

Case Study

**Sri Venkateshwara
Sweet-Meat Stall**
Bangalore



Integrated POS

Built-in with **Printer**

TVS-E INTEGRATED POS (I-POS) - A SWEET ADDITION TO THE SUCCESS STORY OF A SWEET SHOP RETAIL CHAIN IN BANGALORE

Customer

Sri Venkateshwara Sweet-Meat Stall is a chain of sweet outlets operating in Bangalore. They currently have 5 outlets across Bangalore and the company has plans to expand the chain in a big way. These outlets enjoy high reputation among the customers for its opulent ambience and high quality sweets.

Sweet shops add to the gamut of eateries available in Bangalore. Gone are the days where people visited sweet shops on auspicious days or on days of celebration. Sweet shops witness heavy crowd nowadays and they cater to both dine-in & take-away customers. As their businesses are redefined, they are now in the brink to redefine their operational efficiency by having efficient billing infrastructure.

Sri Venkateshwara sweet-meat stall, a sweet shop retail chain outlet in Bangalore was keen to have an efficient transaction infrastructure. They wanted a complete transaction infrastructure which was compact, elegant, easy to use and most importantly an efficient one.





Key Customer Challenges

- As the place is crowded, they wanted a compact billing infrastructure which wouldn't occupy too much space
- Ease of use is vital as the person who attends to the customers also prepares the bill
- The billing machine should compute transactions swiftly to cater to the ever increasing crowd during evenings & weekends

Through our discussion with the customer we found that they would require a complete transaction infrastructure which was compact, stylish & above all, a device which could generate 400 to 500 bills per counter (5 counters)



Customer Testimonial

"It is wonderful. I am extremely happy with its performance. Thanks for giving me such a nice product".

- Mr. V.C. Hariprasad,
Sri Venkateswara Sweet-Meat Stall

Solution

- **Compact & elegant** - I-POS is compact and occupies a smaller foot print compared to traditional billing systems
- **Touch Screen facility** - The touch screen facility makes it easy for the user to operate the device which in turn aids in quicker transactions
- **Complete Billing infrastructure** - I-POS comes with a built-in printer and card reader which makes it the ideal system for quick transactions. The auto cutter facility of the printer speeds up the transactions and facilitates quick printing. The built in card reader captures all the details by eliminating manual intervention. Printing a huge number of bills everyday was never a problem again for Sri Venkateshwara sweet-meat stall.

Key Customer Value

I-POS fulfilled the exact needs of Sri Venkateshwara sweet-meat stall. With superior performance & great looks, I-POS proved to be an asset and is sure to make its way into the success story of yet another customer.

Reported by: **Joseph** – POS Sales Team, Bangalore

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