

GUIDE TO MULTIPLY YOUR BAR'S PROFIT

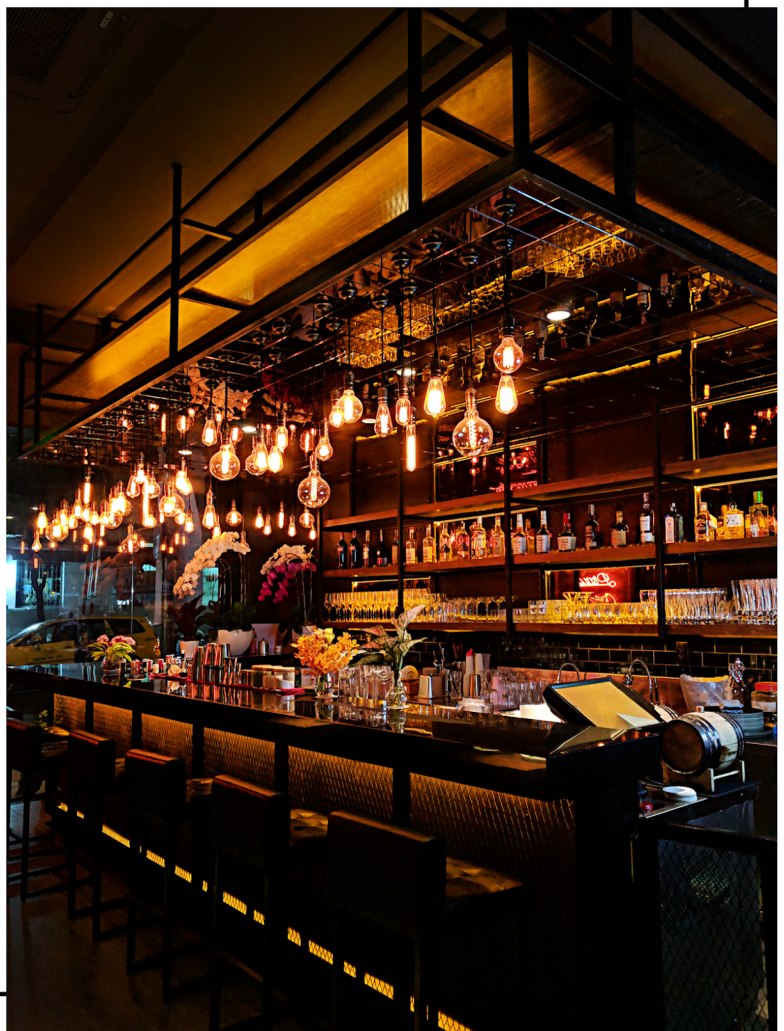
**NO INVESTMENT.
NO ADDITIONAL STAFF REQUIRED.**

Information in this article originates
from leading magazines

Forbes

 **BARMETRIX**

BARTENDER



BASICS

more sold drinks =
more revenue!

Let's start by covering some basics. The majority of a bar's income is generated by selling drinks.

While some bars specialize in serving elaborate cocktails, others focus on quick and simple drinks, such as whiskey and cola. Some bars also concentrate on offering a variety of beers and wines. Regardless of the bar's specialty, the basic rule remains the same: **the more drinks sold, the higher the income**

**FILL YOUR BAR
WITH "THIRSTY"
PEOPLE!**

Let's say you've done an excellent job, and your bar is bustling with customers. With so many orders coming in, how can you increase your revenue even further?



FOCUS ON YOUR PEAK TRADE PERIOD (PTP)

The Peak Trade Period (PTP) is a time frame when your staff is at its busiest, working to keep up with the high demand. PTP typically lasts only a few hours over the course of two or three nights, but during this limited window, the majority of a bar's profits are generated.

When a bar is extremely busy during PTP (which is a desirable situation for any bar owner), it can be difficult for the staff to keep up with the demand. This highlights the importance of having a well-trained and efficient team to handle the rush and maximize profits during these crucial times.

PROFIT KILLER NR. 1 – not getting the most out of your peak trade period

EXHAUST THE FULL POTENTIAL OF YOUR PTP

How can you maximize your profits during PTP? Here are some tips that might be helpful:

- Identify your PTP and come up with an average \$/h figure to identify your revenue cap.
- Communicate to your staff. Get them on board and ask for feedback.
- Add support where required – an extra body behind the bar for an hour or two can have a big impact on revenue during these times.
- Put the right people in the right positions.
- Adjust bar layout and schematics.

For more information on maximizing your profits during PTP, you can check out the full article on Australianbartender.com, the leading Australian Bartender Magazine.

I understand what you're thinking—identifying and optimizing PTP is important for maximizing your income, but hiring additional staff can be a significant expense, especially for smaller bars.

Don't worry, we have a solution that is completely free.

Stay tuned for a few more pages, and I will show you how to fully utilize the potential of your bar without incurring any costs."

PROFIT KILLER NR. 2 - inefficient bartenders.

EVERY MINUTE COUNTS!

INCREASE BARTENDS EFFICIENCY

It's not that all bartenders are inefficient or slow, but rather that instead of making drinks (which, as we know, directly results in increased revenue), they spend a lot of time on tasks that don't directly contribute to sales.

According to a Forbes article, bartenders can **waste up to 50% of their time** on tasks such as taking orders, entering orders into the system, serving drinks, and collecting payments, even during busy hours.

Barmetrix, a top hospitality consultant with representation in 7 countries and serving over 10,000 bars, restaurants, and hotels, conducted research showing that **the average bartender has the potential to generate \$600 per hour in sales (even higher in Australia)**. This highlights the importance of finding ways to streamline processes and reduce the time bartenders spend on non-revenue-generating tasks



By improving your bartenders' efficiency from 50% to 75%, you can increase their sales and therefore your bar's revenue.

Let's do the math: if a bartender can generate \$600 per hour in sales, and you increase their efficiency from 50% to 75%, they can now generate \$900 per hour. If you have three bartenders working during a 4-hour PTP, that's an **additional \$3,600 in revenue**.

And what if you could achieve an even higher efficiency rate, such as 80% or 90%? **The potential for increased revenue is huge.**

The great news is that this increased efficiency **can be achieved easily and without any major investments or training**. By simply identifying and addressing the biggest profit killers, you can make a big impact on your bar's success.

PROFIT KILLER NR. 3 - long lines

REDUCE LINES AND WAITING TIME AS MUCH AS POSSIBLE

A bartender can only serve one customer at a time, which can lead to long lines and waiting times during peak trade periods (PTP). This can be a major issue, as people often dislike waiting in a crowded, hot, and stuffy line. Consequently, some **customers may choose to leave and not make a purchase, taking their money elsewhere**.

On the other hand, customers who have **easy and quick access to the bar drink up to 150% more** because they can get a new drink immediately after finishing their current one. This is due to the convenience of not having to wait in line.

This highlights the importance of managing lines and wait times effectively to ensure that customers have a positive experience and are more likely to make a purchase.

By reducing wait times, you can increase your revenue and improve the overall customer experience at your bar.



THE SOLUTION - ONLINE ORDERING

Imagine you had a tool that would:

- **Allow you to take as many orders simultaneously as possible.**
- **Significantly increase your bartenders efficiency.**
- **and eliminate lines at your bar.**

How? Start using Pay&Go.

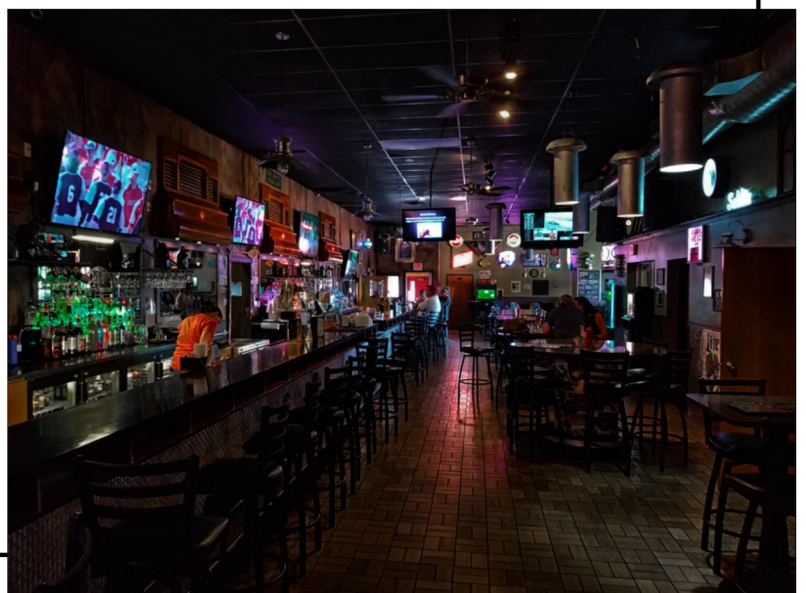
Pay&Go is a tool specially designed for bars, clubs, and big events, allowing your guests to make and pay for orders directly from their smartphones. This means they can avoid long lines and wait times.

By using Pay&Go, you can **streamline your bar operations and improve the overall customer experience.**

Additionally, Pay&Go can help **increase your bartenders' efficiency** by allowing them to take multiple orders at once, without having to interact with each customer individually. This frees up time for your bartenders to focus on making drinks and delivering them to customers, **maximizing your profits during peak trade periods.**

By reducing wait times and improving the efficiency of your bartenders, you can **create a more positive experience for your customers and drive more sales for your bar.**

Pay&Go is a browser-based software, so no app is required.
It's fast, easy, and convenient.



FREE. NO RISK. NO COMMITMENT.

What makes Pay&Go special compared to other ordering services?

- Set up, license and HARDWARE is FREE
- Easy to use software, no advanced IT skills needed required
- Quick registration, account set up within 48 hours
- Specially designed for bars & clubs
- Pre-created menu, enter your pricing and your good to go
- **No risk, no commitment, no contractual obligations**

Only a modest commission of 5% is charged to your customers.

FREE HARDWARE FOR A LIMITED TIME ONLY

Check out our **website** for more information - www.payandgo.club

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and stop missing out on potential revenue

