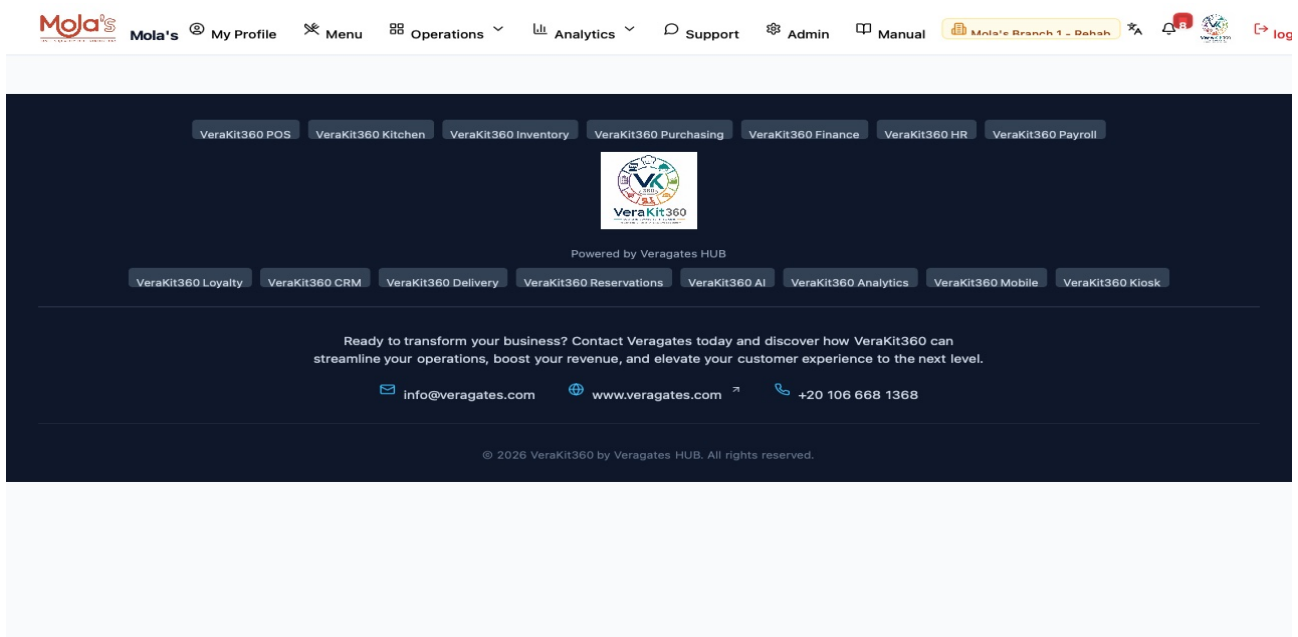
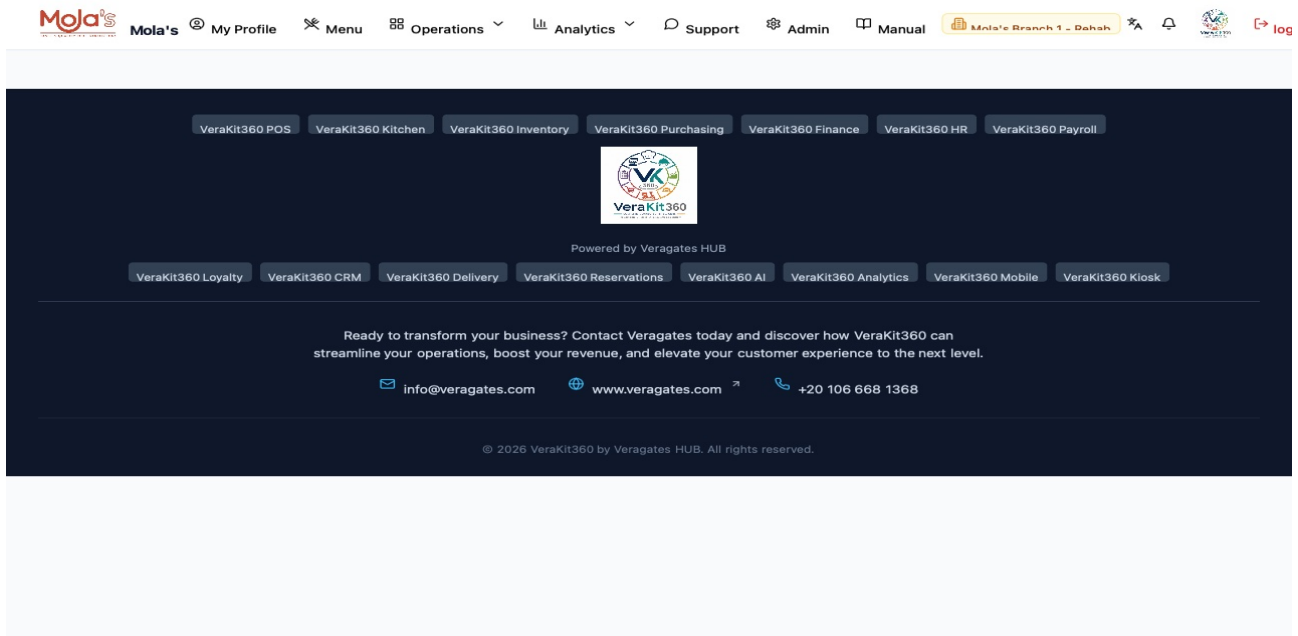
and accurately.

Feedback Collection: Establish a feedback loop for staff to report any issues with the receipt processing to improve overall system performance.



Kitchen Display System (KDS)

Operations



Description

The Kitchen Display System (KDS) module transforms the traditional kitchen order management process by providing real-time digital displays of orders directly in the kitchen and bar areas. This system integrates with both the POS and menu management modules to ensure accurate transmission of order information, enhancing communication between the front of house and kitchen staff. It allows for greater efficiency in meal preparation and service delivery, directly impacting

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customer satisfaction.

Benefits & Features

- **Real-Time Order Visibility:** Displays kitchen orders in real-time, improving communication and ensuring timely preparation of meals.
- **Status Tracking:** Enables tracking of order status transitions (pending, preparing, ready), streamlining workflow and prioritizing tasks.
- **Auto-Print Functionality:** Automatically prints order tickets on creation, reducing manual entry errors and improving response times.
- **Performance Analytics:** Offers dashboards that track kitchen performance metrics such as preparation times and throughput, aiding in operational improvements.
- **Customization Options:** Configures display settings and ticket behaviors according to operational needs, enhancing flexibility in kitchen management.

How to Get Maximum Benefit

Setup for User Preferences: Configure display screens according to kitchen staff preferences to maximize usability.

Use Performance Analytics: Regularly analyze performance data to identify bottlenecks and adjust kitchen processes accordingly.

Train Staff Thoroughly: Ensure kitchen staff are trained on operating the system efficiently to capitalize on its benefits.

Integrate with Delivery Management: Sync the KDS with delivery management for real-time status updates on order preparation.

Continuous Monitoring: Regularly review order queues to adjust staffing and resource allocation based on peak times and performance metrics.

Cautions to Avoid

- **Data Entry Errors in POS:** Ensure that order details entered at the POS are accurate, as these directly impact KDS functionality and customer satisfaction.
- **System Downtimes:** Have contingency plans for system issues that may disrupt kitchen operations during peak hours.
- **Insufficient Staff Training:** Lack of training may hinder the staff's ability to utilize the KDS effectively, impacting order execution.

Required Accurate Data

- **Entity:** Order, **Field:** preparation_station, **Reason:** Determines which display the order appears on, affecting communication efficiency.
- **Entity:** Menuitem, **Field:** recipe links, **Reason:** Ensures kitchen staff have the correct ingredient



~~requirements available at all times.~~

- **Entity: Printer, Field: printer configurations, Reason: Ensures that order tickets are printed correctly based on specific order settings.**

Complete Usage Guide

System Setup: Start by configuring KDS settings, including installing display screens in the kitchen and bar areas.

Integrate with POS and Menu Systems: Sync the KDS with the POS and menu management systems for accurate order transmission.

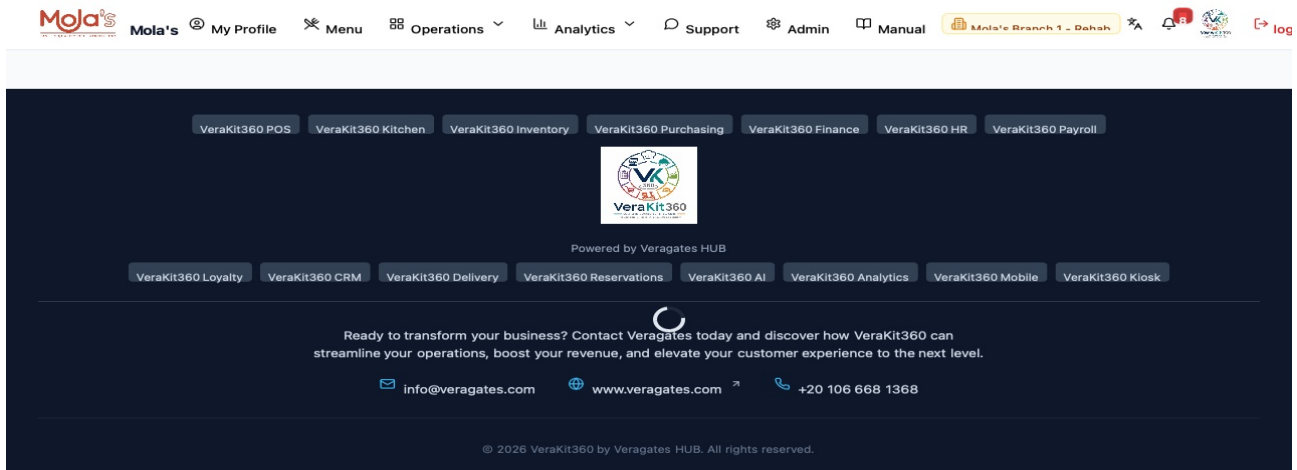
Staff Training: Train kitchen and bar staff on how to read and manage KDS displays effectively.

Monitor Performance: Use the performance dashboard to track kitchen operations and adjust workflows as needed.

Feedback Collection: Encourage staff to provide feedback on KDS usage to continually enhance the system's effectiveness and efficiency.

Employee & HR Management

Human Resources



Description

The Employee & HR Management module serves as the backbone for managing employee-related data within the VeraKit360 platform. This module aggregates essential functionalities to streamline human resources operations, making it easier for restaurant managers to maintain up-to-date employee records, track attendance, manage shifts, calculate salaries, and enforce attendance policies. It centralizes the management of employee information such as roles, salary details, branch assignments, attendance records, and loan information, enabling comprehensive oversight and fostering a productive work environment.

With a user-friendly interface, the Employee & HR Management module also supports the integration of attendance records with salary calculations. By automating payroll processes based on attendance policies and performance metrics, the module helps minimize administrative burdens while ensuring that employees are compensated fairly and accurately. This allows restaurant managers to focus on operational efficiency and employee satisfaction, contributing to overall business success.

Benefits & Features

- **Enhanced Operational Efficiency:** Automates HR processes and payroll calculations, reducing administrative workload and errors.
- **Improved Financial Accuracy:** Accurate salary records and attendance tracking minimize payroll errors, enhancing financial management and reducing compliance risks.
- **Employee Engagement:** Provides a transparent system for tracking attendance and performance,

~~aiding in employee satisfaction and retention efforts.~~

- **Cost Control:** Attendance policies with penalties for lateness and absence help regulate employee conduct, minimizing labor costs associated with unproductive hours.
- **Centralized Data Management:** Maintains comprehensive employee records in a single platform, simplifying access and updates for managers.

How to Get Maximum Benefit

Regularly Update Employee Records: Ensure that all employee information is current to reflect changes in roles, salaries, and branch assignments.

Implement Attendance Policies: Configure attendance policies that align with operational goals to promote punctuality and accountability.

Schedule Regular Reviews: Conduct periodic reviews of attendance and salary records to identify patterns or discrepancies that may require managerial intervening.

Leverage Automation: Utilize automated workflows for salary calculations and attendance approval processes to reduce time spent on manual tasks.

Integrate with Other Modules: Sync with the Biometric Attendance & Geolocation module for real-time attendance verification and reporting.

Cautions to Avoid

- **Data Entry Errors:** Inaccurate data entry can lead to payroll discrepancies and employee dissatisfaction; always double-check records before finalizing pay.
- **Policy Misalignment:** Ensure attendance policies are clearly communicated and understood by employees to avoid misunderstandings and conflicts.
- **Inadequate Compliance Check:** Regularly review the module for compliance with labor laws to avoid legal issues related to employee rights and wages.

Required Accurate Data

- **Employee:**
 - **Name:** Required for identification and record-keeping.
 - **Role:** Essential for salary allocation and operational efficiency.
 - **Salary Details:** Required to ensure correct payment calculations.
- **Attendance:**
 - **Sign-in/Out Times:** Critical for calculating worked hours accurately.
 - **Approval Workflow:** Necessary for maintaining oversight on attendance claims.
- **Shift:**
 - **Start/End Times:** Essential for determining regular and overtime hours.
- **AttendancePolicy:**



- ~~Late Deductions/Overtime Rates: Necessary for accurate payroll calculations.~~
-

Complete Usage Guide

Setup Employee Profiles:

- Navigate to the HR Management section and fill in each employee's profile with their personal and professional details.

Define Shifts:

- Create shift presets that include expected hours, start/end times, and grace periods.

Establish Attendance Policies:

- Set the attendance policies that will govern employee conduct, including penalties for tardiness and absences.

Track Attendance:

- Utilize the attendance section to mark daily employee attendance and address any discrepancies.

Calculate Monthly Salaries:

- Review the salary records monthly, ensuring all data is accurate before finalizing payroll.

Communicate Policies:

- Regularly remind employees of attendance policies and any updates to the system to ensure compliance and transparency.
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Biometric Attendance & Geolocation

Human Resources



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Description

The Biometric Attendance & Geolocation module enhances employee attendance tracking by employing advanced identification technologies such as facial recognition and GPS geolocation. This module promotes accuracy and security in employee check-ins and check-outs, ensuring that attendance records are authenticated and verifiable. By integrating biometric data, it reduces instances of buddy punching (where one employee signs in for another) and enhances the integrity

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~~of attendance data, which is critical for payroll processing and compliance.~~

Benefits & Features

- **Reduced Fraudulent Attendance:** Biometric verification ensures that only the authorized employee can record attendance, thus preventing buddy punching.
- **Accurate Attendance Data:** GPS verification confirms that employees are at the correct location during sign-in/out, minimizing discrepancies.
- **Time Savings:** Automated sign-in/out processes reduce the time employees spend on check-ins, increasing overall productivity.
- **Comprehensive Reporting:** Facilitates detailed attendance reports that provide insights into employee behaviors, helping management make informed decisions.
- **Enhanced Employee Accountability:** The visible tracking of attendance and adherence to shifts encourages responsible behavior among staff members.

How to Get Maximum Benefit

Setup Biometric Systems: Install the necessary hardware and software for facial recognition and GPS geolocation capabilities.

Train Staff: Conduct training sessions on how to use the biometric attendance system effectively and address any concerns about privacy or performance.

Regularly Monitor Attendance Data: Review attendance reports daily to identify any discrepancies or patterns that warrant attention.

Configure Alerts: Set up alerts for late arrivals or early departures for immediate managerial attention, enforcing policies effectively.

Integrate with Other Modules: Ensure seamless integration with Employee & HR Management for payroll to facilitate real-time updates and accuracy.

Cautions to Avoid

- **Privacy Concerns:** Ensure compliance with data protection regulations relevant to biometric data collection and handling to prevent legal ramifications.
- **Technical Failures:** Be prepared for contingencies in case of hardware or software failures that may disrupt attendance tracking and reporting.
- **User Confusion:** Clearly communicate how the system works to avoid frustration among employees unfamiliar with biometric technology.

Required Accurate Data

- **Attendance:**
- **Sign-in/Out Photos:** Essential for verifying attendance and maintaining records.



- **Location Data (lat/long):** Critical for confirming that employees are at the correct branch during attendance recording.
- **Employee:**
- **Face Recognition Template:** Necessary for the biometric verification process.
- **Shift:**
- **Start/End Times:** Required for automated comparison against actual attendance records.
- **Branch:**
- **Location Coordinates:** Required for performing geolocation verification accurately.

Complete Usage Guide

Install Biometric Equipment:

- Set up cameras and GPS systems at each branch, ensuring they are fully operational and tested.

Enroll Employees:

- During onboarding, capture each employee's face and create a recognition template in the system.

Configure Attendance Settings:

- Define GPS boundaries and shift parameters to allow for accurate location verification during sign-in/out.

Educate Employees:

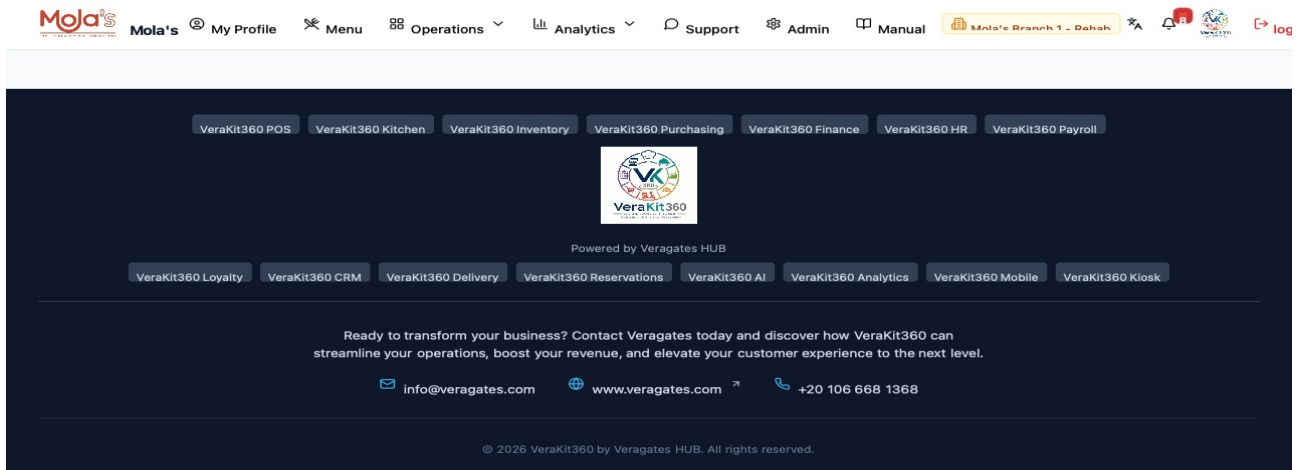
- Inform employees about how to use the new system, including necessary procedures for sign-in/out.

Monitor Attendance:

- Review daily attendance reports to quickly identify any anomalies or issues with employee attendance.

Client Management

Customer Relations



Description

The Client Management module is a crucial component of the VeraKit360 platform, designed specifically to streamline customer relationship management for restaurants. This module enables the systematic organization and management of client data, primarily focused on creating detailed client profiles and managing their specific preferences, loyalty details, and financial interactions. With accurate client profiles, the restaurant can leverage data analytics to enhance customer experience, tailor offerings, and improve retention strategies.

This module encompasses functionalities that manage essential elements such as cashback earned, wallet balances, loyalty tier progression, and referral codes. By providing managers with comprehensive insights into customer visits and spending habits, the Client Management module allows for data-driven decisions that directly contribute to improved customer satisfaction, loyalty development, and increased revenue. It serves as the foundation for building long-lasting relationships with clients, crucial for maintaining competitive advantage.

Benefits & Features

- **Enhanced Customer Insight:** Detailed client profiles allow for personalized service and targeted marketing efforts, directly improving customer satisfaction.
- **Loyalty Tracking:** Ability to monitor clients' loyalty tiers helps restaurants enhance reward offerings, which increases customer retention and overall spend.
- **Efficient Address Management:** Organized client delivery addresses, including QR codes for quick access, facilitate smoother service during deliveries, leading to more successful customer

experiences.

- **Data-Driven Decisions:** Access to visit counts and total spend enables accurate forecasting and tailored marketing strategies, which can lead to increased revenue.

How to Get Maximum Benefit

Configure Cashback and Loyalty Programs: Tailor the cashback and loyalty tiers based on customer usage data to encourage repeat purchases.

Use Address Data for Targeted Marketing: Leverage delivery address information to create localized promotions to address specific customer segments.

Regularly Update Client Profiles: Ensure that client data is constantly refined and updated based on new visits and purchases to keep loyalty programs relevant.

Analyze Historical Data: Utilize historical spending patterns to predict future behavior, allowing proactive adjustments to marketing strategies.

Cautions to Avoid

- **Data Entry Accuracy:** Ensure that client data is meticulously entered to maintain integrity, as incorrect data can lead to mismanagement of client expectations and rewards.
- **Activity Monitoring:** Regularly monitor client activity to avoid fraudulent claims on cashback and loyalty rewards, safeguarding the program's sustainability.
- **Compliance with Data Regulations:** Be aware of data protection regulations to avoid legal pitfalls in handling client information.

Required Accurate Data

- **Entity:** Client
- **Field:** Wallet Balance
- **Reason:** To ensure accurate monetary transactions.
- **Entity:** Client
- **Field:** Cashback Earned/Consumed
- **Reason:** To properly manage loyalty rewards and client entitlements.
- **Entity:** Address
- **Field:** Default Address Flags
- **Reason:** To enable efficient delivery service and customer satisfaction.

Complete Usage Guide

Set Up Client Profiles: Initiate the process by inputting client data into the system, including their contact details, cashback information, and loyalty tier.



Regularly Update Information: Train staff to ensure that every client interaction is logged, keeping profiles current with the latest data.

Train on Address Management: Ensure staff knows how to enter and save client delivery addresses accurately, including QR code generation for quick access.

Monitor Activity: Regularly review client engagement through visits and purchases to identify spending trends and adjust marketing strategies accordingly.

Initialize Rewards Programs: Use the consolidated data to create targeted loyalty programs that suit client preferences based on their historical data.



Loyalty & Cashback System

Customer Relations

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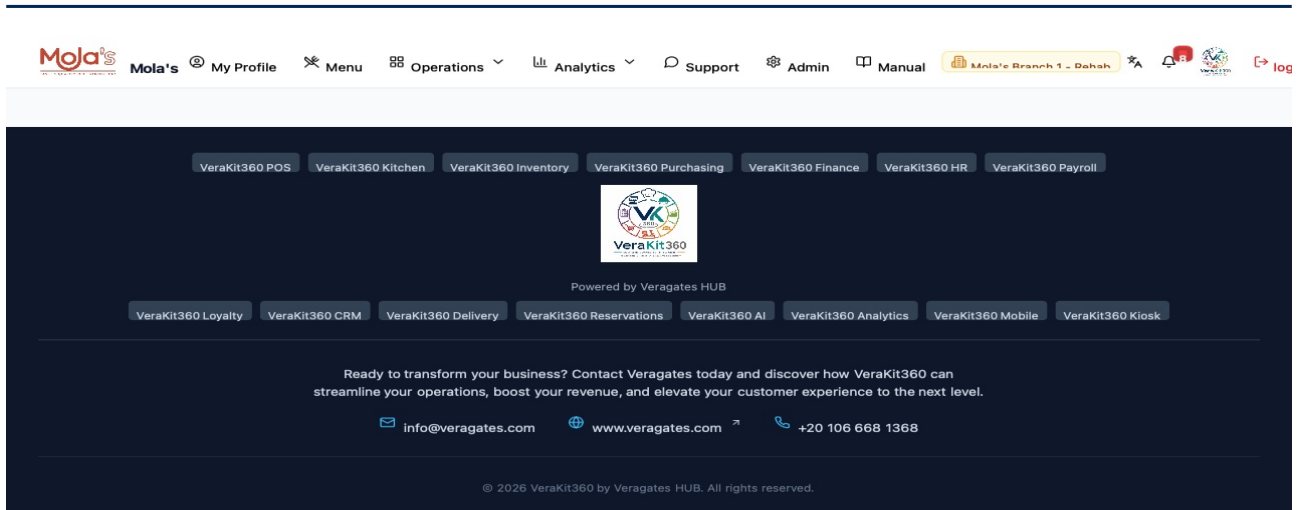
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Description

The Loyalty & Cashback System module is an integral part of the VeraKit360 platform, focusing on the management and optimization of customer rewards programs. This module allows restaurants to design flexible and customizable cashback incentives that are directly linked to client purchase behaviors. By implementing a robust loyalty program, restaurants can motivate repeat business, thereby fostering customer loyalty and satisfaction that translates to improved financial performance.

It encompasses various features including cashback rule configurations, tier structures, and individual transaction tracking which are essential for effective program management. Through dynamic cashback rules and tier advancements, restaurants can tailor their offerings to customer preferences, encouraging higher spend and frequency of visits. This not only amplifies customer retention but also enhances the perception of value, driving overall revenue growth.

Benefits & Features

- **Dynamic Cashback Rules:** Ability to customize cashback percentages and conditions per branch, enabling targeted promotions that drive sales.
- **Tiered Rewards System:** Establishing cashback tiers allows for gamification, incentivizing clients to reach higher loyalty levels, which leads to higher spending.
- **Transaction Records:** Detailed insights into cashback transactions help in forecasting and budgeting by allowing businesses to track how much they are giving back to clients.
- **Compliance Tracking:** The CashbackRuleHistory feature supports transparency and compliance through recorded changes, which is essential for audit purposes.

How to Get Maximum Benefit

Customize Cashback Rules: Regularly analyze customer behavior data to fine-tune cashback percentages and rules to align with seasonal trends and customer segments.

Promote Tier Advancement: Market tier benefits extensively to encourage customers to strive for higher levels, driving increased loyalty and spending.

Integrate with Marketing Campaigns: Link cashback promotions to marketing campaigns, ensuring they complement broader business goals while monitoring impacts.

Perform Regular Audits: Utilize the CashbackRuleHistory to conduct audits to refine rules, ensuring compliance and adapting strategies as market conditions change.

Cautions to Avoid

- **Unbalanced Cashback Strategies:** Avoid configuring overly generous cashback rules that may adversely affect profit margins.
- **Neglecting to Monitor Tiers:** Failure to review the effectiveness of cashback tiers can lead to stagnation in customer engagement and lost revenue opportunities.
- **Complex Rule Structures:** Overly complex cashback rules can confuse customers and staff, reducing the effectiveness of the program.

Required Accurate Data

- **Entity:** CashbackRule
- **Field:** Cashback Percentage
- **Reason:** To ensure accurate rewards are applied to client purchases.
- **Entity:** CashbackTransaction
- **Field:** Source Order
- **Reason:** To properly track transactions aligned with cashback earned or consumed.
- **Entity:** CashbackTier
- **Field:** Thresholds
- **Reason:** To ensure that tier advancements accurately reflect client spending habits.

Complete Usage Guide

Set Up Cashback Rules: Begin by defining cashback rules. Determine percentages based on purchase amounts and client behavior analytics.

Configure Tiers: Establish clear thresholds for each cashback tier, ensuring that benefits are motivating.

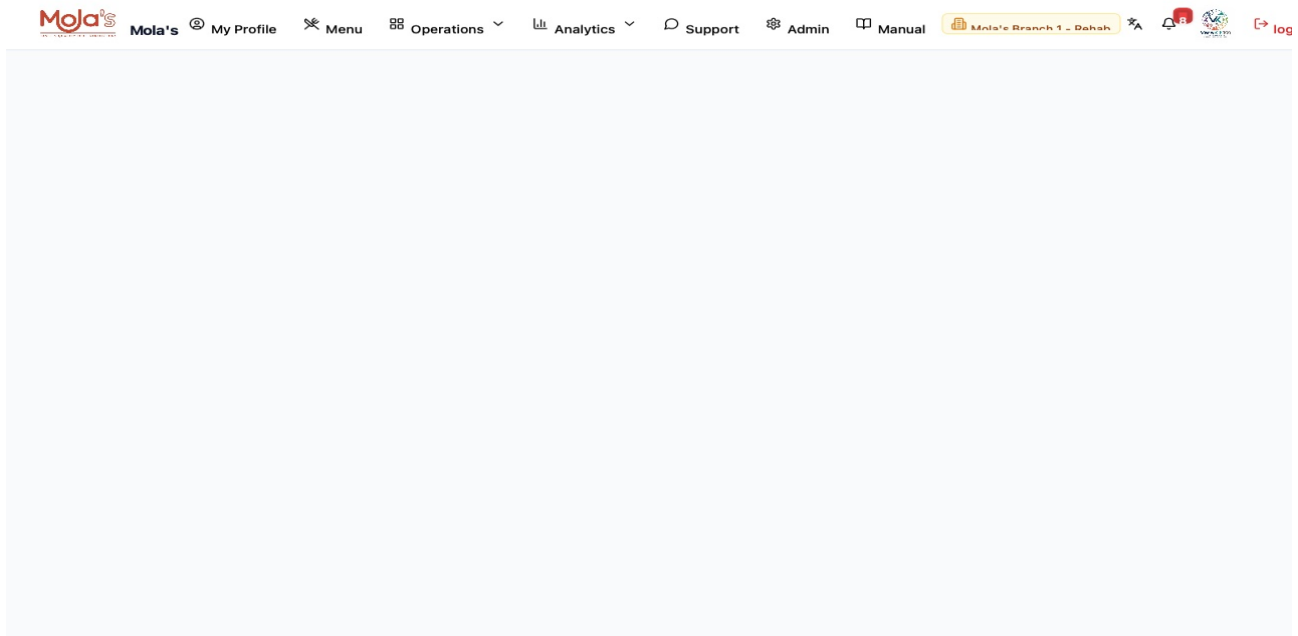
Track Transactions: Utilize the transaction records feature to monitor cashback movement and validate customer claims systematically.

Review and Refine: Schedule regular evaluations of cashback effectiveness and make necessary adjustments based on historical performance analytics.



Rewards & Redemptions

Customer Relations



Description

The Rewards & Redemptions module within the VeraKit360 platform is designed to enhance customer engagement through a structured rewards system. This module offers a comprehensive approach to managing rewards available for redemption, ensuring clients feel appreciated for their business while promoting repeated patronage through effective redemption tactics. By providing a variety of rewards tailored to customer interests, restaurants can significantly increase customer

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satisfaction and loyalty.

With features such as reward categorization, redemption record management, and approval workflows, this module equips restaurant managers with the tools necessary to facilitate seamless interactions during the redemption process. By promoting rewards strategically, restaurants can incentivize higher spending and frequency of visits, thereby contributing to overall business growth.

Benefits & Features

- **Diverse Reward Options:** Offering a variety of rewards and redemption categories allows restaurants to cater to diverse customer preferences, enhancing satisfaction.
- **Streamlined Redemption Process:** Approval workflows for redemptions ensure organized processing, preventing confusion and potential fraud.
- **Inventory Management:** The stock levels feature helps manage reward availability, preventing customer disappointment.
- **Increased Spend Incentives:** Link rewards to purchases, encouraging clients to spend more to unlock rewards, driving revenue growth.

How to Get Maximum Benefit

Diversify Reward Catalog: Regularly update the rewards catalog based on client feedback and emerging trends to keep the offerings fresh and engaging.

Promote Reward Options: Market rewards actively across channels (in-store, online, and social media) to ensure clients are aware of opportunities to redeem.

Optimize Redemption Workflows: Streamline approval processes to ensure quick turnaround times on redemptions, enhancing overall client experience.

Monitor Stock Levels: Regularly assess stock levels of rewards and plan promotions to ensure that high-demand items remain available, optimizing customer satisfaction.

Cautions to Avoid

- **Inadequate Reward Options:** Offering limited or irrelevant rewards can disengage clients and fail to motivate spending.
- **Delays in Redemption Processing:** Slow approval workflows can frustrate customers and dissuade them from participating in reward programs.
- **Poor Inventory Management:** Not tracking reward stock levels may lead to customer disappointment when items are out of stock.

Required Accurate Data

- **Entity:** Reward
- **Field:** Stock Levels



- ~~Reason: To ensure availability for client redemptions.~~

- Entity: Redemption

- Field: Approval Status

- Reason: To track the progress of reward fulfillment and ensure timely processing.

- Entity: RewardCategory

- Field: Categories

- Reason: To better organize rewards for efficient client navigation and choice.

Complete Usage Guide

Establish Reward Catalog: Create and categorize rewards based on client demographics and preferences, ensuring a variety of options.

Set Up Approval Workflows: Clearly define approval protocols for redemptions to establish efficient processing.

Market Rewards: Regularly communicate rewards through marketing channels to inform clients and build excitement.

Manage Inventory: Continuously monitor the stock levels for each reward item to avoid shortages and maintain client fulfillment.



Referral Network System

Customer Relations

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Description

The Referral Network System module within the VeraKit360 platform is crafted to leverage the power of word-of-mouth marketing. This module effectively manages the way clients can refer new customers to the restaurant, offering rewards for both the referrer and the new client. This strategy drives customer acquisition and is instrumental in establishing a strong community presence, which bolsters market growth and customer loyalty.

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Benefits & Features

- **Targeted Growth:** Facilitates the acquisition of new clients through existing relationships, which is generally more cost-effective compared to traditional marketing methods.
- **Milestone Incentives:** Defining milestones and corresponding rewards fosters a sense of achievement amongst clients, motivating increased referrals and interactions.
- **Trackable Payouts:** The payout feature allows for seamless management of referral bonuses, ensuring that clients are rewarded appropriately.
- **Engagement Tracking:** Monitoring milestone achievements provides insights into client behaviors and can direct further marketing tactics.

How to Get Maximum Benefit

Promote Referral Program: Utilize various marketing channels to disseminate information about the referral program and its benefits for both referrers and new clients.

Set Clear Milestones: Clearly define milestones and rewards to motivate clients and set achievable goals for referral activities.

Provide Recognition: Acknowledge and reward clients both publicly and privately for their referrals, enhancing their engagement and loyalty.

Regularly Review Program Performance: Analyze referral data to assess the effectiveness of the program and optimize strategies accordingly.

Cautions to Avoid

- **Neglecting to Communicate:** Failing to promote the referral program can lead to underutilization and missed acquisition opportunities.
- **Overly Complicated Rules:** Simplifying the referral process is critical; complex rules can deter participation.
- **Data Privacy Risks:** Ensure compliance with data protection regulations when handling client referral data.

Required Accurate Data

- **Entity:** ReferralBonus
- **Field:** Configurations
- **Reason:** To ensure accurate distribution of rewards.
- **Entity:** ReferralMilestone
- **Field:** Milestone Definitions
- **Reason:** To provide clear goals for clients and manage their expectations.
- **Entity:** MilestoneAchievement
- **Field:** Records of Achievements



•Reason: To track client participation in the referral program accurately.

Complete Usage Guide

Set Up Referral Structures: Define and implement referral bonuses and milestone configurations within the system.

Communicate Program Details: Train staff on promoting the referral system to clients effectively.

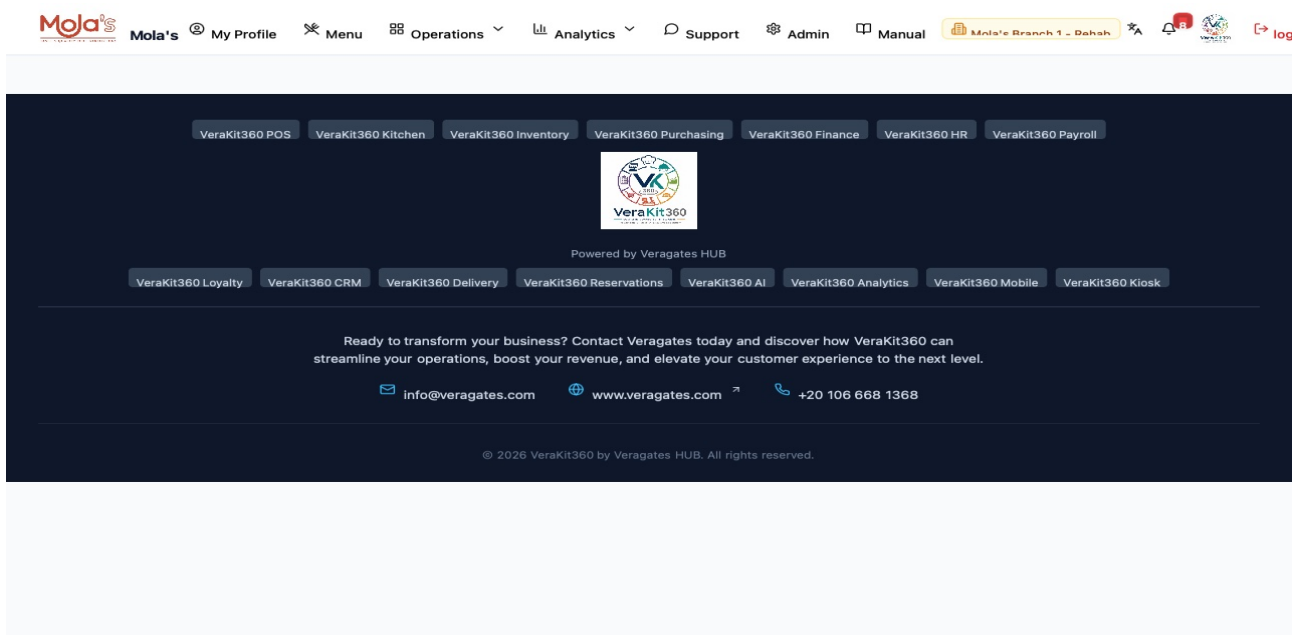
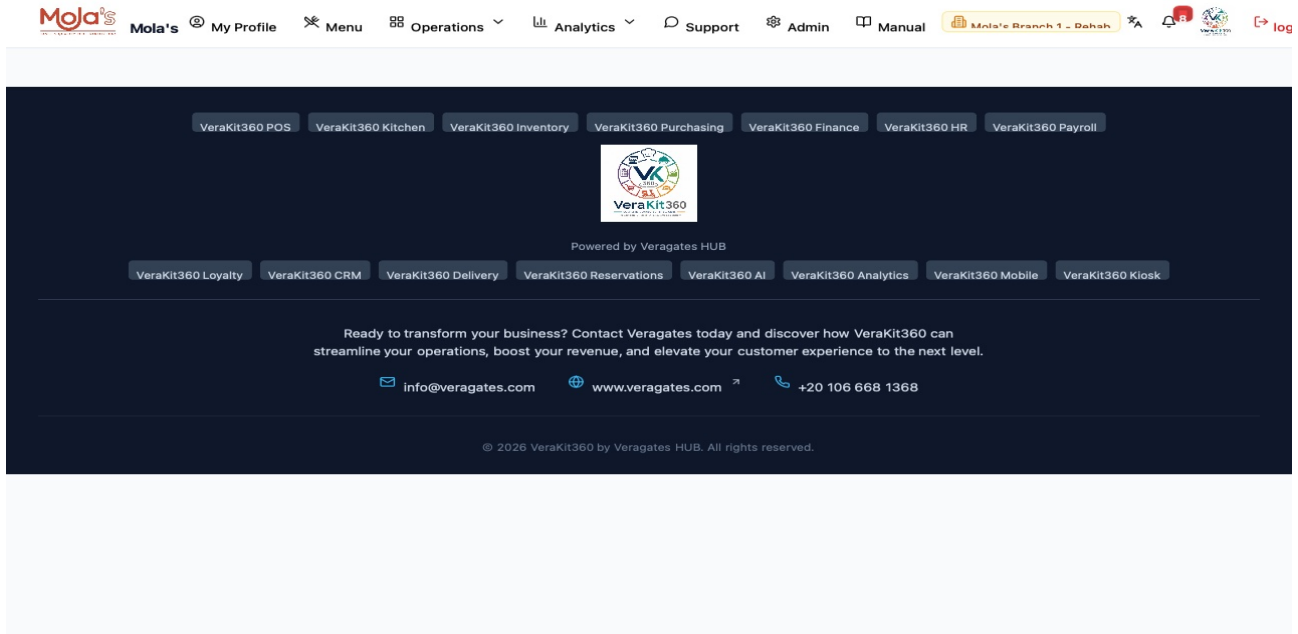
Monitor Referrals: Track referral records and social engagement to measure the program's impact and identify successful strategies.

Adjust Strategies Based on Data: Use insights from referral data to adapt the referral program as needed, ensuring its relevance and effectiveness.



Registration & Onboarding

Customer Relations



Description

The Registration & Onboarding module is a critical feature of the VeraKit360 platform that manages the entire client registration process and onboarding experience. This module is essential for capturing new client data effectively, facilitating their entry into the restaurant's loyalty programs, and ensuring that customers are set up for success from the very first interaction. By streamlining registration workflows and onboarding procedures, the module enhances client satisfaction and

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~~reduces friction during initial contact.~~

It manages submission requests, registration levels, upgrade requests, and purchase validation processes, ensuring that clients are appropriately enrolled in loyalty programs and cashback systems. A well-designed onboarding experience not only makes clients feel valued but also instills confidence that motivates them to return—ultimately leading to increased revenue and steady growth for the restaurant.

Benefits & Features

- **Efficient Registration Workflow:** The approval system for registration requests helps eliminate delays and enhances client satisfaction from the outset.
- **Tiered Enrollment Levels:** Offering varied registration levels allows cater to different client needs and preferences, leading to increased program engagement.
- **Validation for Cashback Programs:** Purchase validation features ensure that clients clearly understand their earned cashback, which fosters trust and encourages repeat business.
- **Real-time Processing:** The immediate processing of level upgrade requests enhances the onboarding experience and demonstrates responsiveness to client needs.

How to Get Maximum Benefit

Optimize Registration Requests: Continuously refine forms and processes to minimize barriers in client registration, making it as seamless as possible.

Train Staff on Client Engagement: Ensure staff is well-versed in the benefits of registration levels and can articulate these effectively to new clients.

Monitor Client Feedback: Actively obtain and analyze client feedback regarding the registration and onboarding process to identify areas for improvement.

Promote Cashback Verification: Highlight the importance of submitting purchases promptly to maximize cashback benefits for new clients, encouraging immediate engagement.

Cautions to Avoid

- **Lengthy Registration Processes:** Avoid overly long and complex forms that may deter potential clients from completing registration.
- **Neglecting Follow-Up:** Failing to follow up with new registrants can result in disengagement and lost opportunities.
- **Data Entry Errors:** Ensure data collection methods are accurate to avoid discrepancies that could hinder service delivery.

Required Accurate Data

- **Entity:** RegistrationRequest



- **Field: Client Data**

- **Reason:** To ensure accurate client onboarding and subsequent interaction.

- **Entity:** PurchaseSubmission

- **Field:** Submitted Data

- **Reason:** To verify client's eligible purchases for cashback calculations.

- **Entity:** RegistrationLevel

- **Field:** Registration Definitions

- **Reason:** To ensure a clear understanding of benefits associated with each level of registration.

Complete Usage Guide

Set Up Registration Requests: Design the client registration form and ensure smooth approval workflows are integrated into the system.

Train Staff on Processes: Provide training on the registration and onboarding steps, ensuring staff understands how to help new clients navigate through.

Implement Follow-Up Strategies: Develop a follow-up system to engage new clients, ensuring they feel valued right from the start.

Review Processes Regularly: Evaluate the efficiency of the registration and onboarding processes regularly to identify opportunities for enhancements.



Balance Recharge & Wallet

Finance

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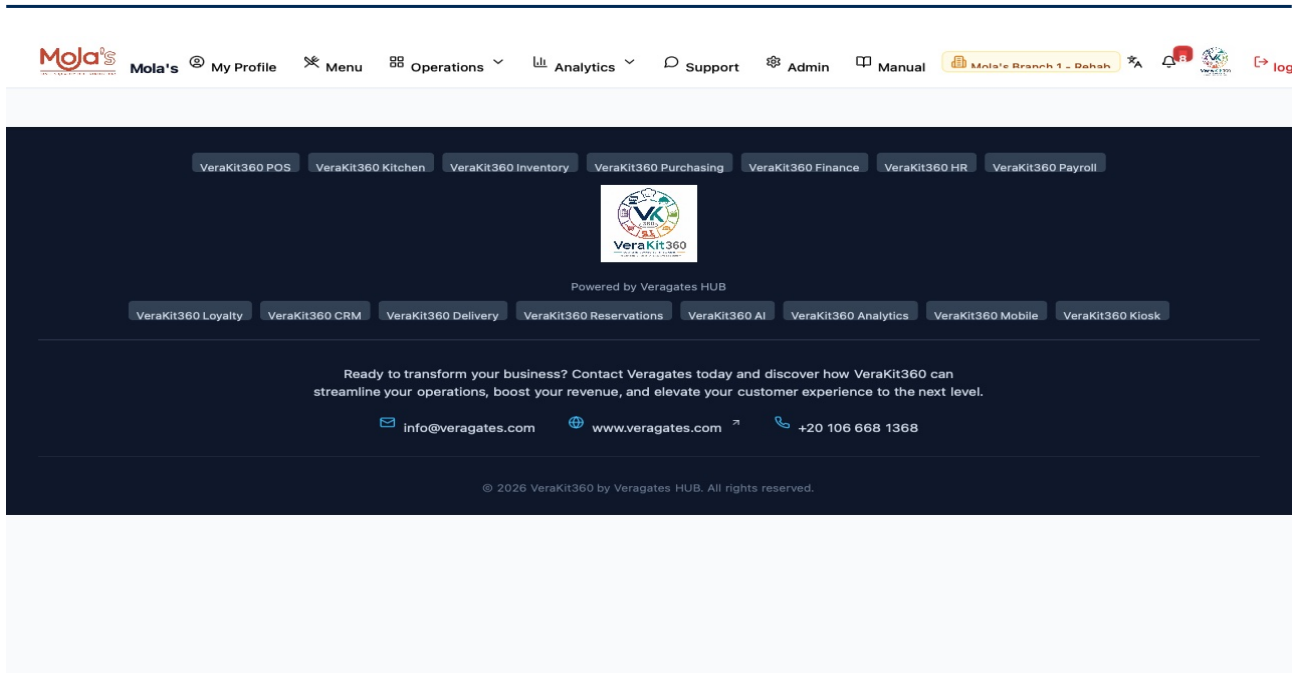
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Description

The Balance Recharge & Wallet module serves as a digital wallet for customers, enabling seamless transactions and managing wallet recharges effectively. This module is designed to track client wallet recharge transactions, incorporating various payment methods and cashback incentives to enhance customer loyalty. Additionally, it facilitates an approval workflow to maintain the integrity of transactions and allows restaurant operators to configure user tiers for cashback bonuses based on customer engagement strategies.

Benefits & Features

- **Increased Customer Loyalty:** Cashback bonuses entice repeat purchases, increasing customer retention and loyalty.
- **Efficient Transaction Management:** Streamlined handling of recharge transactions reduces wait times and enhances customer satisfaction.
- **Customizable User Tier Configurations:** Tailoring cashback percentages to customer tiers improves engagement and upselling strategies.
- **Robust Approval Workflow:** Provides a checks-and-balances system for transactions, ensuring accuracy and preventing fraud.
- **Detailed Transaction Records:** Comprehensive logs of recharge activities promote efficient auditing and financial management.

How to Get Maximum Benefit

Implement Tiered Cashback Incentives: Create user tiers that utilize varying cashback percentages to motivate higher spending.

Regular Promotional Campaigns: Promote wallet recharge bonuses during off-peak times to balance

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cash flow.

Integrate with CRM for Targeted Marketing: Utilize customer data to identify segments for targeted cashback promotions through email and SMS campaigns.

Monitor Recharge Patterns: Regularly analyze recharge activity to adapt strategies and improve engagement.

Train Staff on Usage: Ensure that the staff is trained on handling wallet transactions efficiently, providing exceptional service to enhance customer experiences.

Cautions to Avoid

- **Transaction Errors:** Ensure that staff are trained to handle transactions correctly to avoid financial discrepancies.
- **Fraud Risk:** Monitor the approval workflow and transaction patterns to prevent unauthorized transactions.
- **User Tier Confusion:** Clearly communicate tier structures to customers to avoid confusion and dissatisfaction with cashback policies.

Required Accurate Data

- **BalanceRecharge, payment_method:** Required to ensure accurate processing of recharge transactions.
- **RechargeUserTier, cashback_percentage:** Essential for maintaining correct user tier configurations, impacting customer satisfaction and engagement.
- **VisaCredit, transaction_records:** Necessary to verify and reconcile all credit transactions linked to the wallet.

Complete Usage Guide

Setup: Navigate to the 'Wallet & Recharge' settings in the management dashboard. Configure payment methods and cashback structures.

Create User Tiers: Define customer tiers and percentage cashback benefits in the 'User Tier' settings.

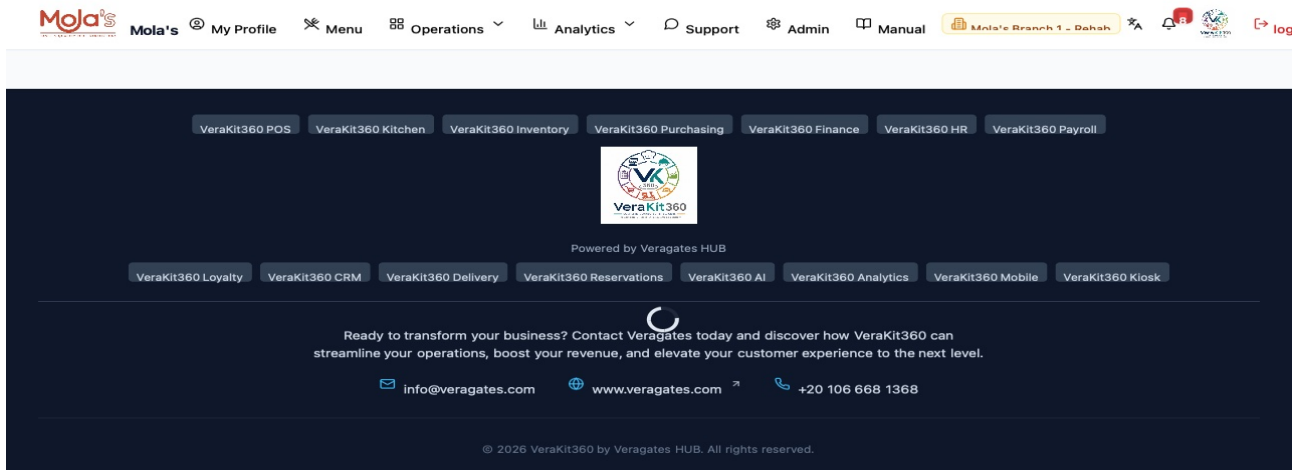
Monitor Transactions: Check the transaction logs regularly for discrepancies and investigate any unusual activity.

Customer Communication: Ensure marketing materials clearly outline cashback benefits to customers, developing trust and expectation.

Regular Reviews: Conduct weekly evaluations of wallet performance, adjusting promotions based on activity and customer feedback.

Financial Management

Finance



Description

The Financial Management module consolidates all critical financial activities within the restaurant, allowing owners and managers to maintain oversight of operational expenditures and revenue data. This module captures a comprehensive range of financial transactions, from operational expenses and refunds to deposits and accounting journal entries, facilitating effective bookkeeping and financial analysis. Additionally, it empowers users to generate daily financial summaries, providing insights into the restaurant's financial health and assisting in strategic decision-making.

Benefits & Features

- **Real-time Expense Tracking:** Allows for timely identification of operational costs, supporting budget management and expense control.
- **Simplified Refund Processes:** Efficient handling of return transactions enhances customer satisfaction and retention.
- **Clear Deposit Management:** Streamlines the management of deposit transactions, improving cash flow monitoring.
- **Accurate Accounting Entries:** Automated journal entries ensure compliance with accounting standards and accurate record-keeping.
- **Daily Financial Reports:** Provides daily snapshots of the restaurant's financial health for quick decision-making.

How to Get Maximum Benefit

Integrate with POS Systems: Ensure the Financial Management module is connected to the POS for automated transaction recording, minimizing manual errors.

Set Monthly Budget Goals: Regularly review expense categories and establish budget limits to maintain control over costs.

Conduct Regular Financial Reviews: Monthly or quarterly reviews of financial summaries to identify trends and areas for improvement.

Train Staff on Expense Reporting: Ensure that all employees are aware of the processes for reporting expenses accurately.

Utilize Reporting Tools: Employ reporting features to analyze data trends and adjust operational strategies accordingly.

Cautions to Avoid

- **Inaccurate Data Entry:** Ensure all staff are trained on accurate data entry to avoid costly errors in financial records.
- **Neglecting Refund Management:** Regularly review refunds to prevent potential losses from undetected issues.
- **Lack of Record Retention:** Maintain diligent records to comply with tax and auditing requirements.

Required Accurate Data

- **Expense, amount:** Required for accurate tracking of operational costs.
- **Return, transaction_records:** Essential for managing refunds accurately.
- **Deposit, transaction_details:** Necessary for understanding cash flow and managing finances effectively.
- **JournalEntry, accounting_records:** Critical for maintaining correct accounting practices and compliance.

Complete Usage Guide

Setup: Access the Financial Management module and define expense categories based on operational needs.

Record Transactions: Train staff to input expenses and refunds accurately into the respective fields.

Monitor Daily Summaries: Review daily financial summaries at the end of each day to evaluate performance against budgets.

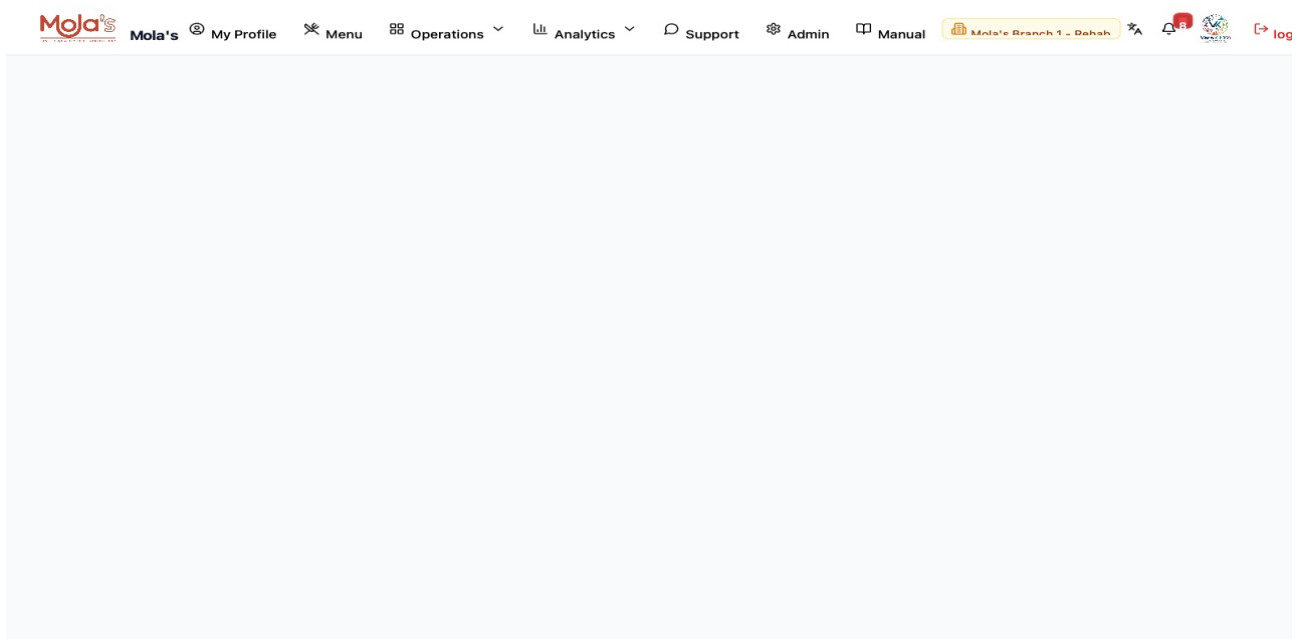
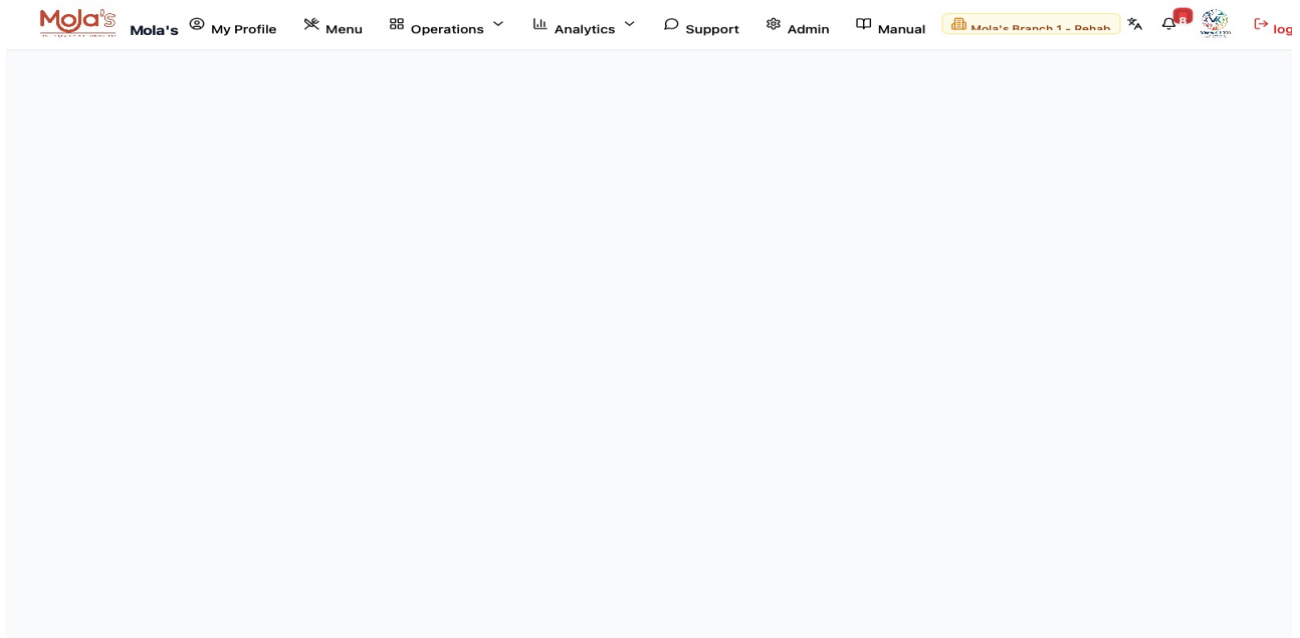
Utilize Reports: Generate weekly or monthly financial reports for further analysis and adjustments as needed.

Stay Compliant: Regularly check that all financial entries comply with accounting standards and practices.



Food Cost & Profitability Analysis

Finance



Description

The Food Cost & Profitability Analysis module is designed to provide comprehensive insights into the cost structure of menu items and their profitability. By calculating precise food costs based on current ingredient prices and detailed recipes, this module empowers restaurant operators with essential analysis tools to make informed decisions regarding pricing strategies. In addition to food cost calculations, it includes a menu profitability analysis that evaluates menu items based on

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margins and popularity, helping restaurants maximize their revenue potential.

Benefits & Features

- **Accurate Food Cost Calculations:** Automated calculation based on real-time prices ensures that food costs are always relevant.
- **Informed Pricing Strategies:** Profitability analysis assists in setting competitive yet profitable menu prices, enhancing revenue.
- **Operational Efficiency:** Streamlined processes reduce the manual overhead associated with tracking costs and margins.
- **Enhanced Inventory Management:** Links menu items to ingredient costs, promoting ingredient sourcing strategies that reduce costs and waste.
- **Strategic Menu Design:** Insights into item performance empower culinary teams to optimize menu offerings.

How to Get Maximum Benefit

Regularly Update Ingredient Prices: Ensure that current ingredient prices are updated frequently to maintain accuracy in food cost calculations.

Analyze Menu Performance: Conduct monthly reviews of profitability analysis to identify underperforming items for potential adjustments or removal.

Implement Dynamic Pricing: Experiment with pricing strategies based on demand and ingredient availability to maximize profitability.

Integrate Inventory Management: Connect food cost calculations with inventory management systems to monitor usage and optimize purchasing.

Cautions to Avoid

- **Price Fluctuations:** Failures in updating ingredient prices can lead to inaccurate food costing and pricing errors.
- **Poor Record Keeping:** Inadequate tracking and documentation of menu items can hamper profitability analysis efforts.
- **Neglecting Menu Analysis:** Overlooking regular evaluations can lead to revenue losses from outdated menu offerings.

Required Accurate Data

- **FoodCostCalculation, ingredient_prices:** Required for accurate assessment of each menu item's cost basis.
- **MenuProfitabilityAnalysis, sales_data:** Necessary for understanding the performance and profitability of each item.
- **InventoryItem, average_prices:** Critical for feeding accurate data into food cost calculations and



managing inventory effectively.

Complete Usage Guide

Setup: Initialize the Food Cost Analysis module by inputting all menu items with their corresponding recipes and ingredients.

Regular Price Monitoring: Schedule regular checks of ingredient prices to ensure food costs are reflective of current market conditions.

Generate Profitability Reports: Utilize the module to generate monthly profitability reports comparing performance across menu items.

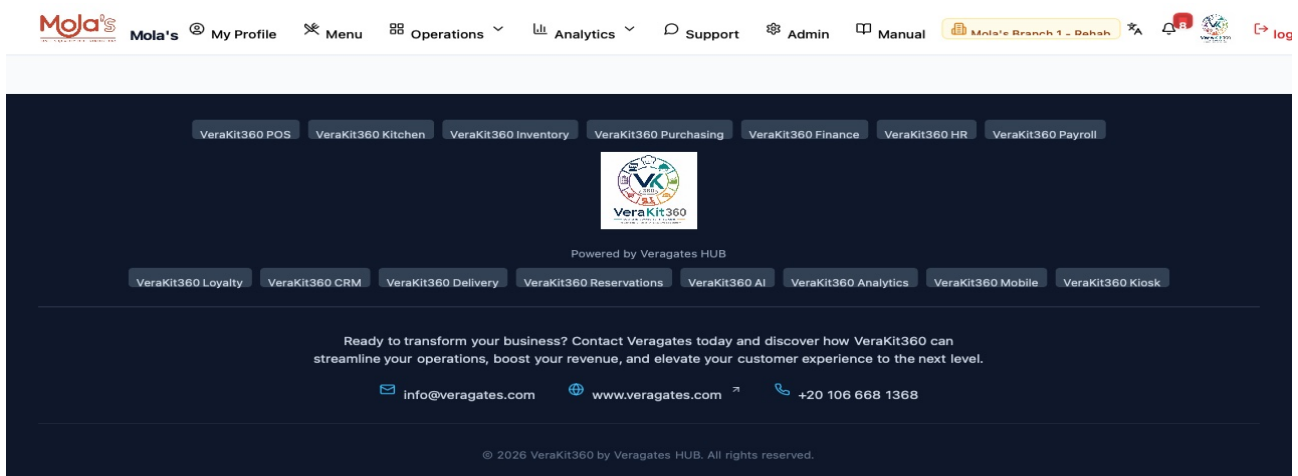
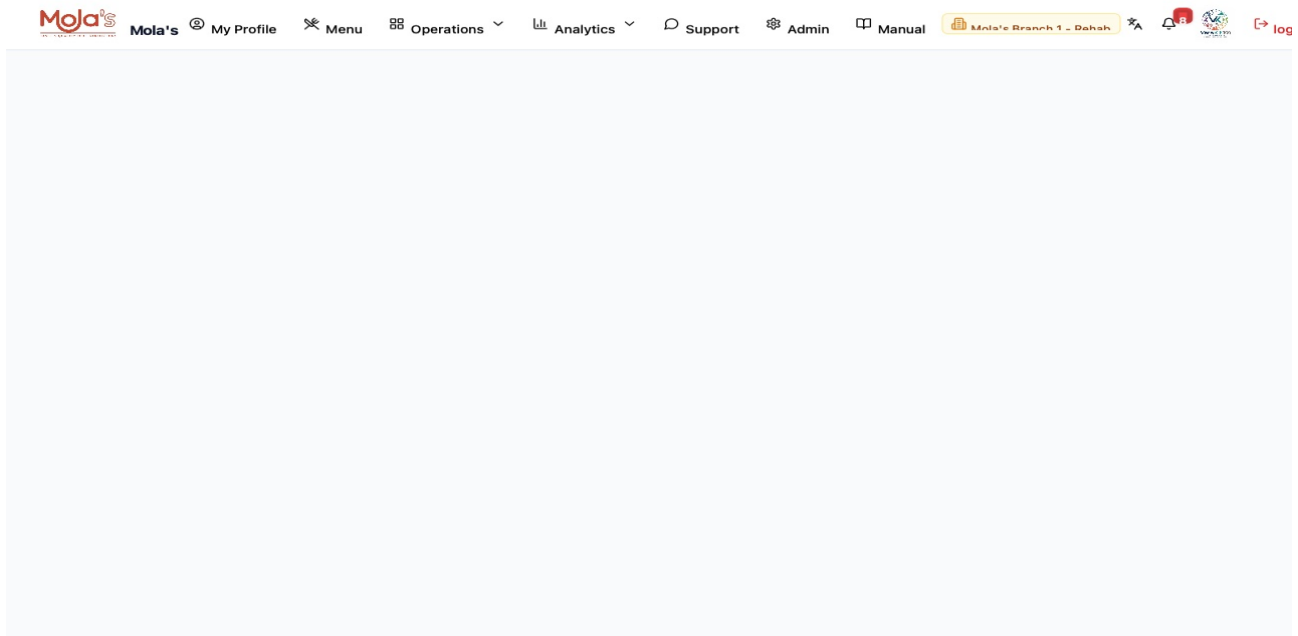
Adjust Menu Based on Data: Based on insights from profitability analysis, make informed changes to menu offerings.

Train Culinary Staff: Ensure that kitchen teams are aware of cost implications for menu items and encourage cost-effective practices.



Menu Engineering & Profitability Analysis

Finance



Description

Menu Engineering & Profitability Analysis module specializes in scrutinizing menu items through a detailed financial lens, assessing their profitability and popularity. This module integrates various components, including food cost calculations and purchase invoices, to provide real-time insights into menu performance. With classifications for menu items such as Stars, Plowhorses, Puzzles, and Dogs, restaurant managers can make strategic decisions to enhance profitability, optimize pricing,

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~~and ensure that menu offerings align with customer preferences and operational goals.~~

Benefits & Features

- **Comprehensive Menu Insights:** Analyzes popularity and profitability, guiding strategic changes to maximize sales and enhance customer satisfaction.
- **Real-time Food Cost Updates:** Automated recalculations in food costs ensure accurate pricing and cost management.
- **Target Margin Tracking:** Keeps restaurants informed of margin performance and triggers alerts for variances in expected profitability.
- **Dynamic Menu Adjustments:** Enables agile responses to market trends and ingredient prices, optimizing menu profitability.
- **AI-driven Recommendations:** Leverages advanced analytics to provide actionable insights for menu optimization and ingredient sourcing.

How to Get Maximum Benefit

Implement Menu Classifications: Use the engineering matrix to classify items and identify target areas for improvement.

Regular Training on Costing Practices: Ensure staff understand the importance of accurate food costing to maintain profitability.

Use Historical Data for Pricing Decisions: Analyze past sales data and customer preferences when setting menu prices.

Integrate Customer Feedback: Review customer insights and preferences to refine menu offerings in response to actual demand.

Leverage Technology for Analytics: Utilize AI tools for advanced insights into menu performance and opportunity areas.

Cautions to Avoid

- **Misclassification of Menu Items:** Incorrectly classifying menu items can lead to misguided focus and missed financial opportunities.
- **Failure to Update Costs:** Not updating food costs regularly may result in overpriced or underpriced menu items, impacting profitability.
- **Ignoring Customer Preferences:** Underestimating customer feedback can lead to poor menu adjustments that fails to resonate with guests.

Required Accurate Data

- **MenuItem, recipe_ingredients:** Required to assess costing of individual items accurately.
- **InventoryItem, average_purchase_prices:** Necessary to reflect true costs in food cost calculations.



• ~~Purchase Invoice, historical prices: Essential for recalibrating average ingredient purchase prices affecting overall food costs.~~

Complete Usage Guide

Setup: Load all menu items and their corresponding recipes, ensuring accurate ingredient links for costing.

Monitor Menu Classifications: Regularly check and adjust menu classifications based on performance analytics and feedback.

Evaluate Customer Feedback: Implement regular reviews of customer preferences to inform menu changes.

Analyze Food Cost Reports: Generate food cost reports monthly to verify pricing accuracy and margin performance.

Continuously Adapt the Menu: Use findings from analyses to keep the menu fresh and appealing to patrons, ensuring alignment with profitability goals.



Promotions & Offers

Marketing

 Mola's  My Profile  Menu  Operations  Analytics  Support  Admin  Manual  Mola's Branch 1 - Dahak     log

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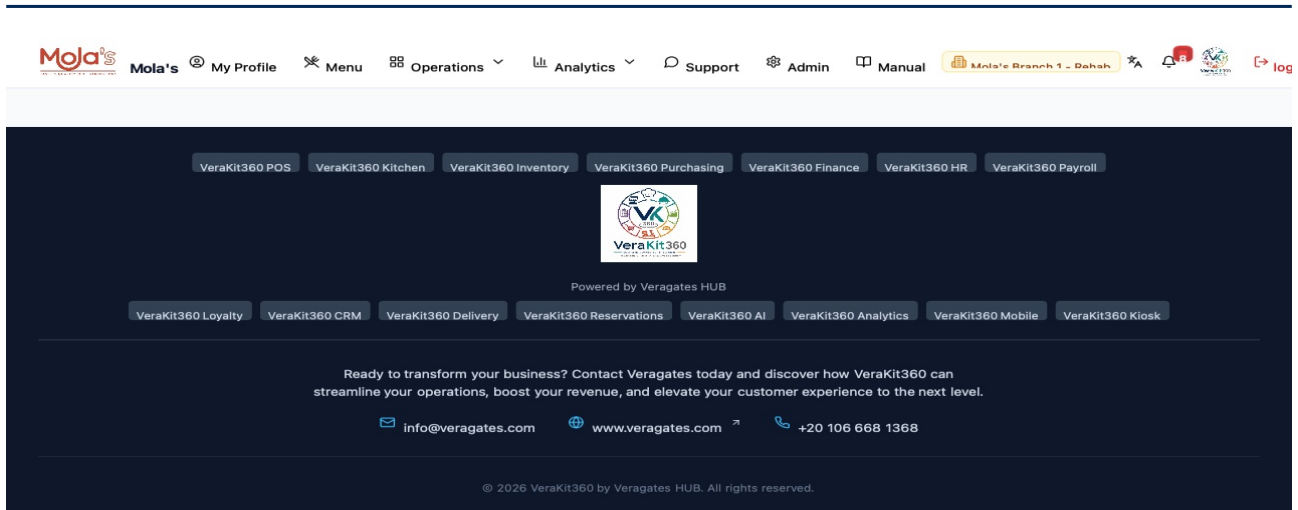
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Description

The Promotions & Offers module is designed to enhance customer engagement and boost revenue by providing targeted promotional activities and discount strategies. It allows restaurant managers to create, manage, and optimize offers like discounts, bundles, and free items with various parameters such as time restrictions, order types, and minimum order amounts.

This module plays a critical role in driving customer acquisition and retention by offering attractive promotions to entice new customers while rewarding loyal patronage. The comprehensive configuration options ensure that promotions are effectively aligned with business goals, catering to diverse customer segments and maximizing sales opportunities across branches.

Benefits & Features

- **Revenue Growth:** Attract new customers and retain existing ones through enticing offers.
- **Operational Efficiency:** Simplified management of promotional campaigns saves time and effort.
- **Targeted Marketing:** Ability to tailor offers based on time, order type, and customer preferences.
- **Customer Satisfaction:** Enhanced customer experience with attractive promotions increases likelihood of repeat visits.
- **Data-Driven Decisions:** Performance tracking of promotions leads to informed adjustments for future campaigns.

How to Get Maximum Benefit

Define Target Audience: Segment customers based on past purchasing behavior to tailor promotions accordingly.

Use Time Restrictions: Set time-bound offers to create urgency and drive immediate sales.



Implement Minimum Order Amounts: Encourage higher spending by linking discounts to minimum purchase thresholds.

Monitor Performance: Regularly review the performance of active offers using analytics to identify successful strategies.

Adjust Offers Dynamically: Be prepared to modify promotions based on sales patterns and customer feedback.

Cautions to Avoid

- **Over-Promotion:** Avoid excessive promotions that can devalue the brand and lead to reduced margins.
- **Complicated Offer Structures:** Ensure offers are straightforward; complex promotions can confuse customers.
- **Neglecting Data Tracking:** Failing to track performance metrics can result in missed opportunities for optimization.

Required Accurate Data

- **ActiveOffer:**
- **Fields:** offer_type, validity_period, order_type_filters
- **Reason:** Accurate configuration is essential for successful promotions.
- **PromoCode:**
- **Fields:** discount_value, usage_limit, validity_period
- **Reason:** Correct data ensures that promotional codes work as intended.

Complete Usage Guide

Setup Promotions: Navigate to the Promotions & Offers module and click 'Create New Offer'.

Define Offer Parameters: Enter necessary details including offer type, value, validity period, and order type restrictions.

Launch Promotion: Save and activate the offer.

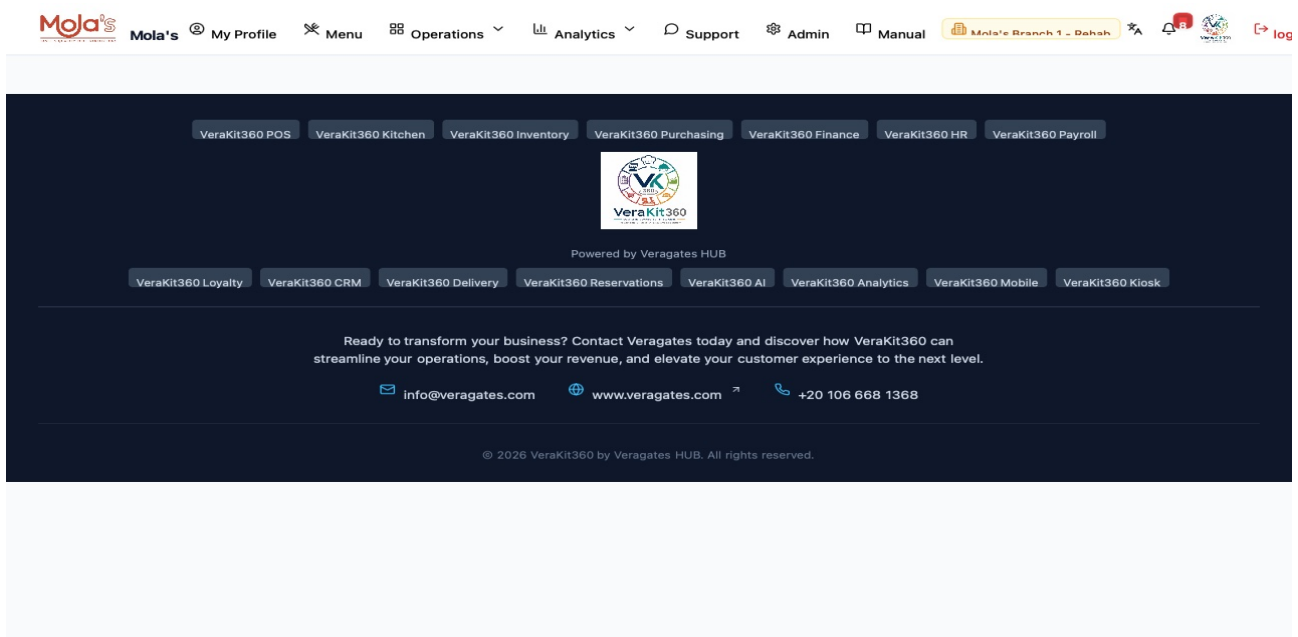
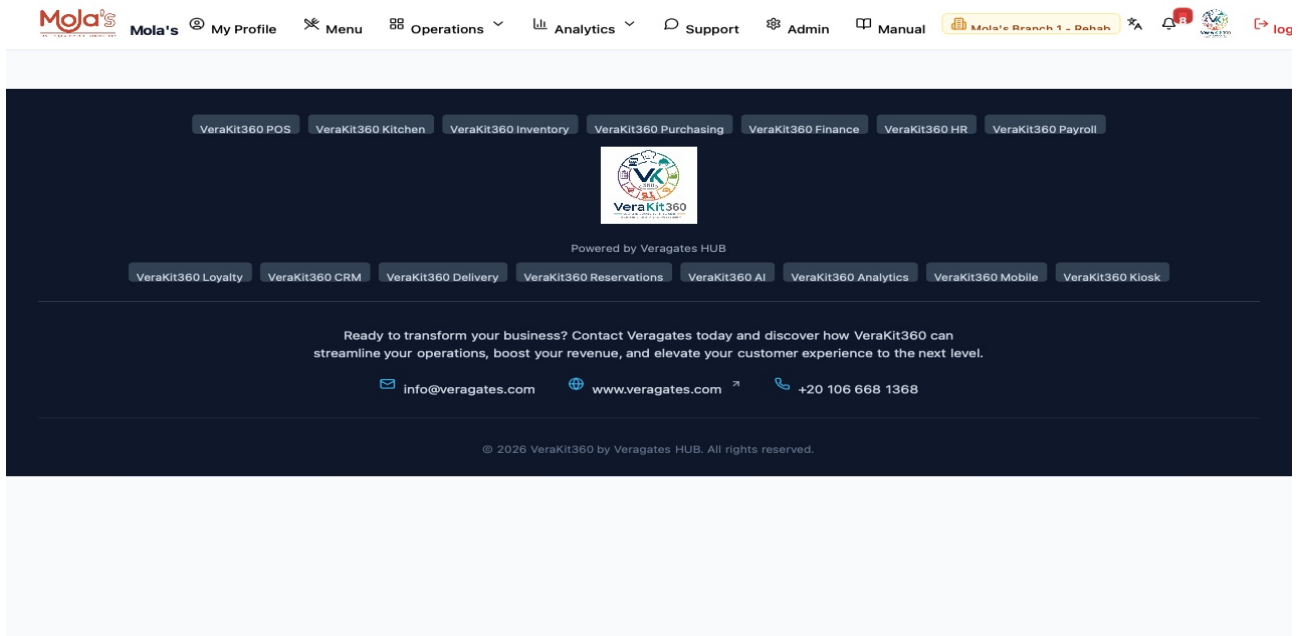
Monitor Results: Use analytics tools to track offer performance and make adjustments if necessary.

Communicate Offers: Use Email and SMS modules to inform customers about new promotions.



Marketing Campaigns

Marketing



Description

The Marketing Campaigns module allows restaurant operators to develop, implement, and track marketing strategies aimed at their target audiences. This module facilitates the creation of campaigns across various channels (e.g., social media, email, direct mail) and provides tools to analyze their effectiveness over time.

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~~By leveraging this module, restaurants can ensure that their marketing efforts are not only creative~~ but also targeted and measurable. Campaigns can be scheduled for optimal times, allowing restaurants to place their promotions where they will gain the most traction and engagement from customers.

Benefits & Features

- **Improved Targeting:** Customizable campaigns to reach specific demographics based on market research.
- **Channel Optimization:** Utilize various channels to maximize reach and engagement.
- **Scheduling Flexibility:** Campaign timing can increase visibility, especially during peak hours or special occasions.
- **Performance Tracking:** Detailed analytics on campaign outcomes allow for dynamic adjustments.
- **Increased ROI:** Focused efforts lead to higher conversions and better return on marketing investments.

How to Get Maximum Benefit

Identify Target Audience: Use customer data to create profiles for targeted campaigns.

Select Channels: Choose the most effective channels based on audience behavior and preferences.

Schedule Strategically: Plan the timing of campaigns to coincide with high-traffic days or events.

Analyze Results: Regularly review campaign metrics after launch to gauge success and make data-backed adjustments.

Engage Recipients: Utilize recipient tracking to personalize future messaging and improve engagement rates.

Cautions to Avoid

- **Ignoring Data Segmentation:** Failing to segment audiences can lead to wasted marketing resources.
- **Overlapping Campaigns:** Ensure that multiple campaigns do not confuse or overwhelm customers.
- **Neglecting Feedback:** Implementing changes based on customer feedback can enhance future campaign performance; ignoring it may stagnate growth.

Required Accurate Data

- **MarketingCampaign:**
- **Fields:** target_audience, channels, scheduling
- **Reason:** Accurate data is essential for identifying the right audience and measuring success.
- **CampaignRecipient:**
- **Fields:** recipient_id, delivery_status



- ~~Reason: Ensures that campaigns reach intended recipients and can be tracked effectively.~~

Complete Usage Guide

Access the Marketing Campaigns Module: Log into the VeraKit360 dashboard and navigate to the Marketing section.

Create a New Campaign: Click on 'New Campaign' and input campaign title and description.

Define Audience and Channels: Set target demographics and select communication channels for the campaign.

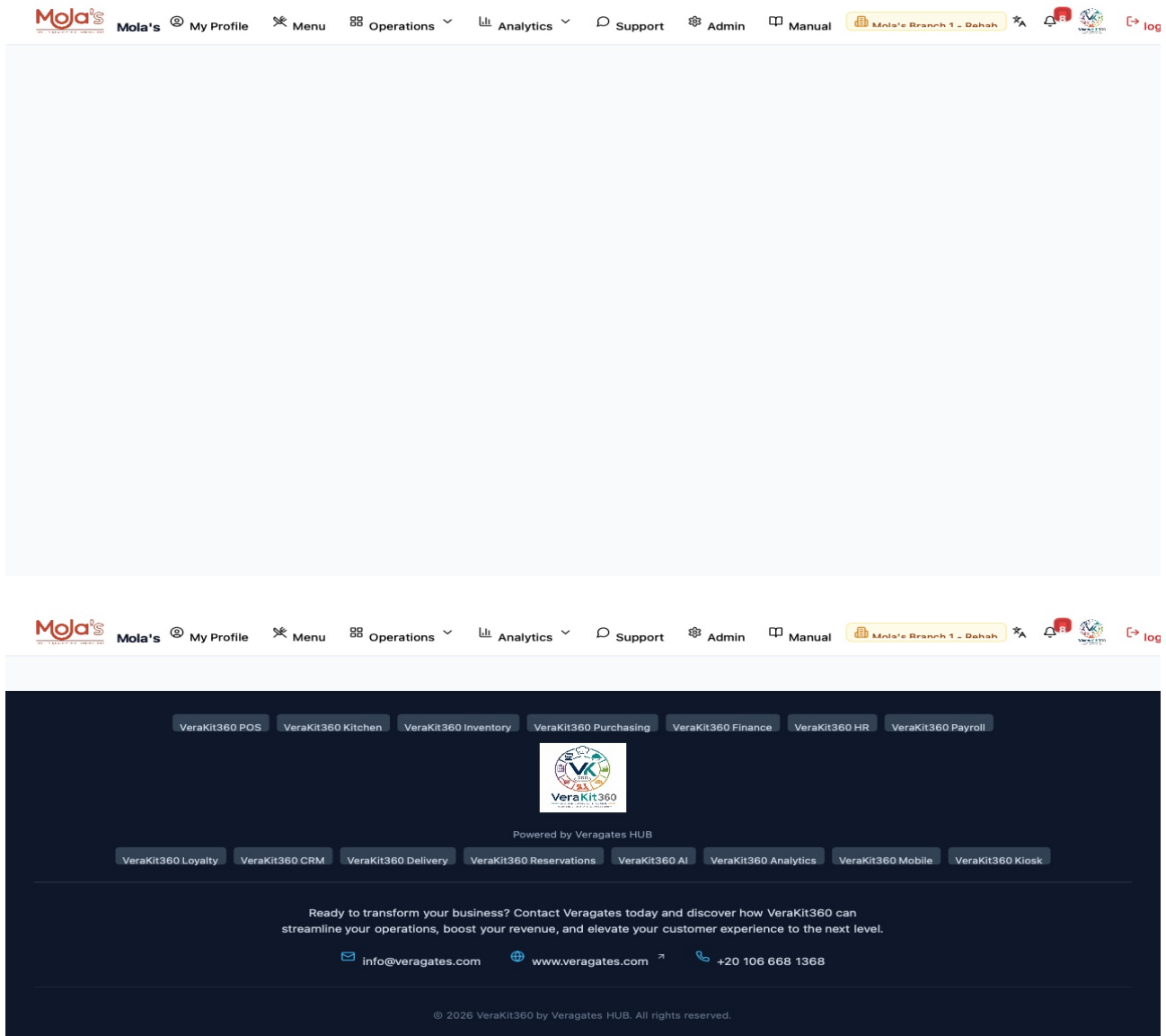
Schedule Campaign: Specify launch times and durations to optimize engagement.

Launch and Monitor: Activate the campaign and continuously monitor performance metrics for adjustments.



Notifications & Communication

Marketing



Description

The Notifications & Communication module facilitates in-app communications and notification settings tailored for each user within the restaurant ecosystem. This module ensures timely updates and important information reaches users efficiently, enhancing both employee and customer experiences.

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~~By managing various notification preferences, this module allows restaurant managers to optimize~~ user engagement and satisfaction. Effective communication plays a pivotal role in maintaining smooth operations and keeping all stakeholders informed of critical developments, from order statuses to promotional announcements.

Benefits & Features

- **Enhanced User Engagement:** Timely notifications keep users informed and engaged with the restaurant's operations.
- **Personalized Communication:** Custom notification settings provide a tailored experience for users.
- **Improved Customer Satisfaction:** In-app alerts concerning orders and promotions contribute to a seamless customer journey.
- **Operational Efficiency:** Reduces the need for manual communications, streamlining information dissemination.
- **Compliance and Record-Keeping:** Ensures that communication complies with regulations and provides records for auditing.

How to Get Maximum Benefit

Configure Notification Settings: Set default notification preferences for new users upon registration.

Regularly Update Notifications: Review and update notification types and frequencies based on user feedback and operational needs.

Segment User Preferences: Encourage users to personalize their notification settings to better align with their preferences.

Educate Staff: Train team members to understand notification types and their significance to enhance customer interactions.

Monitor Feedback: Collect user feedback on notifications to ensure they remain relevant and beneficial.

Cautions to Avoid

- **Over-Communicating:** Excessive notifications can annoy users; balance is essential.
- **Ignoring User Preferences:** Failing to allow users to customize their notifications may lead to disengagement.
- **Lack of Compliance:** Ensure that all communications adhere to privacy regulations to avoid penalties.

Required Accurate Data

- **Notification:**
- **Fields:** notification_type, message_content



- ~~Reason: Correct messaging is essential to deliver relevant updates.~~

- EmailNotificationSettings:

- Fields: frequency, opt-in/out settings

- Reason: Accurate preferences ensure compliance and user satisfaction.

Complete Usage Guide

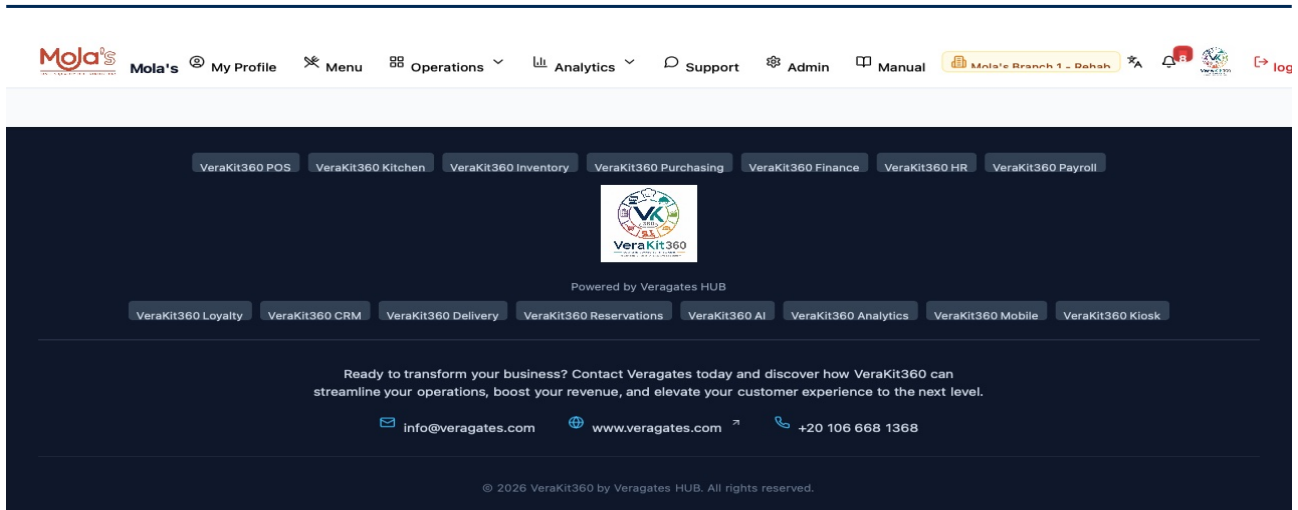
Access the Notifications Module: Log in to your VeraKit360 account and navigate to the Notifications & Communication section.

Set Up Default Notifications: Click on 'Settings' to configure default notification types and frequencies for all users.

Customize Per-User Settings: Allow users to access their notification preferences and customize them.

Monitor Customer Feedback: Regularly review feedback on notification effectiveness and make necessary adjustments.

Keep Users Informed: Ensure updates and important messages are sent through the configured channels promptly.



Description

The WhatsApp & SMS Communication module empowers restaurants to leverage messaging platforms to enhance their customer communication strategies. This module enables automated messaging for order confirmations, updates, and targeted promotions via WhatsApp and SMS, facilitating real-time interaction between restaurants and customers.

By integrating communication channels like WhatsApp and SMS, restaurants can improve customer engagement, streamline order-related communications, and enhance overall customer satisfaction. Effective use of this module fosters loyalty and encourages repeat business through timely and relevant engagement with customers.

Benefits & Features

- **Instant Communication:** Provides real-time updates to customers on order statuses and promotions through familiar messaging platforms.
- **Higher Engagement Rates:** Messages sent via WhatsApp and SMS typically see higher open rates compared to email communications.
- **Automated Notifications:** Streamlines communication processes by automating order and promotional notifications.
- **Enhanced Customer Engagement:** Allows for interactive communication, including inquiries and support, directly through messaging apps.
- **Integration Flexibility:** Seamless integration with existing systems like Twilio and WhatsApp Business API facilitates broader outreach.

How to Get Maximum Benefit



Integrate WhatsApp Business API and Twilio: Ensure you have access tokens and configurations set for seamless communication.

Create Message Templates: Develop standard message templates for order confirmations and status updates for consistency.

Automate Notifications: Utilize functions like `sendOrderWhatsApp` and `sendSMS` to automate critical notifications to customers.

Track Engagement: Monitor customer interactions through the module to refine messaging strategies and enhance engagement.

Utilize User Preferences: Respect user preferences for communication channels and timestamps to enhance relevancy.

Cautions to Avoid

- **Data Privacy:** Maintain confidentiality and adhere to regulations regarding customer contact details.
- **Opt-in Requirements:** Ensure customers consent to receive communications to avoid compliance issues.
- **Message Spamming:** Avoid sending excessively frequent messages to prevent customer annoyance and potential opt-outs.

Required Accurate Data

- **Client:**
- **Fields:** `phone_number`
- **Reason:** Accurate contact information is essential for the delivery of messages.
- **Order:**
- **Fields:** `order_id`, `customer_notification_status`
- **Reason:** Necessary for sending accurate order updates to customers.

Complete Usage Guide

Configure Integration: Set up WhatsApp Business API and Twilio accounts, ensuring all permissions are granted.

Create Notification Templates: Navigate to the message templates section and create messages for order confirmations, status updates, and promotional offers.

Set Up Automation: Ensure that the `sendOrderWhatsApp` and `sendSMS` functions are correctly implemented in the order management workflow.

Monitor and Adjust: Regularly check delivery reports and customer feedback to refine messaging and improve effectiveness.

Train Staff: Educate restaurant staff on how to use the messaging tools to engage with customers effectively.



Email Integration & Notifications

Marketing



Description

The Email Integration & Notifications module is crafted to facilitate communication between the restaurant and its customers via email. It allows restaurant managers to implement marketing strategies, transactional communications, and operational updates through personalized and automated email notifications.

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~~By utilizing diverse email functionalities, this module not only helps keep customers informed but~~ also enhances marketing outreach and customer service capabilities. With features like automated welcome emails and balance reminders, restaurants can maintain a continuous engagement cycle with their clientele, ensuring they remain informed and engaged with services offered.

Benefits & Features

- **Automation of Communications:** Reduces manual workload by automating transactional and promotional emails.
- **Enhanced Customer Experience:** Regular updated communications via email improve customer satisfaction and retention.
- **Increased Marketing Reach:** Targeted email campaigns boost visibility of promotions and events, leading to greater customer engagement.
- **Reduced Operational Costs:** Streamlined processes lead to savings on time, and human resources, contributing to overall efficiency.
- **Compliance Assurance:** Proper configurations ensure adherence to regulations concerning email communications.

How to Get Maximum Benefit

Set Up Email Notifications: Navigate to the EmailNotificationSettings and configure settings based on types of notifications required.

Automate Welcome and Reminder Emails: Use automated workflows to send welcome emails upon registration and reminders based on customer activity.

Maintain List Hygiene: Regularly clean the email list and manage opt-in/out preferences to maintain high deliverability rates.

Leverage Batch Sending: Use batch sending functionalities for marketing campaigns to optimize time and resource utilization.

Analyze Engagement Metrics: Use analytics to monitor open rates and customer interactions to improve future campaigns.

Cautions to Avoid

- **Over-Saturation of Emails:** Avoid bombarding customers with emails; balanced frequency is key.
- **Ignoring User Preferences:** Always respect customer's opt-in and opt-out preferences to avoid compliance issues and disengagement.
- **Neglecting Deliverability:** Monitor email deliverability rates to ensure messages are not landing in spam folders.

Required Accurate Data

- EmailNotificationSettings:



- ~~Fields: event_type, frequency~~
- Reason: Accurate settings determine which notifications are sent, ensuring relevance.
- Client:
- Fields: email_address, last_balance_reminder_sent
- Reason: Correct email addresses are critical for timely delivery of notifications.

Complete Usage Guide

Access Email Integration Module: Log into VeraKit360 and go to the Email Integration & Notifications section.

Set Notification Parameters: Click on 'Settings' to customize email settings for various events (e.g., order confirmations).

Create Automation Workflows: Set up automated email actions for specific events like registrations and balance recharges.

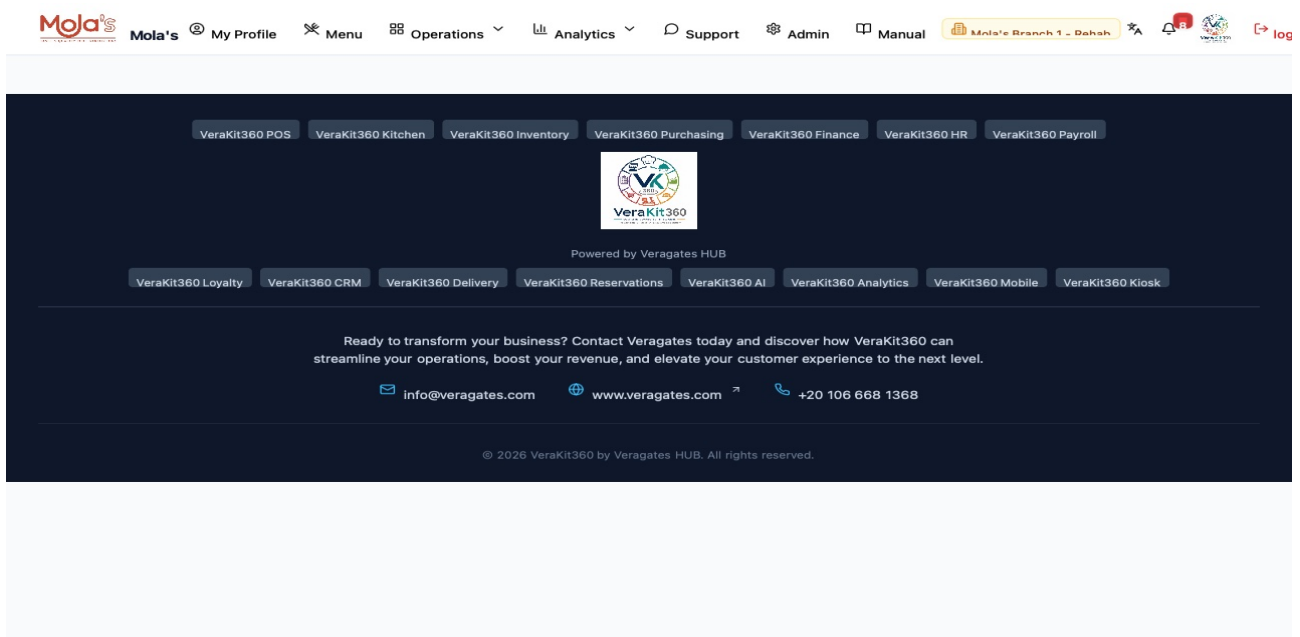
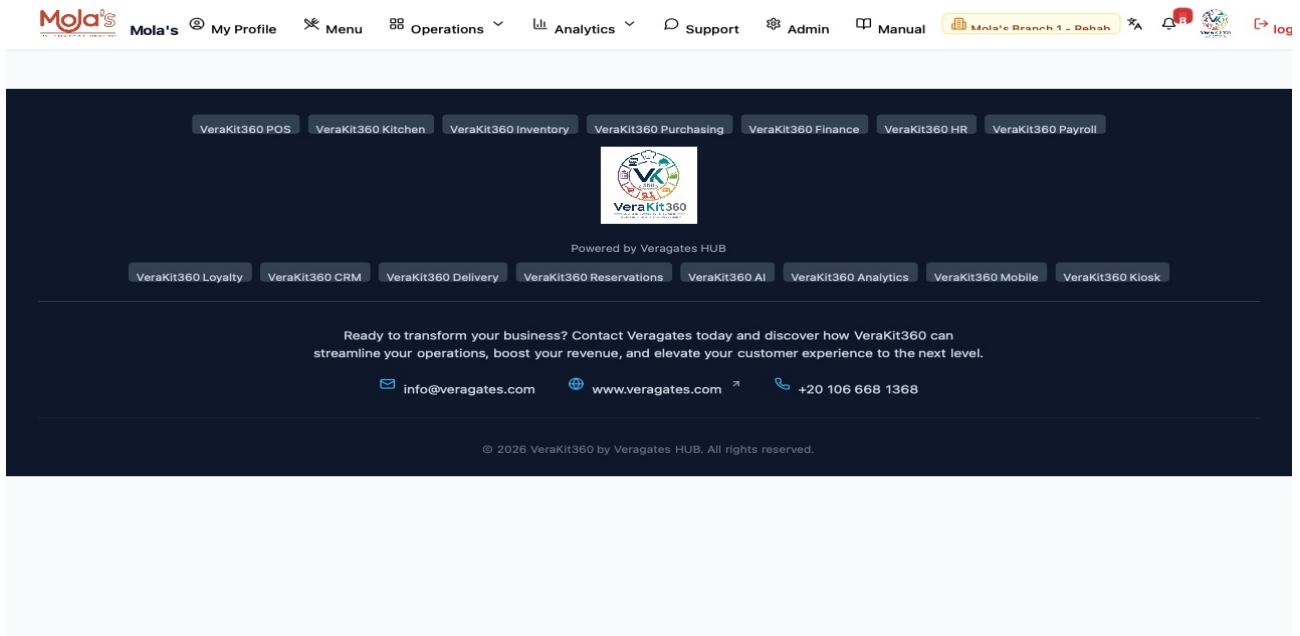
Manage Email Lists: Regularly update your email lists and manage subscription preferences.

Monitor Campaign Performance: Utilize analytics tools to review email performance metrics and gather insights for future campaigns.



Branch & Printer Management

Administration



Description

The Branch & Printer Management module serves as the backbone of operational navigation within the VeraKit360 ecosystem. Its primary purpose is to facilitate the systematic management of restaurant branches by overseeing crucial details such as addresses, contact points, tax percentages, and more. Additionally, this module consolidates print management by configuring print settings for various devices like cash registers and kitchen printers, ensuring seamless

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~~communication between digital transactions and physical outputs. This integrated approach allows~~
branch managers to maintain a standardized yet adaptable operational structure across multiple locations.

Benefits & Features

- **Streamlined Branch Management:** Centralized control over branch details enhances operational consistency and compliance with business regulations, crucial for tax and service management.
- **Efficient Printer Configuration:** Simplified setup for diverse printers (cashier, kitchen, bar) with PrintNode integration reduces time spent on device maintenance.
- **Improved Communication:** Customizable receipt headers and footers foster brand identity and communication with customers, enhancing customer satisfaction.
- **Attendance Verification:** The inclusion of geolocation ensures employee attendance is monitored accurately, which is essential for payroll processing and operational accountability.
- **Integrated Tax Management:** Automatic updates for tax/service percentages reduce the risk of non-compliance, safeguarding the business from penalties.

How to Get Maximum Benefit

Set Up Accurate Branch Profiles: Ensure each branch has complete and precise data by including all necessary contact details and tax configurations.

Standardize Printer Designs: Choose universal receipt formats and configure printers centrally to maintain branding across all branches.

Utilize Geolocation for Attendance: Implement geolocation services for staff attendance punching to improve accountability and payroll accuracy.

Regularly Update Tax Settings: Schedule periodic reviews of tax settings across branches to ensure compliance with local regulations.

Train Staff on Print Management: Conduct training for staff on printer reset procedures and troubleshooting to minimize downtime.

Cautions to Avoid

- **Data Entry Errors:** Incorrect data entered for branch information can lead to miscommunication or compliance issues, resulting in financial penalties.
- **Printer Malfunctions:** Printer connectivity or configuration issues can disrupt service during peak hours, jeopardizing customer experience.
- **Compliance Risks:** Neglected updates to tax/service percentages can expose the business to legal complications.
- **Inconsistent Branding:** Failure to standardize receipt formats can lead to inconsistent messaging and diminished brand recognition.

Required Accurate Data

- **Branch:**
- **Address:** Essential for customer location services.
- **Contact Info:** Vital for customer inquiries and communication.
- **Tax Percentages:** Necessary for accurate billing and compliance.
- **Printer:**
- **Configuration Settings:** Crucial for ensuring correct print outputs and branding.
- **PrintNode Integration:** Necessary for seamless print job management.

Complete Usage Guide

Initial Setup:

- Navigate to the Administration panel.
- Select 'Branch & Printer Management' and add a new branch by entering all required details.

Configure Printer Settings:

- Go to the 'Printer' section.
- Choose the printer type and input configuration settings like receipt width and font styles.

Input Tax/Service Data:

- Within each branch's profile, enter accurate tax/service percentages pertinent to their location.

Establish Attendance Protocol:

- Enable geolocation attendance verification in the Employee Management section.

Testing Phase:

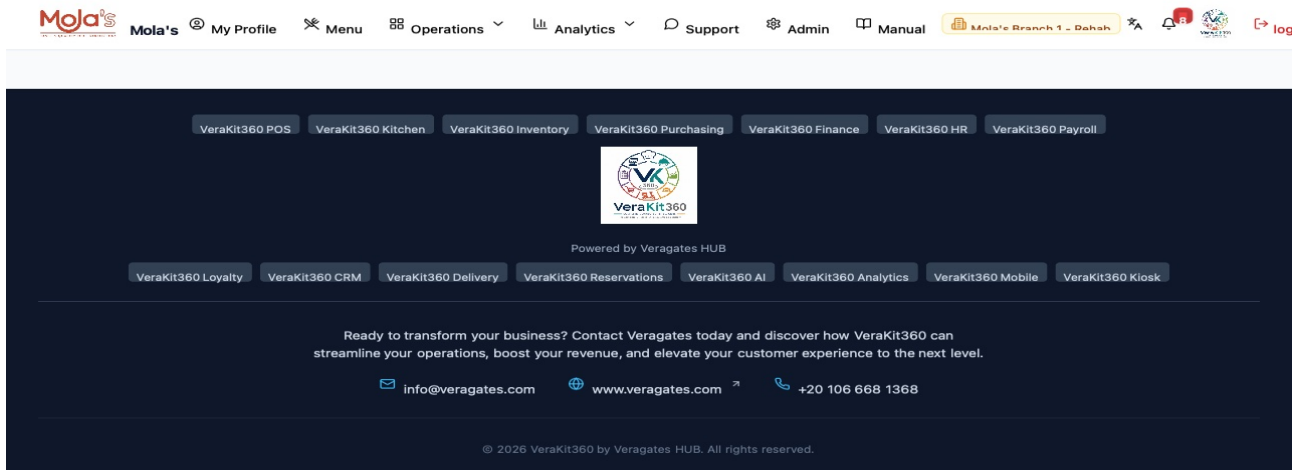
- Ensure that all printers are tested with detailed transactions to confirm accuracy before going live.

Ongoing Maintenance:

- Perform regular audits on branch data and printer configurations to rectify any discrepancies.
- Periodically review tax compliance settings based on local legislation changes.

User Management & Permissions

Administration



Description

The User Management & Permissions module is essential for maintaining the security and integrity of the VeraKit360 platform. It allows restaurant operators to define user roles and manage access permissions, ensuring that sensitive information and operational capabilities are only accessible to authorized personnel. This module safeguards the system against unauthorized access, thereby protecting critical business data while enhancing operational efficiency by facilitating role-specific functionalities.

Benefits & Features

- **Enhanced Security:** Defining user roles and permissions limits access to sensitive data, significantly reducing the risk of data breaches.
- **Operational Efficiency:** By assigning specific roles, employees can focus on their core tasks without navigating unnecessary sections of the platform, improving productivity.
- **Customizable Permissions:** Granular permission settings allow managers to tailor access levels based on individual roles, ensuring all employees have the tools they need without overexposure to confidential information.
- **Audit Trail of User Actions:** Tracking user actions within the system supports compliance and accountability, necessary for performance reviews and investigations.
- **Simplified Onboarding and Offboarding:** Establishing clear user roles helps streamline the onboarding process for new employees and ensures immediate access updates upon departures.

How to Get Maximum Benefit

Define Roles: Identify and document all the roles within your establishment.

Assign Permissions: Customize permissions for each role based on job functionality to prevent unauthorized access.

Regularly Review Roles: Conduct quarterly reviews of user roles and permissions to ensure current employees remain appropriately categorized.

Utilize Audit Logs: Regularly check user activity logs to monitor compliance and detect any suspicious actions.

Train Staff on Permissions: Ensure that all users understand their access rights to mitigate accidental breaches of sensitive data.

Cautions to Avoid

- **Over-Permissioning:** Granting excessive permissions can lead to data leaks and compliance issues, exposing sensitive data.
- **Neglecting User Reviews:** Failing to review user roles regularly can result in outdated access rights, presenting security vulnerabilities.
- **Inadequate Training:** Users without proper training might not adhere to security protocols, leading to unintentional data mishandling.
- **Unauthorized Changes:** If users can alter their permissions, it could lead to significant security risks.

Required Accurate Data

- **User:**
- **Roles:** Essential for defining access levels and permissions.
- **Authentication Details:** Necessary for secure logins and maintaining system integrity.
- **UserPermissions:**
- **Permission Types:** Critical for determining user access levels and functionalities within the system.

Complete Usage Guide

Initial Setup:

- a. Go to the Administration section in VeraKit360 and select 'User Management & Permissions'.

Define User Roles:

- a. Click on 'Roles' and create specific roles according to your operational needs (i.e., Admin, Manager, Staff).

Assign Permissions:

- a. For each role, designate the permissions required for their respective functions.



Add New Users:

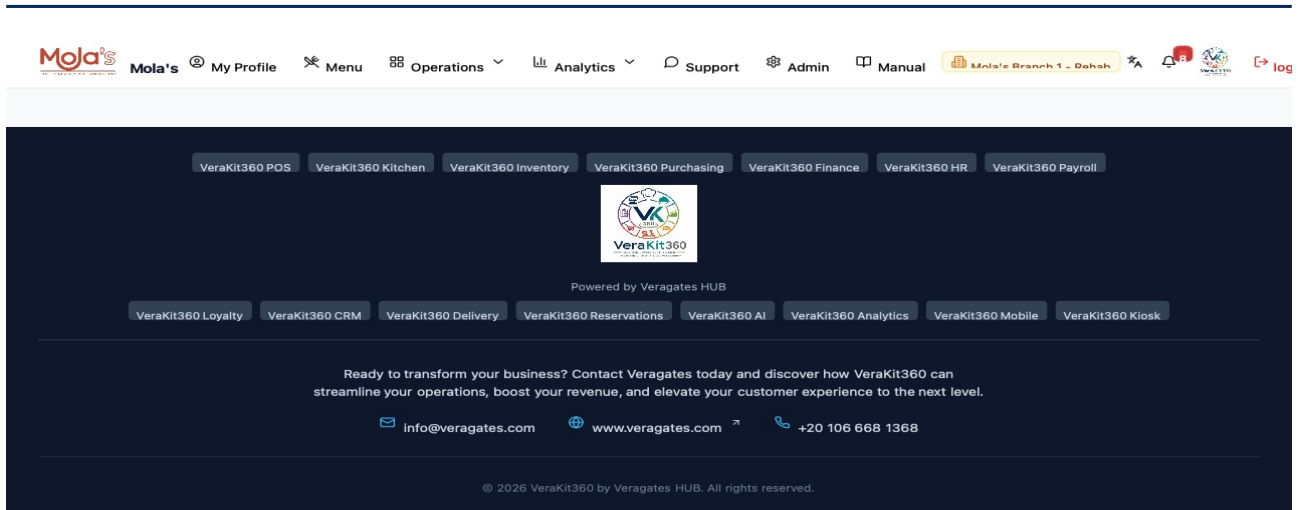
a. On the 'User' tab, click 'Add User' and fill in necessary details, assigning them their relevant roles.

Conduct Regular Reviews:

a. Schedule regular sessions to review and adjust user roles and permissions as necessary based on employee changes.

Utilize Logs:

a. Regularly monitor user activity logs to ensure compliance with security protocols and performance standards.



Description

The Analytics & Insights module is designed to empower restaurant operators with actionable data to drive decision-making. By closely monitoring performance metrics such as customer engagement, sales trends, and web traffic, this module helps businesses identify growth opportunities and areas requiring attention. The integration of review tracking and AI-driven recommendations further supports the operators in enhancing customer satisfaction while mitigating risks associated with declining performance metrics.

Benefits & Features

- **Data-Driven Decision Making:** The ability to track page views and customer reviews provides key insights necessary for actionable strategies aimed at improved service and offerings.
- **Enhanced Customer Engagement:** Moderation workflows for customer reviews help maintain brand reputation and encourage user-generated content, leading to higher engagement and loyalty.
- **Optimized Marketing Strategies:** Understanding user behaviors through tracking enables more focused and effective marketing campaigns, thereby enhancing customer acquisition and retention.
- **AI-Powered Recommendations:** Integration of AI insights helps in personalizing customer interactions, boosting sales through relevant suggestions.
- **Lead Tracking Efficiency:** Capturing sales leads from multiple sources ensures that potential growth opportunities are not overlooked.

How to Get Maximum Benefit

Implement Tracking Tools: Ensure that all necessary tracking codes are implemented across platforms for consistent data monitoring.

Analyze Customer Feedback Regularly: Establish a routine to analyze customer reviews and

~~feedback to adapt operations and enhance service quality.~~

Utilize AI Insights: Make use of AI recommendations regularly to tailor marketing strategies based on customer interactions.

Measure Lead Source Effectiveness: Track the performance of different lead sources to allocate marketing budgets more efficiently.

Set Performance Goals: Regularly define business objectives based on insights that can be monitored through the analytics dashboard, facilitating strategic adjustments.

Cautions to Avoid

- **Data Accuracy Risks:** Inaccuracies in tracking implementations can lead to misleading conclusions and ineffective strategies.
- **Neglected Feedback:** Ignoring negative customer reviews can deteriorate customer trust and may affect overall reputation.
- **Overlooking Lead Management:** Failing to follow up on leads can result in lost revenue opportunities, as potential customers may turn to competitors.
- **Poor Integration:** Failing to integrate insights with operational strategies may result in wasted marketing budgets and failed initiatives.

Required Accurate Data

- **PageView:**
- **Device Type/Browsers:** Necessary for determining user demographics and optimizing digital experience.
- **User Info:** Important for tailoring marketing and communication strategies.
- **Review:**
- **Review Status:** Crucial for understanding customer satisfaction and moderation needs.
- **RecommendationEvent:**
- **Interaction Details:** Essential for measuring AI effectiveness and customer engagement levels.
- **Lead:**
- **Source Information:** Necessary for analyzing which leads are most effective to target.

Complete Usage Guide

Setup Tracking:

- a. Access the Analytics & Insights module in Administration.
- b. Implement tracking pixels or codes on your website/app.

Monitor Page Views:

- a. Regularly navigate to 'PageView' reports to analyze user engagement by device and browser.



Review Management:

a. In the 'Review' section, monitor incoming customer feedback and establish a routine for addressing concerns promptly.

Leverage AI Insights:

a. Review monthly AI recommendations and integrate applicable strategies into your marketing plans.

Analyze Leads:

a. Check the 'Lead' section to evaluate incoming sales leads and map their origins to optimize your marketing strategies.

Adjust Strategies Based on Data:

a. Use insights gained to modify operations, menu offerings, or marketing efforts to respond to emerging trends and demands.

Audit & Compliance

Administration



Description

The Audit & Compliance module is essential for ensuring that restaurant operations adhere to established protocols and legal obligations. It provides a comprehensive audit trail of system actions and transaction changes, enhancing transparency and accountability across all levels of operation. By maintaining detailed records, this module not only helps in regulatory compliance but also serves as a powerful tool for financial reconciliation and operational reviews, minimizing operational risks associated with negligence or errors.

Benefits & Features

- **Regulatory Compliance:** Comprehensive audit trails minimize risks associated with legal compliance, ensuring the business adheres to regulations.
 - **Operational Transparency:** Detailed logs of actions and changes support effective internal audits, allowing for the identification of discrepancies or errors.
 - **Improved Accountability:** By tracking who performed which actions, the module promotes individual accountability among team members.
 - **Fraud Detection:** Continuous monitoring of order changes aids in identifying irregularities early, helping to prevent fraudulent activities.
 - **Historical Reference:** The detailed change history of orders provides critical insights for audits and performance evaluations.
-

How to Get Maximum Benefit

Regularly Schedule Audits: Conduct bi-monthly reviews of the AuditLog to identify areas of concern or non-compliance.

Utilize Change Logs for Transparency: Regularly analyze the OrderChangeLog for patterns that require attention or improvement within the team.

Train Staff on Compliance Procedures: Continuous education on compliance standards and the importance of adhering to documented processes should be prioritized.

Deploy Alerts for Irregular Activities: Set up automated notifications for suspicious or noteworthy changes in the OrderChangeLog.

Incorporate Findings into Operational Strategies: Utilize insights garnered from audits to adjust procedures and enhance overall operational integrity.

Cautions to Avoid

- **Data Manipulation Risks:** Failing to monitor who accesses the audit logs may lead to unauthorized changes or deletions during reviews.
- **Overlooking Audit Trails:** Neglecting to perform regular audits can lead to undetected issues that could escalate, impacting overall business health.
- **Incomplete Records:** Missing entries in the AuditLog or OrderChangeLog can obstruct compliance and affect audit outcomes.
- **User Permissions Neglect:** If users with limited permissions can access change logs, it may expose sensitive data to those who shouldn't have it.

Required Accurate Data

- **AuditLog:**
- **Action Entries:** Necessary for tracking user actions and ensuring compliance.
- **OrderChangeLog:**
- **Order ID and Change Attributes:** Crucial for maintaining an accurate history of order modifications.

Complete Usage Guide

Initial Setup:

- a. Navigate to the Audit & Compliance module in Administration.
- b. Ensure that AuditLog and OrderChangeLog functionalities are active.

Review Logs Regularly:

- a. Schedule routine checks of both logs to identify discrepancies or issues early.

Train Staff on Compliance:

- a. Ensure all staff are familiar with data entry procedures to minimize mistakes that can lead to



discrepancies.

Implement Alerts:

- a. Set up notifications for any unauthorized or unusual activity detected in change logs.

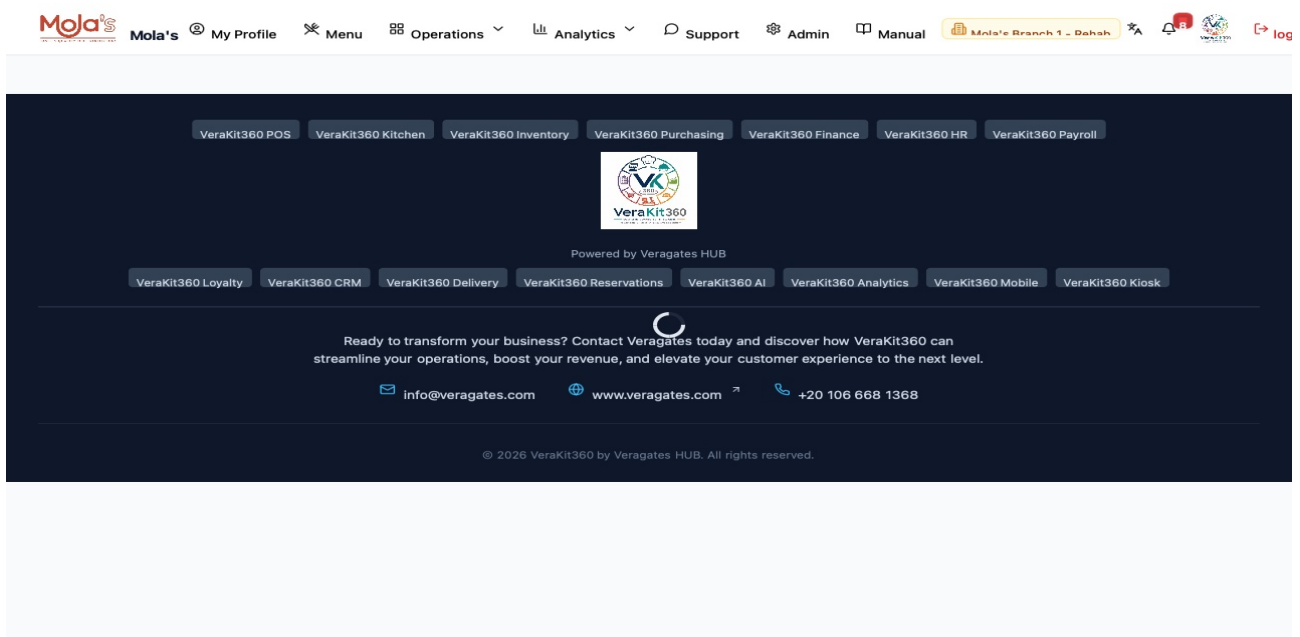
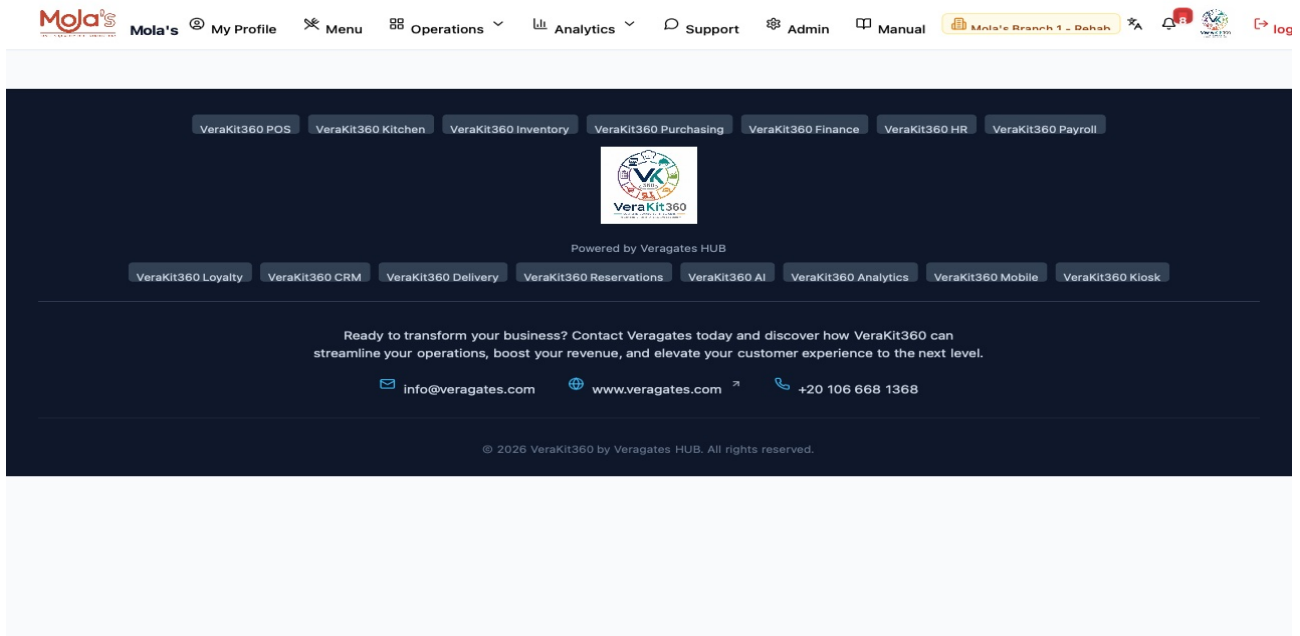
Historical Analysis:

- a. Use past audit details to empower future compliance training and organizational improvements.
-



System Settings

Administration



Description

The System Settings module is at the heart of the VeraKit360 framework, empowering restaurant operators to control their operational environment from a centralized platform. This module encompasses global configuration settings that dictate how other modules interact and function within the system. With effective management of crucial information like branding, location, and system settings, restaurant operators ensure a unified experience across all branches while adapting

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~~to varying operational requirements and compliance standards.~~

Benefits & Features

- **Centralized Control:** Managing system settings from one location increases organizational efficiency, minimizing the time required to adjust configurations.
- **Brand Consistency:** Customizing branding elements such as logos and contact information leads to a unified brand presence across all customer interactions.
- **Easier Regulatory Compliance:** By maintaining accurate restaurant location and info, compliance with local legislation becomes seamless and reliable.
- **Scalable Configurations:** As the business grows, system settings can be easily adjusted to accommodate new branches without cumbersome processes.
- **Enhanced User Experience:** Aligning system settings with customer expectations improves user satisfaction and operational efficiencies.

How to Get Maximum Benefit

Define Global Settings: Establish baseline configurations for all branches, ensuring consistency across locations.

Regularly Update Branding Elements: Periodically review and update branding materials in the SystemSettings to keep pace with marketing initiatives.

Monitor Location Accuracy: Continuously check and confirm location details to support operational accuracy and compliance with local laws.

Customize User Dashboards: Tailor individual user experiences in alignment with their roles by adjusting system settings accordingly.

Conduct System Maintenance: Schedule regular maintenance checks on system settings to ensure optimal performance and user experience.

Cautions to Avoid

- **Inaccurate Configuration Risks:** Errors in system settings can lead to operational disruptions across branches, so attention to detail is crucial.
- **Outdated Branding:** If branding elements are not regularly updated, it may confuse customers and dilute the brand image.
- **Failure to Maintain Location Records:** Neglecting to update restaurant locations can lead to miscommunication for both staff and customers, impacting service quality.
- **Permission Errors:** Inadequate permissions for access to System Settings can lead to unauthorized changes, disrupting the operational framework.

Required Accurate Data

- **SystemSettings:**



• ~~Configuration Values: Required for aligning all branches throughout the platform and ensuring a cohesive experience.~~

• RestaurantInfo:

• Name and Contact Details: Necessary for unified customer contact and branding.

• RestaurantLocation:

• Location Attributes: Essential for serving customers accurately and addressing local regulatory requirements.

Complete Usage Guide

Navigate to System Settings:

a. From the Administration panel, locate 'System Settings'.

Input Accurate Information:

a. Fill in required fields under SystemSettings, RestaurantInfo, and RestaurantLocation.

Customize Branding:

a. Upload logos and define branding colors to ensure a unified presence across platforms.

Set Location Details:

a. Enter details about each restaurant branch ensure accuracy for service support and compliance.

Monitor Changes:

a. Regularly check system settings; any changes should be verified with the corresponding logs for accountability.

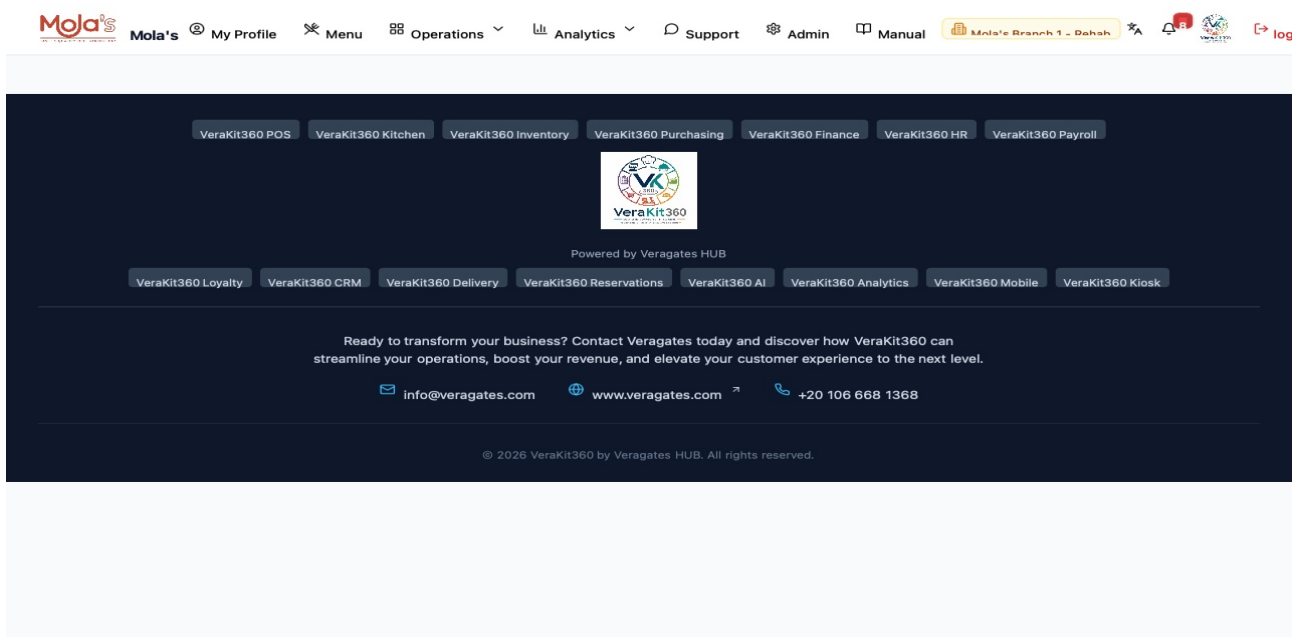
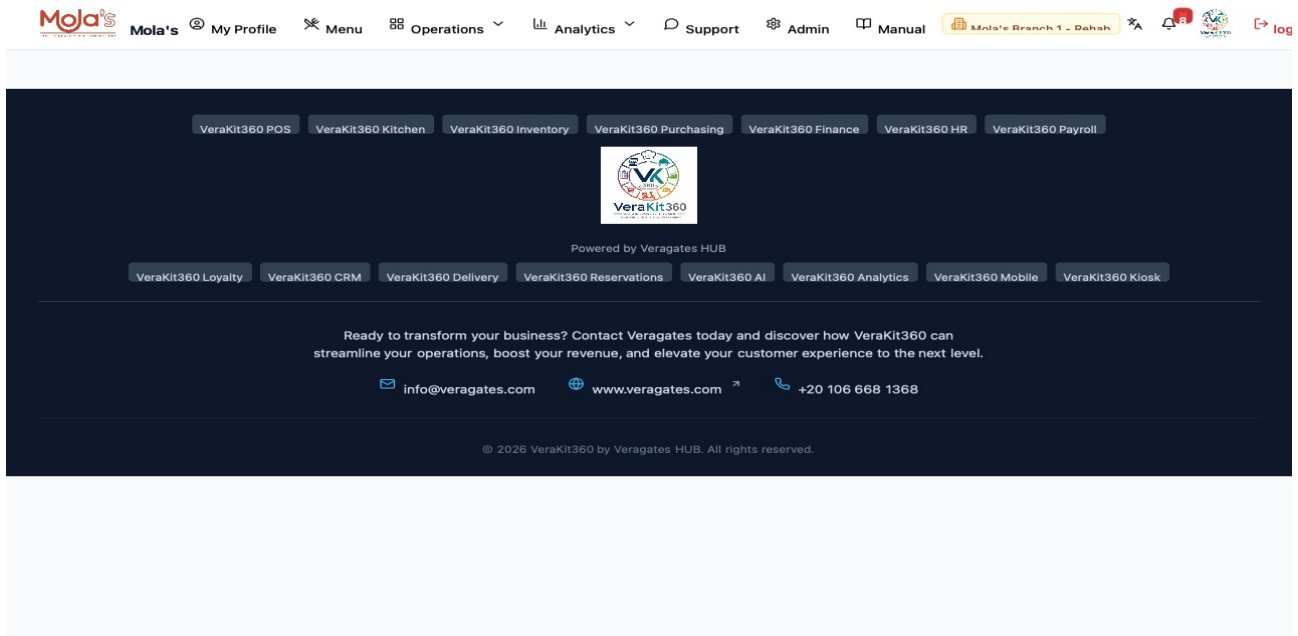
Conduct Training:

a. Train employees on how to navigate system settings to avoid unauthorized access or errors.



Controlled Approvals & Workflow Management

Administration



Description

The Controlled Approvals & Workflow Management module is a critical component for ensuring that operations within the restaurant proceed efficiently, transparently, and with appropriate oversight. This module facilitates systematic handling of approvals related to attendance, purchases, waste declaration, and more. By defining workflows that require oversight before proceeding, this module helps restaurants mitigate risks associated with financial mismanagement, compliance breaches, or

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~~operational inefficiencies while fostering a culture of accountability and transparency.~~

Benefits & Features

- **Enhanced Financial Oversight:** Approval workflows for purchases and cash handling reduce opportunities for fraud and mismanagement, directly impacting bottom-line savings.
- **Streamlined Operations:** Consolidated approval processes across various operational areas minimize delays and enhance productivity.
- **Controlled Waste Management:** Implementing waste declaration approvals integrates environmental responsibility into operations, ensuring cost-accurate reporting.
- **Clear Accountability:** The built-in approval system tracks who reviewed processes, reinforcing accountability among staff.
- **Data-Driven Evaluation:** Captured data related to approval processes facilitates performance analysis, enabling continuous operational improvements.

How to Get Maximum Benefit

Define Clear Approval Paths: Identify all operational areas requiring approval and set up systems that clearly define who is responsible for each decision.

Regularly Train Staff: Ensure that all employees understand the approval workflows for their respective roles, fostering compliance and efficiency.

Monitor Approval Metrics: Regularly analyze bottlenecks or delays in approval processes to streamline workflows and distribute workloads evenly.

Utilize Audit Trails: Regularly review logs for approval workflows to identify patterns that may require operational adjustments.

Implement Digital Approvals: Use digital signatures and automated notifications to reduce delays in approval processes.

Cautions to Avoid

- **Bureaucratic Delays:** Excessive approval requirements can slow down operations, leading to frustrations in staff and decreased customer satisfaction.
- **Inconsistent Approvals:** Failure to apply uniform decision-making standards may lead to perceptions of favoritism or operational inefficiencies.
- **Data Integrity Risks:** Lack of proper documentation related to approvals can jeopardize compliance efforts, making it essential for all approvals to be logged accurately.
- **Poor Training:** Insufficient understanding of approval processes can lead to non-compliance or failure to address significant financial discrepancies.

Required Accurate Data

- **Attendance:**



- ~~Approval Status and Notes: Necessary for tracking which attendance records have been reviewed.~~
- **WasteDeclaration:**
- **Approval Workflow Details:** Required for managing costs related to waste.
- **CashierPurchase:**
- **Approvals and Rejection Reasons:** Important to track cash management fidelity.
- **CashierSession:**
- **Closing Approvals:** Essential for financial accuracy and session management.
- **PurchaseOrder:**
- **Review Details:** Critical for tracking item-level approval status and maintaining inventory accuracy.
- **Redemption:**
- **Approval Workflow Details:** Vital to managing reward redemptions professionally.

Complete Usage Guide

Establish Approval Workflows:

- a. In the Controlled Approvals panel, define workflows for each operational area that requires oversight.

Add Approval Criteria:

- a. Specify the criteria that will require approval for each workflow (e.g., minimum amount for purchases).

Train Staff on Workflows:

- a. Conduct training sessions to ensure all responsible parties understand their roles within the approval process.

Monitor Approval Logs:

- a. Regularly check logs to review audit trails of which approvals were made by whom and when.

Evaluate Efficiency:

- a. Analyze the approval process regularly to identify any bottlenecks or areas that may require adjustment.

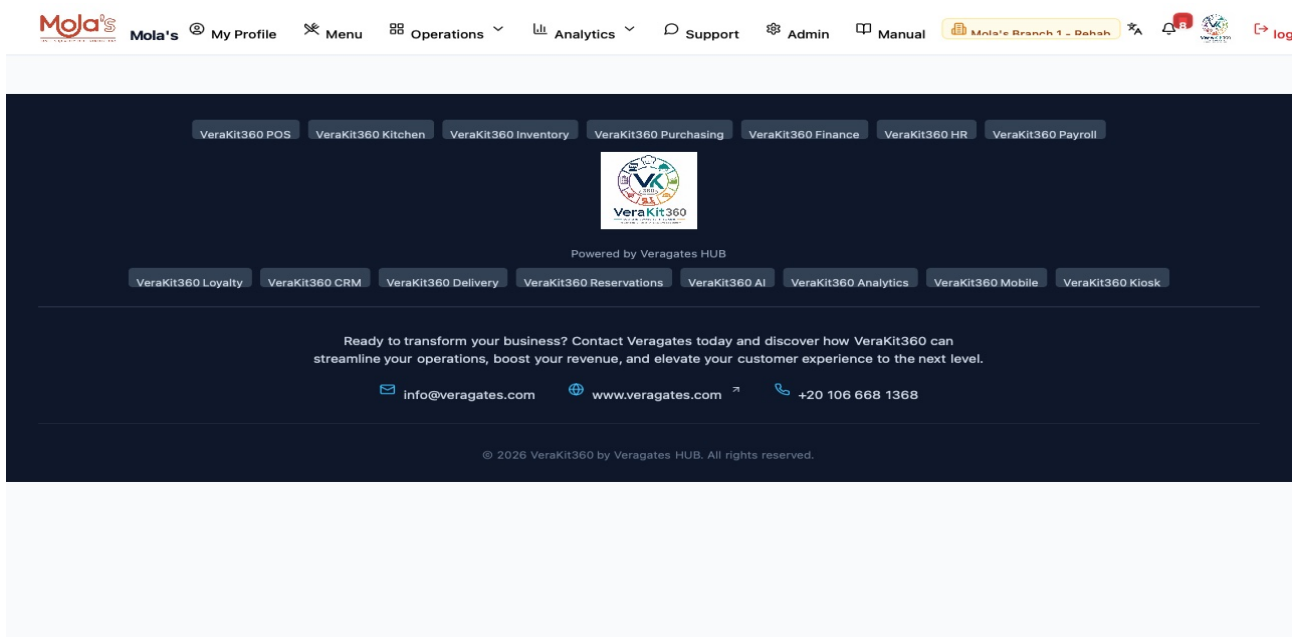
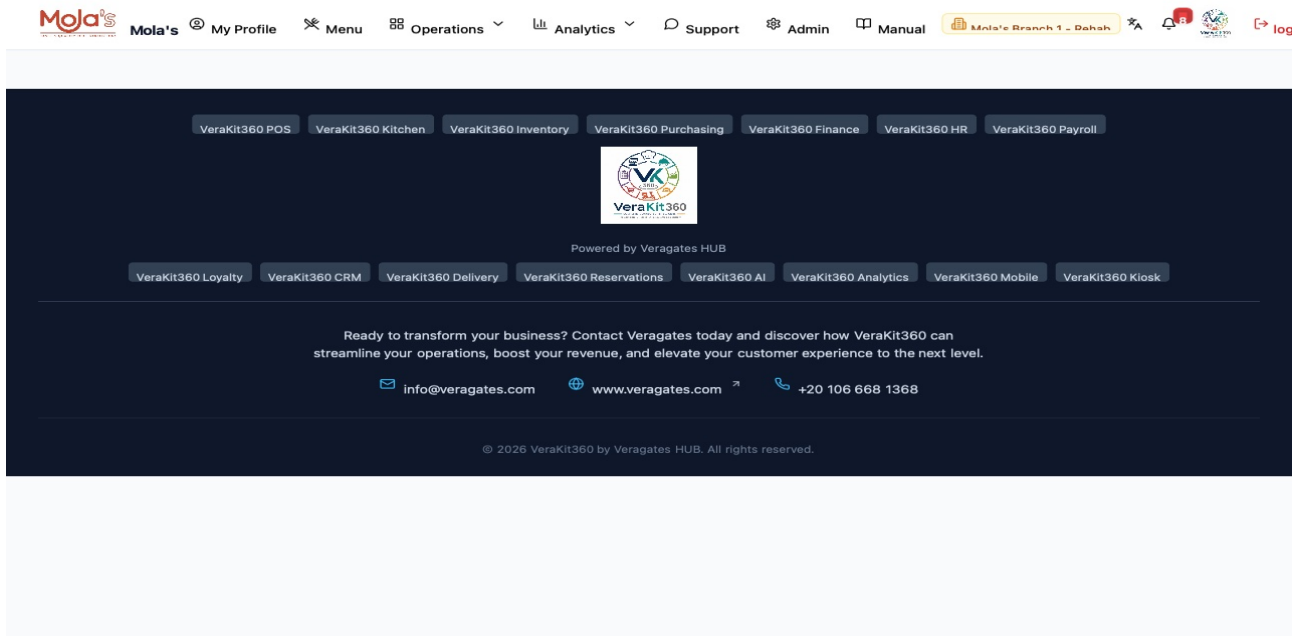
Implement Digital Approvals:

- a. Use technology to automate notifications and approve specific submissions to speed up the approval process where needed.



Sales Analytics & Reporting

Administration



Description

The Sales Analytics & Reporting module is instrumental in providing a comprehensive view of the financial performance of the restaurant. By aggregating data on orders, payments, and expenses, this module allows for detailed analysis of sales trends and operational efficiency. The insights gained from sales analytics enable restaurant management to devise strategies that boost revenue, optimize resource allocation, and ultimately enhance customer satisfaction, ensuring that each facet of the

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~~operation aligns with business objectives.~~

Benefits & Features

- **Actionable Insights:** Detailed sales analytics offer a comparative view that helps restaurant managers make data-driven decisions to enhance profitability.
- **Revenue Optimization:** Understanding order types, payment methods, and sales trends allows for tailored marketing and promotional strategies aimed at peak revenue periods.
- **Cost Control:** Analysis of expenses supports budget management, facilitating adjustments to maintain or improve profit margins.
- **Performance Benchmarking:** Daily financial summaries allow for benchmarking against historical performance, making it easier to track progress and identify improvements.
- **Enhanced Decision-Making:** Easy access to detailed reports enables quicker and more effective decision-making in response to changing market conditions.

How to Get Maximum Benefit

Create Daily Reports: Set up a process for generating daily financial summaries to quickly assess performance and address any discrepancies.

Focus on Item-Level Analysis: Utilize item-level sales data to identify and promote top-selling products while managing underperforming items.

Monitor Payment Trends: Analyze payment method distribution to adapt to customer preferences and optimize payment processes accordingly.

Implement Promotions Based on Trends: Regularly analyze trends to develop strategic promotions and discounts aimed at generating higher sales during off-peak times.

Adjust Staff Based on Performance: Utilize sales reports to align staffing levels with expected sales activity, ensuring efficiency during peak periods.

Cautions to Avoid

- **Data Overload:** Focusing on too many metrics without prioritizing key performance indicators can lead to paralysis by analysis, hindering effective decision-making.
- **Inaccurate Reporting Risks:** Poor data input or collection practices can result in faulty reports that mislead management, impacting financial strategies.
- **Neglecting Historical Comparisons:** Failing to compare current performance with historical data may obstruct the opportunity to identify growth patterns or issues.
- **Insufficient Context:** Without the context surrounding sales metrics, data may be misinterpreted, leading to ineffectual decisions.

Required Accurate Data

- **Order:**



- ~~Order Details: Essential for understanding the revenue streams and transaction trends.~~
- **Daily Financial Summary:**
- **Revenue and Expense Summaries:** Critical for accurate financial reporting and performance analysis.
- **Cashier Session:**
- **Session Sales Totals:** Important for understanding financial performance at granular levels.
- **Active Offer:**
- **Promotion Details:** Necessary for measuring the impact of promotional strategies on sales.
- **Delivery Company:**
- **Financials Across Delivery Channels:** Vital for assessing performance across various service delivery methods.

Complete Usage Guide

Access Reports:

- a. Go to the Sales Analytics & Reporting module in Administration.

Generate Daily Reports:

- a. Click on the 'Daily Financial Summary' and generate the report for the day.

Review Item Performance:

- a. Analyze sales data to identify top-selling and underperforming items within the report.

Monitor Payment Methods:

- a. Regularly check payment distribution reports to align with customer preferences.

Implement Promotions:

- a. Determine and deploy promotional strategies based on sales trends observed.

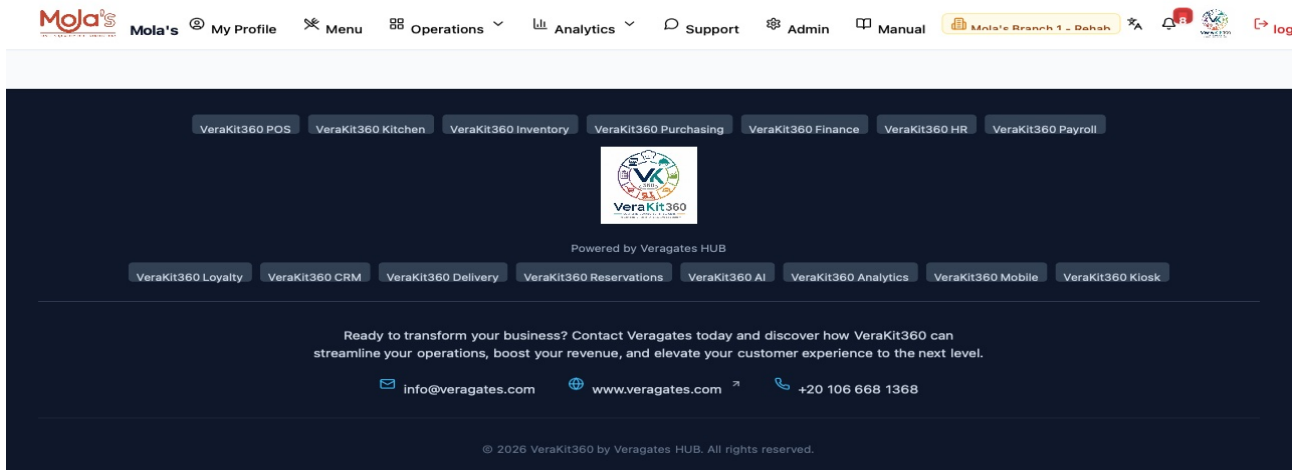
Adjust Staffing:

- a. Ensure optimal staffing levels based on performance reports to align with busy periods.
-



Executive Dashboard & Business Intelligence

Administration



Description

The Executive Dashboard & Business Intelligence module provides a high-level overview and deep insights into operational performance, enabling restaurant executives to make informed strategies. By synthesizing data from various touchpoints—such as sales, customer reviews, and inventory levels—this module equips decision-makers with the tools necessary to drive growth. The integration of predictive analytics further enhances business intelligence capabilities, allowing for proactive decision-making that aligns with future opportunities and challenges.

Benefits & Features

- **Comprehensive Overview:** Provides a holistic view of business performance metrics in one dashboard, enhancing executive visibility across all operations.
- **Strategic Decision-Making:** In-depth analytics on revenue, costs, and customer behavior empowers leaders to create informed, strategic business decisions.
- **Performance Tracking:** Real-time tracking of KPIs enables quick corrections to maintain operational alignment with business goals.
- **Predictive Insights:** Forecasting capabilities assist in accurately predicting trends and allowing preparatory steps towards potential market shifts.
- **Enhanced Financial Management:** The integration of financial data enables efficient tracking of profit and loss, fostering informed budgeting and financial planning.

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How to Get Maximum Benefit

Customize Dashboard Views: Tailor the Executive Dashboard interface based on roles and preferences to align with directorial priorities and metrics.

Regular KPI Updates: Establish monthly reviews of KPIs to adapt business strategies reactively to observed trends.

Leverage Predictive Analytics: Utilize forecasting reports to anticipate changes and adapt the business model as required.

Incorporate Feedback Loops: Regularly assess operational insights alongside customer feedback for more robust decision-making frameworks.

Facilitate Inter-Departmental Meetings: Use insights gathered from the dashboard to provide updates during strategy sessions, encouraging cross-departmental collaboration.

Cautions to Avoid

- **Data Silos:** Ensure that all relevant data sources are integrated into the dashboard; neglecting this can lead to incomplete insights.
- **Overreliance on Automation:** While predictive analytics are powerful, relying solely on automated insights without human interpretation could overlook nuances.
- **Inaccurate Data Entry Risks:** Data inaccuracies lead to misguided strategies, highlighting the importance of verifying data inputs regularly.
- **Complexity Overload:** Too many metrics on the dashboard can lead to confusion—limit displayed metrics to core KPIs for clarity.

Required Accurate Data

- **Order:**
- **Order Performance Metrics:** Necessary for assessing overall sales and performance insights.
- **Client:**
- **Customer Data:** Critical for evaluating acquisition and retention metrics.
- **Branch:**
- **Performance Data:** Essential for comparative analysis across different locations.
- **Daily Financial Summary:**
- **Financial Insights:** Vital for overarching profitability evaluation.
- **Inventory Item:**
- **Stock Health Data:** Required for tracking cost and inventory performance.
- **Employee:**
- **Labor Cost Data:** Important for understanding workforce expenditure efficiency.
- **Page View:**
- **Traffic Metrics:** Vital for digital marketing assessment and strategy adaptation.



• **Review:**

- **Satisfaction Metrics:** Necessary for customer experience evaluation and enhancement.

Complete Usage Guide

Access the Dashboard:

- a. Log into VeraKit360 and navigate to the Executive Dashboard & Business Intelligence module.

Customize Views:

- a. Adjust the dashboard display settings based on your executive duties and information preferences.

Review KPIs:

- a. Regularly examine the key performance indicators displayed, noting areas of success or concern.

Analyze Predictive Reports:

- a. Use forecasting tools to anticipate market trends and address potential challenges proactively.

Incorporate Feedback:

- a. Regularly validate dashboard insights against customer feedback to ensure data accuracy and relevance.

Foster Collaboration:

- a. Utilize insights during inter-departmental meetings to collaborate on strategies and foster transparency across teams.