

Smart QR Order — Specialty Café & Roastery OS



Express Table & Counter QR Ordering, Barista KDS, Automated Milk Modifiers & Branded 0% Commission Takeaway Website

smartqrorder.com
Specialty Coffee OS

+28.4% Higher Average Ticket Automated oat milk & pastry upsells	-40% Morning Counter Line Instant table & express counter scan	0% Third-Party Commission Direct takeaway ordering portal	< 24h Turnkey Setup Pre-mapped QR stands • Free website
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1. Executive Overview: Specialty Coffee Meets High-Velocity QR Tech

Cafés operate in high-friction environments where morning peaks create long queues, rushed orders cause milk/syrup mistakes, and impatient commuters walk away. **Smart QR Order** modernizes every step: guests scan a laser-engraved wooden or acrylic QR stand at tables or pickup counters, customize alternative milks and syrups with visual prompts, and pay instantly via UPI or cards. Tickets fire straight to the Barista Kitchen Display System (KDS) screen with prep timers, cutting counter friction while lifting ticket sizes by **28.4%** through automated pastry pairings.

2. Operational Transformation: Traditional Morning Rush vs. Smart QR Order

Operational Area	Traditional Morning Rush (Bottlenecked)	Smart QR Order Powered Café (Streamlined)
Counter Queues	Impatient queues out the door; 30% walkaways during 8:00-9:30 AM peak.	Zero Queue Bottlenecks: Guests scan table or express counter QR to order in 15 seconds.
Beverage Modifiers	Cashier forgets to ask about oat milk, syrups, or extra shots in the rush.	100% Automated Upsells: Visual modifier prompts trigger on every coffee item.
Barista Communication	Shouted orders and illegible handwritten marker notes on paper cups.	Silent KDS Tickets: Color-coded digital tickets with exact milk, shot & heat preferences.
Bakery & Pastries	Guests stick to coffee alone; croissants remain unsold in the glass display.	Visual Cross-Sells: High-res photo prompts boost artisanal pastry sales by +35%.
Takeaway Commissions	Paying 25% to 35% commission fees on third-party aggregator apps.	0% Commission Portal: Branded café website allows direct pre-orders & pickup slots.

3. The 3-in-1 Triple Advantage Included in Every Plan

1. Table & Counter Smart QR Zero app download required. Seamless mobile ordering on iPhone & Android with customized milk/syrup choices.	2. Dedicated Barista KDS Screen Split routing sends espresso orders to the barista bar and baked croissants to the kitchen display.	3. Branded Café Website Builder 10 artisanal layouts, 0% commission takeaway orders, bean retail store, store hours, and custom domain SSL included.
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4. End-to-End Café Workflow: From Bedside Scan to Espresso Cup

STEP 1: INSTANT TABLE OR COUNTER QR SCAN	Guest sits down or arrives at express counter and scans custom wooden/acrylic QR stand with smartphone camera. No app download needed. Instant 4K visual café menu opens in Safari or Chrome with category filters (Espresso, Cold Brews, Pastries, Breakfast).
STEP 2: ARTISANAL DRINK CUSTOMIZATION & PASTRY UPSELLS	Guest selects Vanilla Bean Latte. Interactive modifiers prompt milk substitutions (Oat, Almond, Soy), espresso shot intensity (Ristretto, Double, Decaf), and sweetness level. Before cart review, high-res pastry prompt suggests: <i>'Pair with Warm Almond Croissant (+\$160)'</i> .
STEP 3: CONTACTLESS MOBILE CHECKOUT & SPLIT BILLING	Guest checks out using UPI QR, Google Pay, Apple Pay, credit/debit card, or chooses 'Pay at Counter'. Friends can split checks cleanly on mobile without harassing waitstaff for separate bills.
STEP 4: BARISTA KDS STREAMING & ZERO-ERROR PREP	Drink ticket routes immediately to the Barista KDS tablet screen with prep timer. Food tickets print at the bakery warming station. When the drink is ready, barista taps 'Serve' -> Customer receives SMS/WhatsApp ping to collect.

5. Back-of-Bar Architecture & Barista KDS Screen Features

Color-Coded Prep Timers	Tickets display green (<3 min), amber (3-5 min), and red (>5 min) tags so baristas prioritize rush tickets instantly without verbal chaos.
Multi-Station Routing	Beverage items route to the espresso bar screen; bagels, toast, and pastries print at the kitchen prep counter automatically.
Real-Time '86' Stock Toggle	Ran out of oat milk or organic sourdough? Tap '86' in 3 seconds to immediately disable the item across all table QR menus and the website.
Raw Bean Batch Tracking	Track coffee bean consumption against beverage volume sold, identifying grinder waste and optimizing weekly roastery orders.

6. Turnkey Hardware Kit: Custom Laser-Engraved Wooden/Acrylic QR Stands

Every annual subscriber receives complimentary **Laser-Engraved Wooden & Acrylic Table QR Stands** featuring your café logo, table number, and guest Wi-Fi connection QR code. Spill-resistant, wipe-clean finish crafted for busy coffee bars.



7. Built-in Café Website Builder: Save ■50,000+ on Web Agencies

Most cafés pay external web design agencies ■40,000 to ■80,000 for a website that is static and difficult to update. With **Smart QR Order**, an artisanal, high-converting digital storefront is fully included at zero extra charge.

10 Artisanal Coffee Layouts Pre-designed luxury themes tailored for third-wave espresso bars, rustic bakeries, and roasteries.	0% Commission Takeaway Portal Customers order pickup beverages on their morning commute; 100% of profit stays in your pocket.
Whole-Bean Retail Merch Store Sell 250g bean bags, drippers, and branded café merchandise online with doorstep shipping.	Custom Subdomain or Custom Domain SSL Host on yourcafe.smartqrorder.com or connect your own brand domain (e.g., roastandco.com) with free SSL.

8. The Concrete ROI Math: Why Smart QR Pays for Itself in 10 Days

ROI SIMULATION FOR A 40-SEAT SPECIALTY CAFÉ (AVERAGE 250 ORDERS/DAY):

- **Automated Modifier Lift (+■40 oat milk / syrups):** Triggered on 35% of orders = 87 orders/day × ■40 = **+■3,480/day**
- **Pastry & Bakery Cross-Sell (+■160 croissant):** Upsold on 15% of orders = 37 orders/day × ■160 = **+■5,920/day**
- **Commuter Walkaway Prevention (Table QR speed):** Saving 8 lost orders/day × ■220 ticket = **+■1,760/day**

TOTAL PROJECTED REVENUE INCREASE: +■11,160 / DAY (OVER ■3,34,000 / MONTH)

The Artisan Café Annual Plan costs just ■19,999 for the ENTIRE YEAR (less than ■55/day). Your subscription is recovered in the first 2 operating days.

9. Verified Café Testimonials

"During our 8:00 AM commuter rush, we used to have 15 people lined out the door with 20% walking away. With Smart QR Order, customers sit at tables, scan, and order their oat flat whites immediately. Our average check jumped by 28% because the visual menu tempts everyone into adding almond croissants and chocolate cookies. Our baristas love the silent KDS screen!"

— Rohan Mehta, Founder & Head Roaster, Altitude Specialty Coffee (3 Outlets)



10. Official Plan Catalog & Multi-Outlet Packages

Choose the package matching your current seating capacity and expansion roadmap:

Plan Name	Monthly	Annual (2 Mo FREE)	Tables / Outlets	Included Capabilities
Espresso Bar Lite	■999	■9,999/yr	Up to 15 Tables (1 Outlet)	Fast QR table ordering, milk modifier groups, UPI billing, counter pickup.
Artisan Café Plan	■1,999	■19,999/yr	Up to 35 Tables (1 Outlet)	Barista KDS tablet display, visual pastry prompts, thermal KOT & website builder.
Roastery & Bistro ■	■3,999	■39,999/yr	Up to 75 Tables (2 Outlets)	Dual espresso & bakery KDS, time-based menus, bean stock tracking, WhatsApp alerts.
Specialty Flagship	■6,999	■69,999/yr	Up to 150 Tables (4 Outlets)	Custom domain SSL, whole-bean ecommerce store, digital coffee stamp loyalty.
Café Chain Enterprise	■11,999	■119,999/yr	Up to 300 Tables (10 Outlets)	Franchise group analytics, barista RBAC, master menu sync, supply depletion alerts.

11. Why Annual Subscriptions Are the Smart Choice for Café Owners

Inclusion	Monthly Plan	Annual Subscription (Recommended)
Pricing Discount	Full rate each month	2 Months FREE (Pay for 10 months, get 12 months)
Table & Counter QR Stands	Digital PDF only	Free Physical Laser-Engraved Wooden QR Stands Delivered (Worth ■4,500)
Managed Café Website	Active with subscription	Free Custom Domain Setup & Google Local SEO Optimization
Menu Digitization	Self-upload	Free White-Glove Onboarding (We digitize all coffee drinks, modifiers & photos)

READY TO TRANSFORM YOUR CAFÉ OPERATIONS?

Get Started with a 7-Day Risk-Free Trial Today! Turnkey setup fee is just ■1,000.

Visit: <https://smartqrorder.com/cafe> | Email: support@smartqrorder.com

Instant deployment within 24 hours • Compatible with iOS, Android & thermal ESC/POS receipt printers.