

Ready for what's next? ▼

A practical technology guide for growing QSR businesses

Growth looks different for every restaurant business.

It might mean opening a second location, launching a franchise model, introducing kiosks or online ordering, or expanding an already established estate.

Whatever the next step, growth creates new operational questions.

- ▶ Can you manage menus and pricing consistently?
- ▶ Can you see what is happening across each location?
- ▶ Will your systems connect as you add new ordering and payment options?
- ▶ And will the technology that works today still work as the business develops?

This guide highlights the practical technology foundations that can help restaurant businesses grow without creating unnecessary complexity.

The right time to think about technology that can grow with you isn't when you have 50 sites. It's before the limitations of your current setup begin to hold you back.

What changes when the business grows? ►

Every next step changes the way you operate.

Even opening one additional site can create new demands.

Growth does not always mean dozens of new restaurants. It means your business becoming more complex than it was yesterday.

More locations to manage

You need a clear view of what is happening across the business without being physically present at every site.

More people to train

Systems and processes need to be easy to learn and consistent from one location to another.

More menus, products and prices to control

Updates become harder if changes have to be made separately at every restaurant.

More ways for customers to order

Counter service, kiosks, online ordering, delivery platforms and loyalty all need to work together.

More information to understand

Sales and performance data needs to be easy to access and compare, rather than sitting across separate reports and spreadsheets.

More reliance on technology

As the business grows, system outages, manual workarounds and disconnected data can have a much greater impact.

Is your technology ready for your next step? ▼

You do not need to be a large chain to experience growing pains.

► **You cannot see performance without being on site**

You rely on calls, messages or end-of-day reports to understand how the restaurant is performing.

► **Changes have to be made separately**

Menus, products, prices or promotions need to be updated manually at each location or across different systems.

► **Your systems do not connect**

EPOS, payments, delivery, ordering, stock or loyalty sit in separate platforms.

► **Staff are entering the same information more than once**

Orders or figures need to be re-keyed, transferred or combined manually.

► **Reporting takes too long**

You spend more time preparing the information than using it to make decisions.

► **Opening another location feels like starting again**

Every new site requires a fresh set of workarounds, configurations or supplier conversations.

► **New opportunities feel harder than they should**

Adding kiosks, delivery integrations, loyalty or another site feels more complicated than it should.

You may not need to replace technology. But you do need to understand whether your current set-up can support where the business is heading.

Practical growth-readiness checklist.

Questions to ask before your next move. ▼

Before opening another location or introducing a new service, ask:

- Can we manage products, menus and prices centrally?
- Can we see sales and performance across all locations?
- Can we access information while there is still time to act?
- Can our EPOS connect with our chosen payment provider?
- Can we add kiosks, online ordering or delivery integrations later?
- Can staff move between sites without learning completely different processes?
- Can we compare the performance of different locations, products and channels?
- Can the system support another restaurant without a major rebuild?
- Are we confident that the system will still work for us in two or three years?

Mostly yes

Your technology foundations appear well aligned with your immediate plans. Continue reviewing them as the business and customer journey develop.

A mixture of yes and no

Some elements of your current setup may create additional work as the business develops. Identifying the priority gaps now could make your next move considerably easier

Technology for where you are now, and where you want to go next ▼

Symphony brings together EPOS, payments, ordering, stock, loyalty and reporting in one connected platform.

It can support a restaurant business opening its next location, as well as an established operator managing a larger estate.

That means you can introduce the technology you need today, with the flexibility to add new sites, services and integrations as the business develops.

What is next for your restaurant business?

Book a 20-minute conversation with MCR to discuss your current setup, your plans and the technology foundations that could support them.

Contact our team on **0116 299 7000**, enquiries@mcr-systems.co.uk or www.mcr-systems.co.uk/contact

