



Product Overview



In partnership with:



POWERED BY
GlobalFood

www.alferit.com/online-food-ordering/

Phone 0422 472 428

Monday to Friday, 10am to 7pm

Introduction

alfer IT is short for “Alex Ferguson IT Services”. Alex gathered that it would be a mouthful trying to say that each time when answering the phone and how long would it be to type that in your web browser.

Alex has been in the IT industry now for the past 10 years developing many web sites both big and small and has a great relationship with his web clients.

Before a life in IT, Alex was trained as a Chef working in many establishments around South Australia.

By combining his experience with food, IT and small business management, he will be a benefit for all who choose to use this new ordering system for their business.




Your complete online ordering solution


Ideal for any Restaurant or take away shop of any size and cuisine.




- Allow your customers to order from your website, Facebook page and mobile app (optional).
- White-label design, suitable for any brand.
- Easy to integrate and compatible with most website builders. (after IT uses HTML & WordPress)

Online menu

PRONTO   



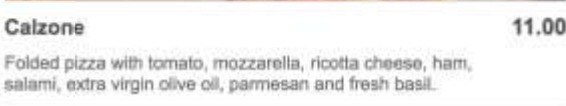





Pizza + Drink Combo
Get it now
[Learn more](#)



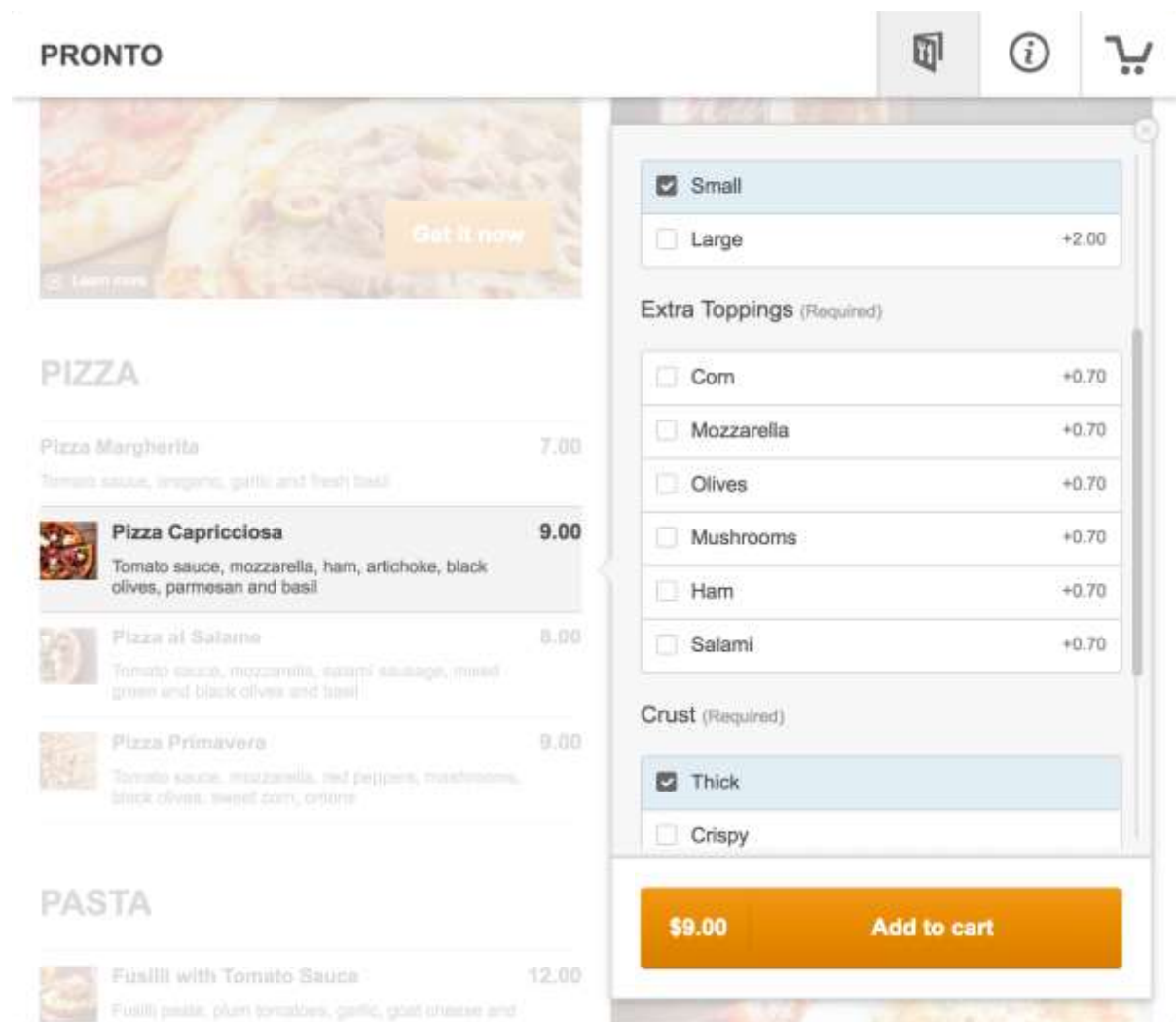
Buy two get third free
Get it now
[Learn more](#)

PIZZA

Pizza Margherita 7.00 Tomato sauce, oregano, garlic and fresh basil	
 Pizza Capricciosa 9.00 Tomato sauce, mozzarella, ham, artichoke, black olives, parmesan and basil	
 Pizza al Salame 8.00 Tomato sauce, mozzarella, salami sausage, mixed green and black olives and basil	
 Pizza Primavera 9.00 Tomato sauce, mozzarella, red peppers, mushrooms, black olives, sweet corn, onions	
Calzone 11.00 Folded pizza with tomato, mozzarella, ricotta cheese, ham, salami, extra virgin olive oil, parmesan and fresh basil.	
 Pizza Prosciutto e Funghi 8.00 Tomato sauce, mozzarella, prosciutto, mushrooms, basil	




- Designed convenience, stimulate your customers appetites and increase your sales.
- Flexible and easy to maintain. (Login from www.restaurantlogin.com)







Order customisation



- Choices and add-ons keep your menu compact and well organised.
- They are also the easiest way to up-sell.

Checkout

PRONTO   

<p>CONTACT</p> <p>Sara Young sarayoung646@gmail.com 812390921</p>	<table><thead><tr><th>Qty</th><th>Item</th><th>Price</th></tr></thead><tbody><tr><td></td><td>Pizza + Drink Combo</td><td>10.40</td></tr><tr><td></td><td>You saved: 1.70</td><td></td></tr><tr><td></td><td>Pizza Capricciosa</td><td></td></tr><tr><td></td><td>Size: Small</td><td></td></tr><tr><td></td><td>Crust: Crispy</td><td></td></tr><tr><td></td><td>Extra Toppings: Mozzarella (+0.70)</td><td></td></tr><tr><td></td><td>Extra Toppings: Olives (+0.70)</td><td></td></tr><tr><td></td><td>Coca Cola</td><td></td></tr></tbody></table>	Qty	Item	Price		Pizza + Drink Combo	10.40		You saved: 1.70			Pizza Capricciosa			Size: Small			Crust: Crispy			Extra Toppings: Mozzarella (+0.70)			Extra Toppings: Olives (+0.70)			Coca Cola	
Qty	Item	Price																										
	Pizza + Drink Combo	10.40																										
	You saved: 1.70																											
	Pizza Capricciosa																											
	Size: Small																											
	Crust: Crispy																											
	Extra Toppings: Mozzarella (+0.70)																											
	Extra Toppings: Olives (+0.70)																											
	Coca Cola																											
<p>ORDERING METHOD</p> <p>Delivery to: E 65 Street, 25B, New York</p>																												
<p>CHOOSE A TIME</p> <p>Now</p>																												
<p>PAYMENT METHOD</p> <p>Card to delivery person</p>																												

[Comments](#) (Optional)

Sub-Total \$10.40
Sales Tax (7%) \$0.73
Total \$11.13

[Add coupon code](#)

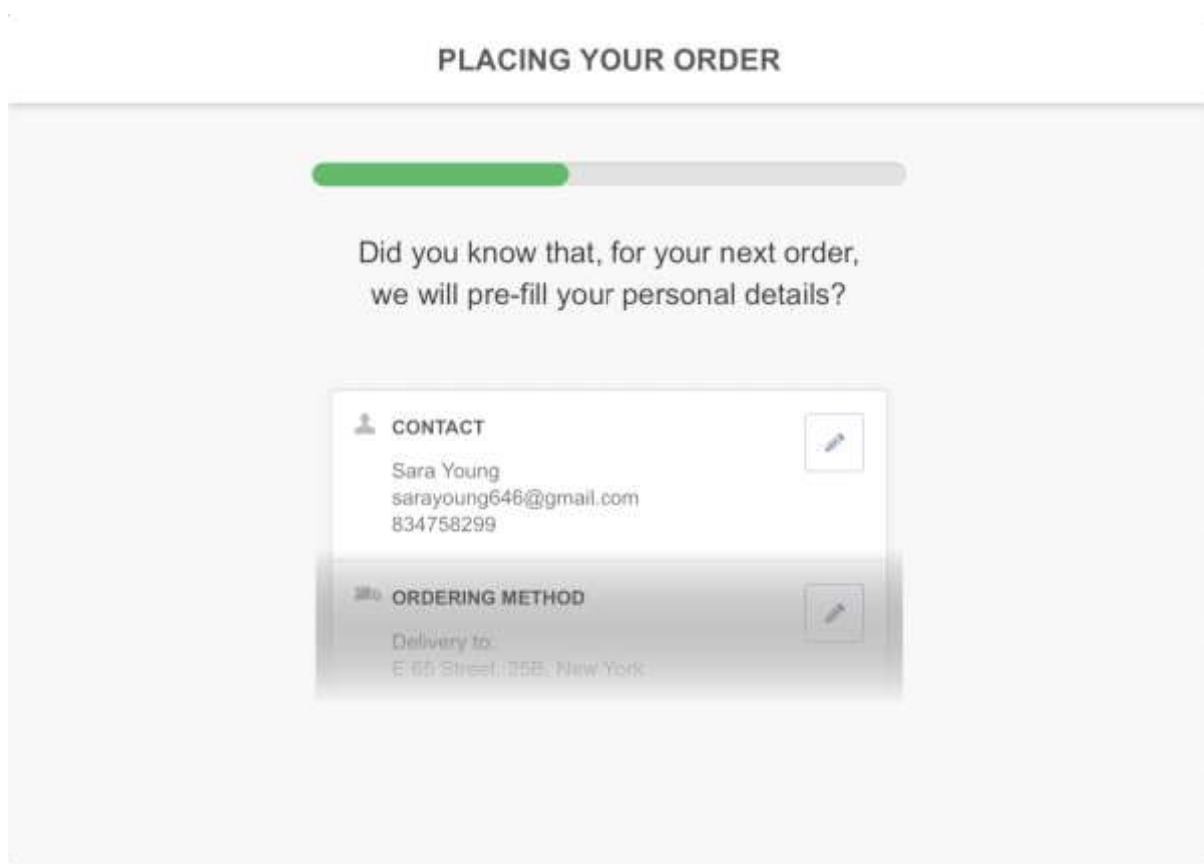
By placing this order you expressly agree and accept the [ordering system provider EULA](#) including data processing terms.

TOTAL
\$11.13

Place Delivery Order Now

- One-page checkout, optimised to increase conversion.
- Data pre-filled for returning customers.
- No account required.

Real time confirmation



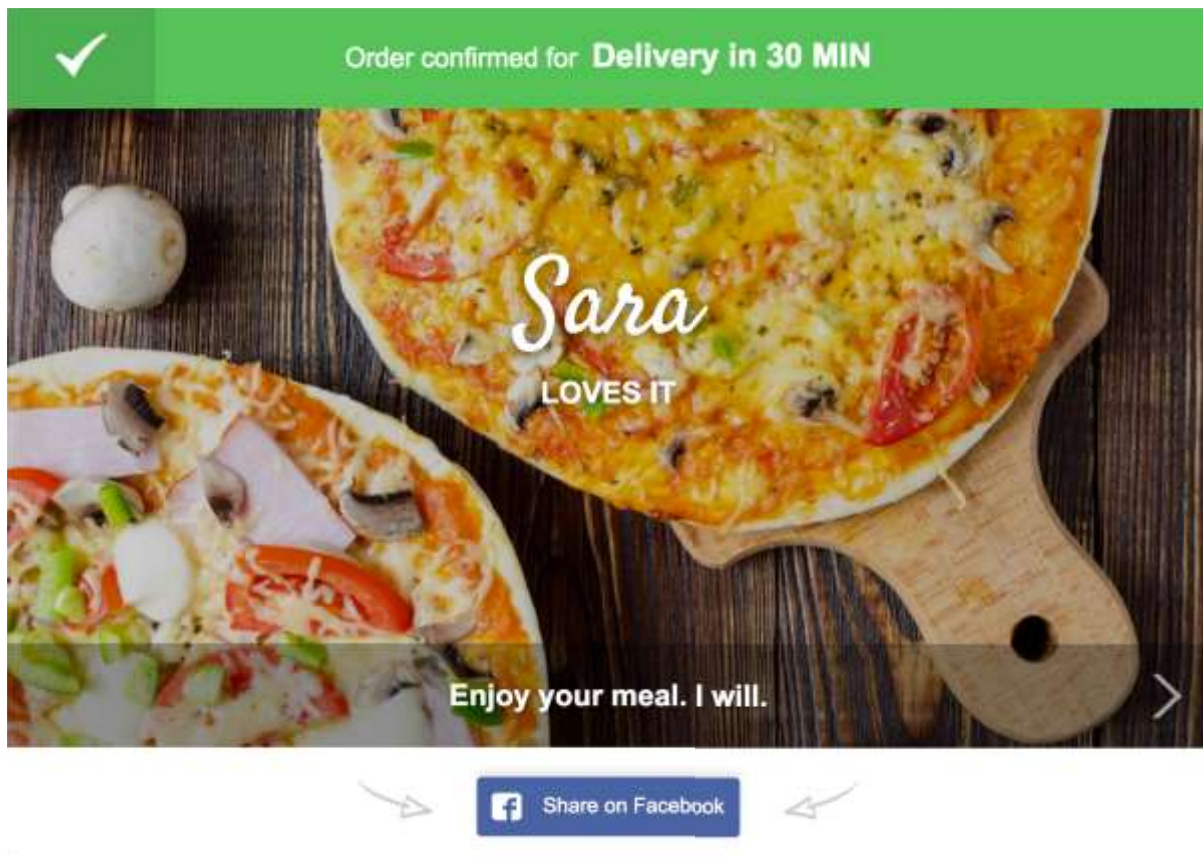
- Your customer holds the line while you review the order.
- Waiting is entertaining with useful messages.

Ringling like a telephone



In real-time, right at the restaurant

Why your customers are going to love it



Fast & convenient

No busy telephone lines

No misunderstandings

Fast order confirmation

No follow up calls

No waiting in vain

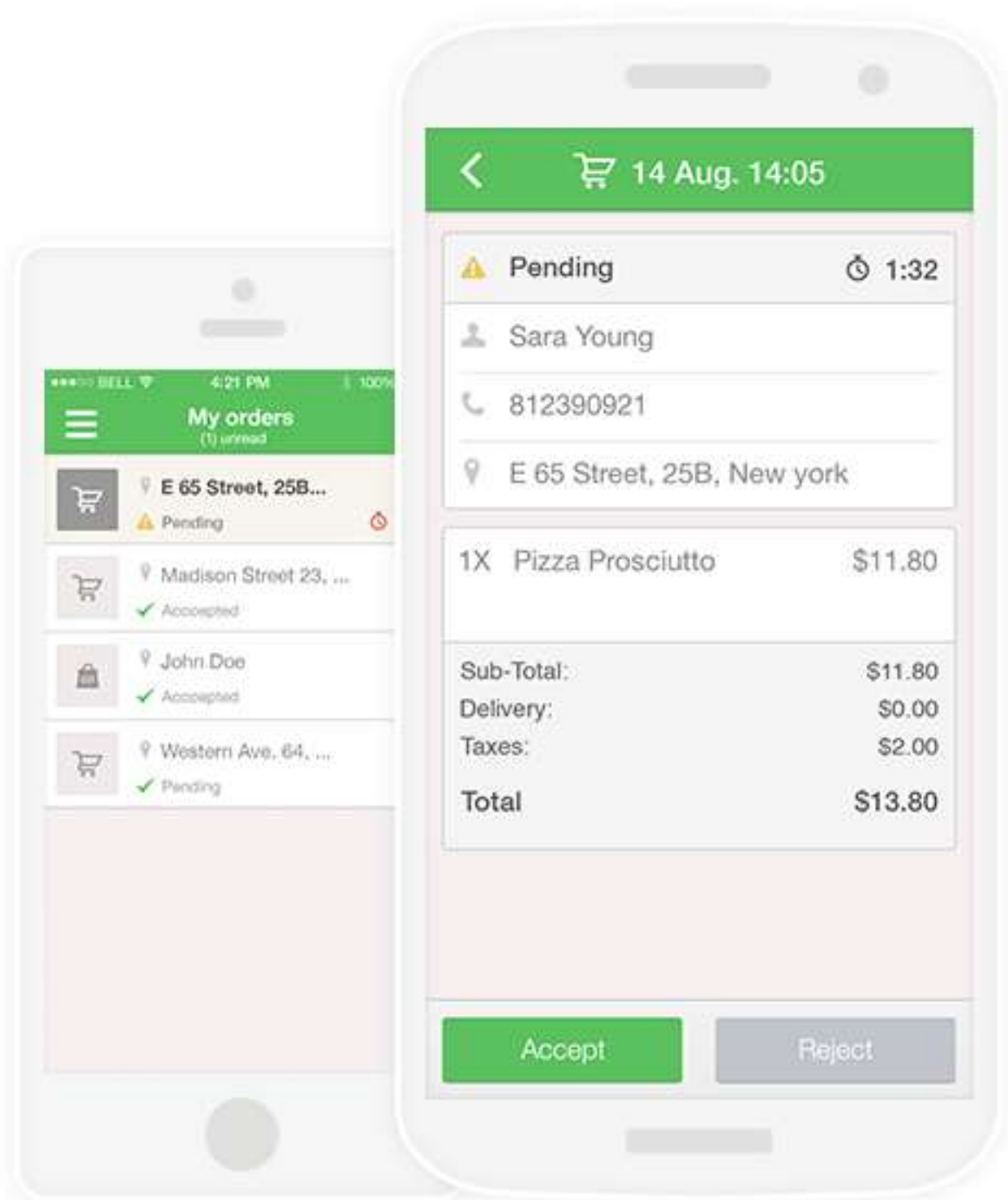
How it would look and feel online



- You add the See MENU & Order button on your website or Facebook page.
- When clicked, it opens the online ordering widget.

SEE OUR LIVE DEMO HERE: <http://alferit.com/orderonline/demotakeaway/>

Orders taking app



- You receive the orders on a smartphone or tablet (Android or iOS).
- You have 3 minutes to confirm the order.
- Orders can be printed directly from the app using a thermal printer.

Prerequisites



One dedicated smartphone or tablet (Android or iOS) for taking online orders (per restaurant location).

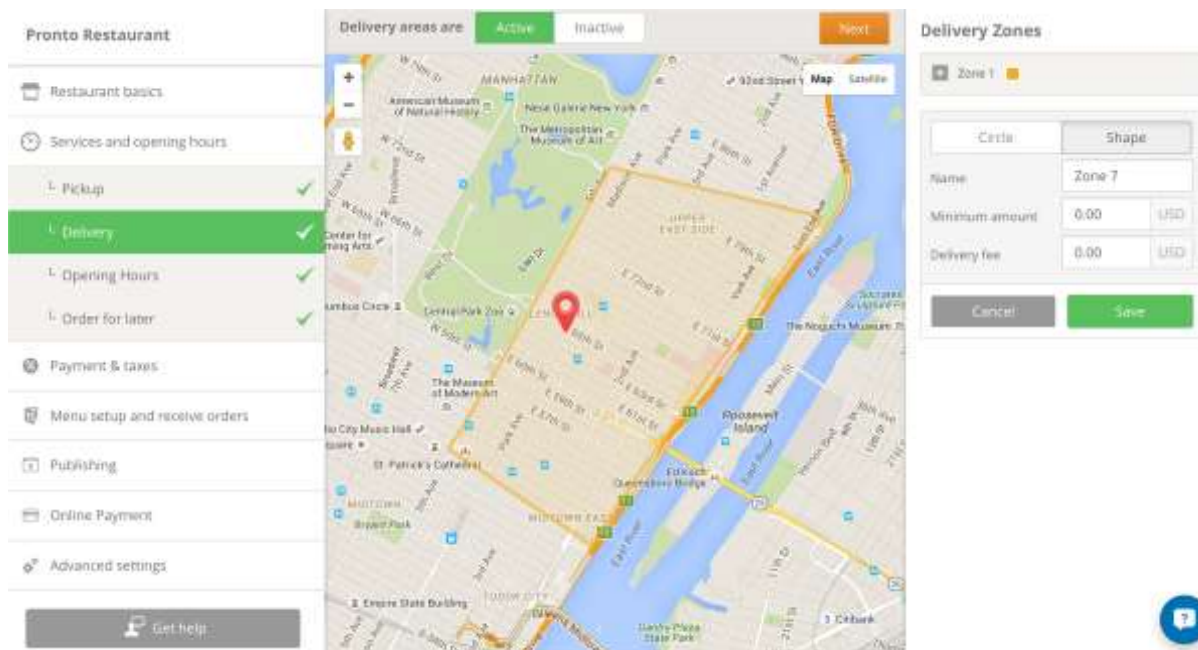
Permanent internet connection for the order taking device.

How to set it up

Getting started is just 3 simple steps:

1. Give us a call on 0422 472 428 to discuss your requirements for your new online menu.
2. We can set up your account and insert your online menu to your Facebook page or website.
3. Installing the app on your device and be ready to start receiving your orders.

Admin Panel – Highlights



- The most restaurant-friendly ordering system.

The menu editor

The screenshot displays a menu editor interface. On the left, there are three food items, each with a small image, a title, a description, and a price range. The first item is 'Pizza Primavera' (from 9.00 USD) with ingredients: Tomato sauce, mozzarella, red peppers, mushrooms, black olives, sweet corn, onions. It has two size options: Small (9.00 USD) and Large (11.00 USD), both with an 'Extra Toppings' button. The second item is 'Calzone' (11.00 USD) with ingredients: Folded pizza with tomato, mozzarella, ricotta cheese, ham, salami, extra virgin olive oil, parmesan and fresh basil. The third item is 'Pizza Prosciutto e Funghi' (from 8.00 USD) with ingredients: Tomato sauce, mozzarella, prosciutto, mushrooms, basil. It has two size options: Small (8.00 USD) and Large (10.00 USD), both with an 'Extra Toppings' button. Below these items is a button labeled 'Add Item to Pizza'. At the bottom, there is a section for 'Pasta' with an upward arrow icon, containing one item: 'Fusilli with Tomato Sauce' (12.00 USD) with ingredients: Fusilli pasta, plum tomatoes, garlic, goat cheese and basil.

On the right side, there is a panel titled 'Choices & Addons'. It contains four rows, each with a plus icon and a label: 'Crust', 'Extra Toppings', 'Extra Toppings', and 'Dish type'. At the bottom of this panel is a dark grey button labeled 'Add Group'.

- Free stock of images available for you.
- Reusable choices and add-ons.
- Drag & drop elements to reposition them.

Reporting module



- Your business in numbers: orders stats, delivery heatmap and more

Multi-location support

Locations

Not yet purchased: Purchased by HQ: Cancelled by HQ: Purchased by location: Cancelled by location:

Subscriptions overview


Name	Not yet purchased	Purchased by HQ	Cancelled by HQ	Purchased by location	Cancelled by location	Access
885 Madison Ave, New York Pronto Madison	●	●	●	●	●	Access
658 Nostrand Avenue, Brooklyn Pronto Brooklyn	●	●	●	●	●	Access
The Victoria, 7 E 14th St #7, New York Pronto Union Square	●	●	●	●	●	Access

Add another location

- Manage multiple locations from the same account.
- Share menus and promotions between locations.

Online payments (optional)

Online Payment Next

 You are accepting credit cards from your clients.













Payment gateway: **Stripe**

[Switch to another payment gateway](#)

- Activate online payments and cash directly into your merchant account.
- You have several payment gateways to choose from.

Note: The availability of some paid features depends on the availability of certain infrastructure providers in the region. We always recommend checking in the admin area which advanced features work for each specific restaurant account setup.

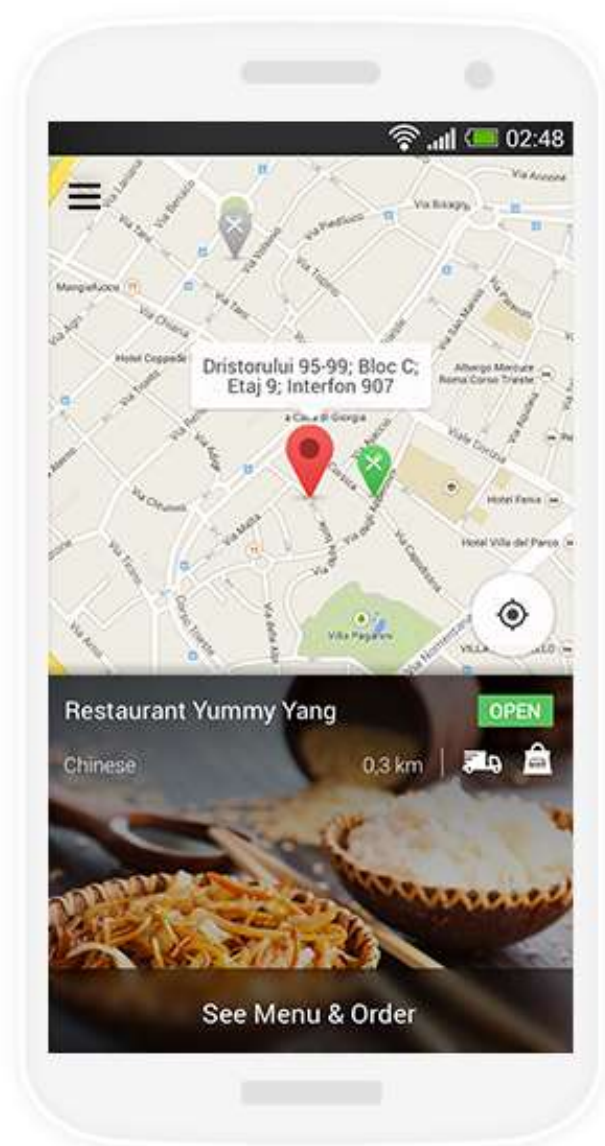
Promotion engine

 Buy one, get one free For example: Buy a main dish and get the second for free.	NEXT
 % discount on selected items For example: 30% off on any dessert or drink	NEXT
 Fixed discount amount on cart Fixed discount amount on the total cart value, usually combined with a condition like minimum ordering amount.	NEXT
 % discount on cart % discount on your total cart value, usually combined with a condition like minimum ordering amount	NEXT
 Free delivery Free delivery (discounted delivery) for orders over a certain cart value.	NEXT
 Payment method reward % discount on your total cart value if you pay with a certain payment method. For example: Credit card online.	NEXT
 Buy 2,3,... get one free For example: Buy two main dishes and get the third for free.	NEXT
 Fixed discount amount on combo deal For example: Buy any main dish plus dessert and get \$5 off.	NEXT
 % discount on combo deal For example: Buy any main dish plus dessert and get 10% off.	NEXT
 Free dish or discounted item as part of a meal For example: Free dessert or drink if you purchase starter + main dish.	NEXT
 Meal bundle A selection of dishes at a fixed price. For example: Any 2 appetizers + 2 main dishes + 2 deserts => All for \$55!	NEXT
 Meal bundle with speciality Same as "Meal bundle" but a subset of selected items are only available with an extra fee.	NEXT

- Set up almost any promotion logic you can think of
- Promo templates and countless ways to segment your clients
- Run multiple promotions simultaneously (optional).

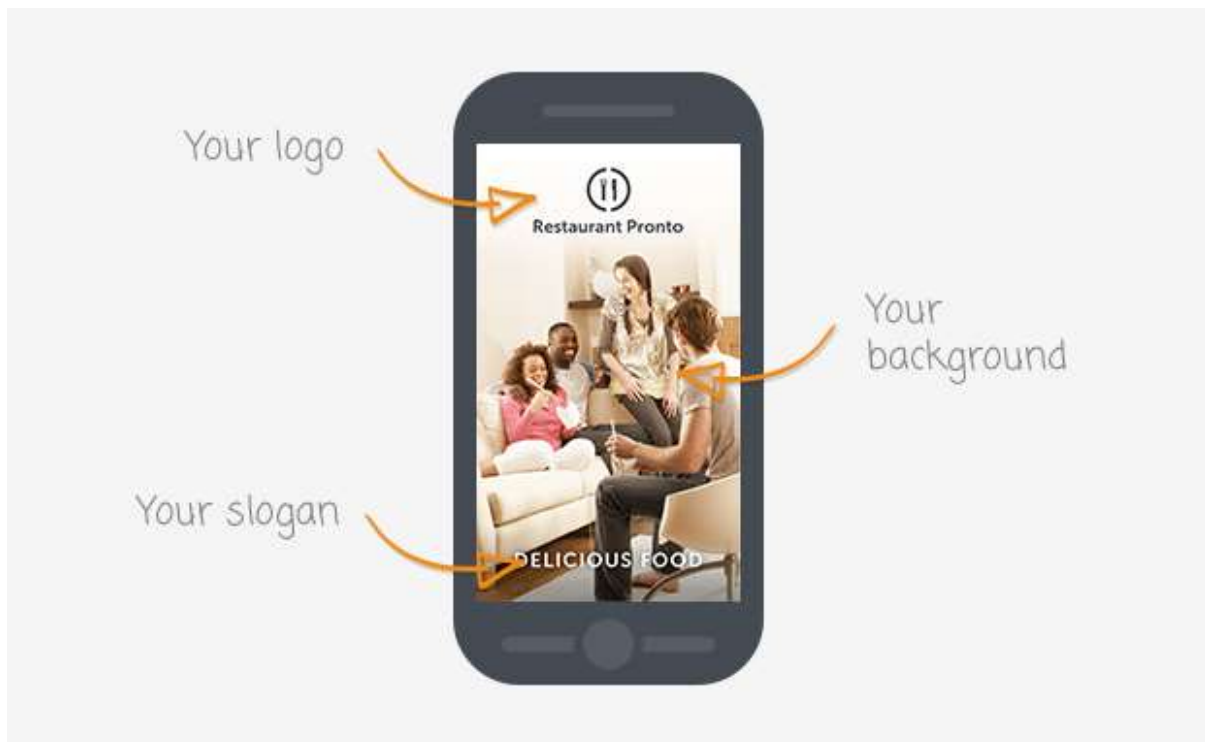
Ordering apps for food clients

The FoodBooking Club



- Find restaurants nearby based on location
- In-app food ordering and paying

Branded Mobile App (optional)



- Features only one restaurant brand with all its locations.
- Customisable to reflect your brand