

Now Available

FoodPro® Web Catering!



◆ Online Ordering

Many catering and event sales operations would find it difficult to display all of their great offerings to customers at once; with FoodPro® Web Catering you can achieve this with ease. Your customers have the ability to view your operation's offerings 24 hours a day, 7 days a week and place orders at any given time. Web Catering allows you the opportunity to take advantage of the internet as a point of sale solution reaching both current and potential customers on a daily basis. Web Catering offers a wide range of concepts which can be utilized to exemplify every aspect of the catering business.

Web Catering is an extremely dynamic solution, this module has the ability to proficiently accommodate any type of order from a simple small business coffee break, to larger more complex orders such as banquet events with audio and visual equipment. Web Catering will accommodate all the preferences your customers desire. Repeat customers have the luxury of copying forward past events, simplifying the order process even further. Designed and engineered to streamline the event booking process, Web Catering is fully integrated with both the FoodPro Catered Events Sales Module and standalone FoodPro Catering. Since this module is completely integrated with FoodPro, production information will be easily accessible. Web Catering also updates in real-time which means as you make changes to your menus or offerings those changes will be displayed on your web page.

Web Catering sets itself apart from any other catering online ordering system with the ability to display high-resolution images of individual menus and inventory items for your customers to view. The main reason eCommerce is a successful business avenue for any operation is the ability for the customer to view exactly what they are purchasing without ever leaving their home. Giving your customers the opportunity to see their event before it happens will prove to be a huge competitive advantage. Pictures are displayed and sized to your standards again giving you total control of how your web page will look.

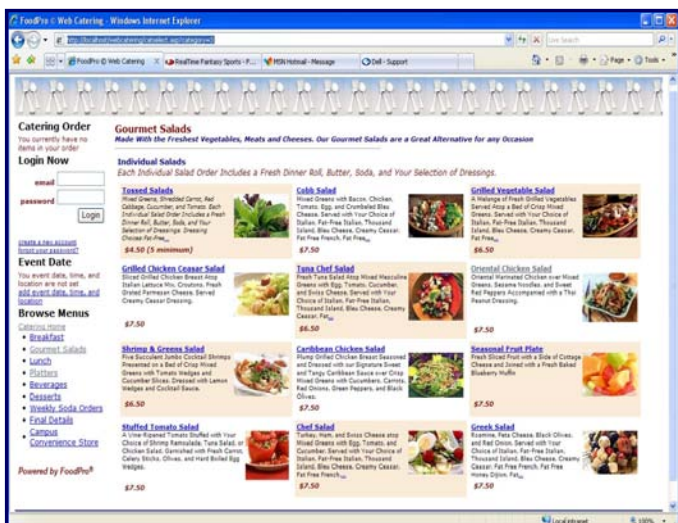


◆ Flexibility

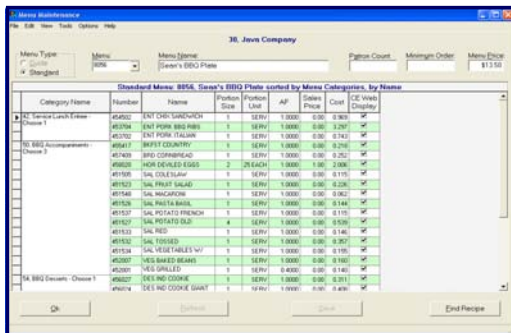
Web Catering customers will have individual accounts where detailed valuable information will be stored in a profile such as contact information and event history. Customers may view past orders and modify open orders up until the client (you) designates the cut off period. One of the more powerful options with Web Catering is the ability to display menus and inventory items on the same page. Menus may be set up as fixed price; a good example of this would be a lunch buffet where the price is a set amount per person. Another option for setting up your menus would be as a la carte; in this instance a customer may have a choice of many selections. You have the ability to set up menus as a choice of 1 selection, a designated amount, such as choose any three entrees, or with a selection which certain items are included in the menu, for example items that come with the customer's selection. Another powerful tool is the ability to set a minimum order amount for a menu, since you won't be serving one guest for a dinner buffet!

◆ Highly Customizable

Web Catering is a feature rich, customizable program, having the ability to engineer the pages to your specifics will present a truly unique online ordering solution for your customers. Almost every aspect of the pages may be modified or enhanced to accurately depict your catering operation. In catering and event sales the look is just as important as the taste and service! You have the ability to modify the colors, text, pictures, headings, fonts, backgrounds, and the actual layout of how the information is displayed. During the holidays you may opt to have a different layout or look, to achieve this is simple and with the level of customizations available can be done very easily. You can highlight profitable items by changing the font color or size and product information may be written to stress important points, such as a certain item which is available seasonally. Show off your business to potential and current customers by displaying pictures of past events, all of this is possible with the FoodPro® Web Catering.

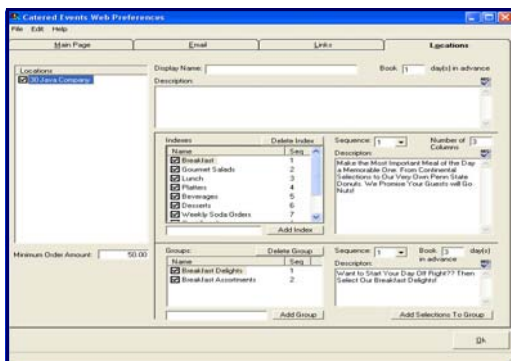


.....Utilizing New FoodPro Programs



◆ Menu Maintenance

With the popular new Menu Maintenance program you will be capable of modifying menus much more efficiently. Many new options are available; edit menu categories, enter menu category information, product information, edit portion sizes, and much more all from one screen. The Web Catering module will capture and display all the information which is entered into this new program! A great tool regarding Web Catering and this program is the ability to turn recipes in a menu "on" or "off" for display without deleting them from the menu. This along with the ability to see cost, revenue, and profit margins based on the amount ordered will help when setting minimum order quantities for a specific menu to meet certain goals.



◆ Catered Events Web Preferences

The main tool behind the Web Catering Module is the Catered Events Web Preferences program. In Catered Events Web Preferences we are making you the web master, this new program makes it simple for anyone to display menus, recipes, and inventory items with detailed product descriptions and images on your web page. Catered Events Web Preferences gives you the option to turn those items "on" or "off" for web page display without deleting them, which saves both time and effort. Changes are reflected in real time so if you make an adjustment your page will reflect that change instantaneously. The Sections are broken up by tabs like many other FoodPro programs for easy navigation and you have the ability to modify the way sections of your pages are sequenced to easily change the display. In the Catered Events Web Preferences you can set a dollar minimum order amount and set lead times for online orders. This program is extremely dynamic and gives a great deal of control to your operation.

◆ Per Location!

Web Catering is available on a FoodPro location basis, meaning if you have more than one location or operation providing catering services Web Catering has the ability to display entirely different operations on the web at the same time! See the example to right. When customers complete the account set up they will receive a pre-generated e-mail formatted and written by your operation welcoming them to your online ordering web site. Customers as well as designated employees in your sales office will also receive confirmation e-mails for each event booked, supplying a paper trail for events booked online. All of these pre-generated e-mails are customized by you. The e-mails run off of your University mail server and are very easy to implement as well as secure, providing optimal customer service automatically.

"Working with the Catered Events Web Preferences program was fun and easy, watching the page come alive as I was building it was pretty neat and having the ability to set up the information in so many different ways will be beneficial to our catering business." - Cathy Wylam, University of Northern Iowa

◆ Checking Out

Web Catering's checkout process combines simplicity for customers while conforming to your University's policies and guidelines. Any form of payment is acceptable through Web Catering and like many other FoodPro products, Web Catering is fully capable of interfacing with third party applications such as, credit card authorization companies and University billing and budget systems. The customer is supplied with a printable checkout page as well as a confirmation e-mail detailing their order and any operational specifics. From the checkout page a customer is given the option to review and modify their order if they wish. At the completion of the order by the customer, all the information is fed into FoodPro and or the Catered Event Sales Module for review. The event is then finalized and confirmed by someone in your operation necessary production information will then be generated at the appropriate time allowing for your customers and operation to benefit from Web Catering!

