



2TouchPOS Pricing & Dynamic Pricing Administrative Guide

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About this Document

This document was written for 2TouchPOS version 3.03.5200.

Pricing Overview

There are three different pricing options used to price menu items; custom, pricing group and pricing level. Custom pricing is used for menu items with a single pricing structure, \$3.99 for a hamburger. Pricing group option structure is based on pricing multiple menu items at the same price. Multiple bottle beers menu items can be priced at one price; Blue Point Lager and Bud Select bottle beer can use a pricing group because both menu items costs \$4.00. Pricing group feature provides a simple way to price multiple menu items under one price. Pricing level is designed for menu items offered in different sizes, with different prices for each different size. For example, mixed drinks can be ordered as a single or double, draft beers can be ordered as a pint or pitcher and chicken wings can be half or whole dozen.

Custom Pricing

Custom pricing is a single set price for an individual menu item. Below is an example of a single menu item with a set price. Highlighted below is custom price setting box, where a custom menu item price will be entered. Depending upon menu item type, food or beverage or alcoholic drink, the price includes tax box will be checked for ONLY menu items that will include tax within their pricing structure, like alcoholic drinks. Food menu items do “NOT” include tax within their pricing structure. For menu items that do not include tax, at the time of payment, tax will automatically be added to the individual menu item. For this example, tax will be added to the buffalo chicken wrap at payment.

The screenshot shows the custom pricing configuration for a menu item. On the left, the 'Item Pricing' section is set to 'Buffalo Chicken Wrap'. Below this, 'Pricing Level', 'Level', and 'Pricing Default' are all set to '<None>'. There are input fields for 'Item Cost' and 'Ref No.' (with a note that it overrides the item's reference number). A checkbox for 'Price Per Pound' is present but unchecked. On the right, the 'Dine In Price (1 of 2)' section is highlighted in yellow. It shows a 'Price' of 6.99 and a 'Price Includes Tax' checkbox that is unchecked. Below this, the 'Employee Discount Price' is set to 0. The 'Tax' section is also highlighted, showing 'Tax 1' as 'Sales Tax', with 'Tax 2' and 'Tax 3' set to empty. Navigation arrows are visible to the right of the tax section. At the bottom, there are buttons for 'View Details', 'OK', and 'Close'. A timestamp 'Last modified: 05/09/2012 12:00 By: AndyA' is visible at the bottom left of the form area.

Pricing Groups

Pricing groups are created for multiple menu items (bottle beer) costing the same price. For example, if two domestic bottle beers, Budweiser & Coors Light bottle beer cost 3.00 each, then a pricing group can be used as a pricing option. Below is a pricing group screen shot of different pricing groups used within 2TouchPOS. It is recommended to name a pricing group with their price. Bottle Beer #1 pricing group option will be used with bottle beer menu items costing \$3.00.



Below is a pricing group setting screen shot. A pricing group name, with price will be entered in the pricing group box. Under the Dine In Price, the pricing group price will be entered and price includes tax box will be checked, because alcoholic drinks include taxes. For tax 1, sales tax will be selected from a pull down menu. Once all pricing group information is added, touch the save button.

Pricing Levels

Pricing levels function differently from custom or pricing groups. Custom pricing is a one set prices for a single ordered menu item and pricing groups are a range or set price for multiple menu items. Pricing levels apply to one single menu item with different sizes that have different prices. When using pricing levels, you are creating a different pricing scale between sizes. (i.e. liquor menu items can be ordered in a single or double, draft beer menu items can be ordered in a pint or pitcher). An establishment will charge different prices for different sizes. By setting up a pricing level, different size menu items can be automatically set to charge different prices for different sizes for a single menu item. Typically, a pricing level is included with a pricing group.

Pricing levels apply to one single menu item with different sizes.

Menu Items	Sizes			
Draft Beer	Pint (\$4.00)		Pitcher (\$8.00)	
Liquor Sizes	Single (\$4.25)		Double (\$8.50)	
Foundation	Kids	Small	Medium	Large

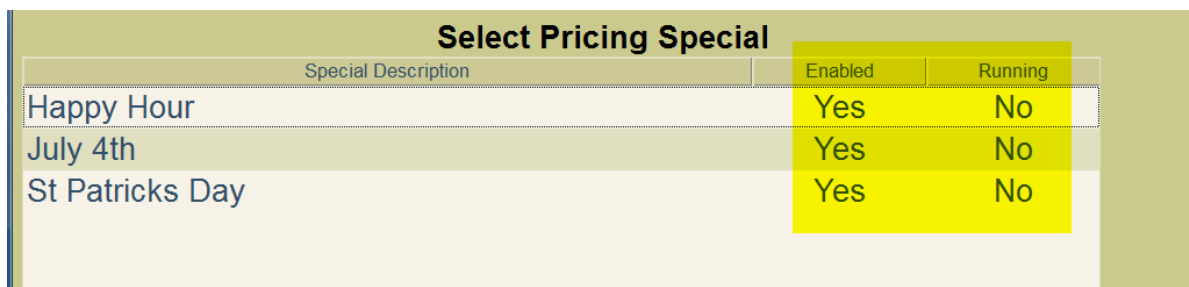
Below is a pricing level, with pricing group setting screen shot using liquor sizes. The pricing group name will be entered into the pricing group box, Liquor #2 Call \$4.50. For pricing level, a liquor menu item comes in single or double. Pricings for liquor sizes need to be entered; the liquor size will be selected from level. There is a pull down menu with pricing level sizes; an arrow is located in the level box. Once you touch the arrow, a pull down menu appears with different level sizes, for this example, single and double. Select one size, then enter price in the price box. Because liquor #2 Call pricing group will be added to menu items that includes tax, the price includes tax box will be checked. To check the price includes tax box, touch the price includes tax box and a checkmark will appear, indicating you have selected these option.

The screenshot displays a pricing configuration interface. On the left, there are several input fields: 'Pricing Group' is set to 'Liquor #2 Call \$4.50'; 'Pricing Level' is a dropdown menu showing 'Liquor Sizes'; 'Level' is a dropdown menu showing 'Single'; 'Pricing Default' is a dropdown menu with 'Single' selected; 'Item Cost' is an empty text box; 'Ref No.' is an empty text box with a note '(Overrides Item Ref. No)'. On the right, there is a 'Dine In Price (1 of 2)' section with a 'Price' field containing '4.5' and a checked 'Price Includes Tax' checkbox. Below this is an 'Employee Discount Price' field with '0 (If applicable)'. There are three 'Tax' dropdown menus: 'Tax 1' is set to 'Sales Tax', 'Tax 2' is empty, and 'Tax 3' is empty. At the bottom, there are three buttons: 'View Details', 'OK', and 'Close'. A status bar at the bottom left indicates 'Last modified: 04/09/2009 13:09 By: SBS'.

Dynamic Pricing

Dynamic pricing is used to increase or decrease menu item prices during specials or events. Example, for the July 4th, you can set all bottled beer to \$5.00. By setting all bottle beer to \$5.00 you will be increasing the price of 3.00 bottled beers and decrease price on \$6.00 bottled beer.

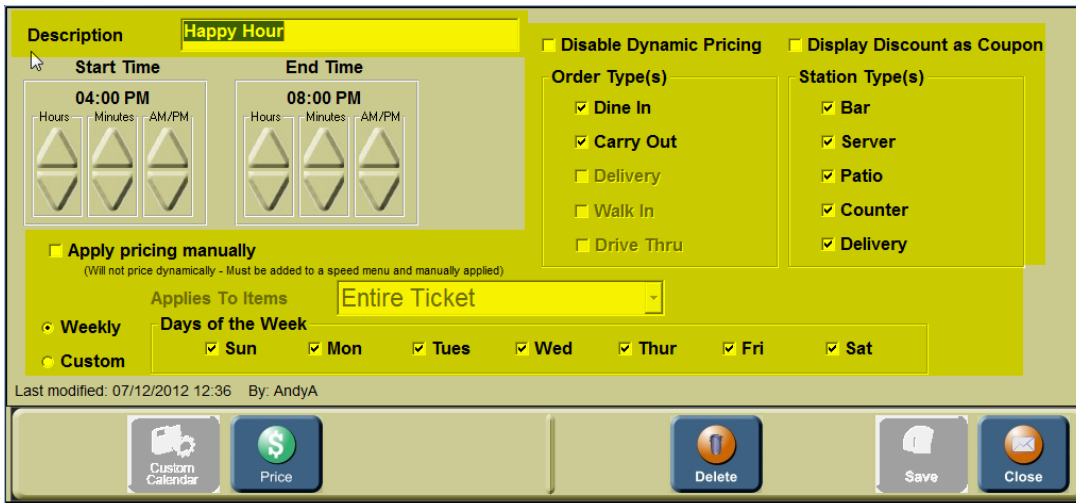
There are two different types of dynamic pricing; menu item specials that reoccur daily, happy hour specials and specials that occur on a single day, St. Patrick's Day specials. Below is a Dynamic Pricing screen shot. Because dynamic pricing is created for specific dates and time ranges, the enabled and running column are important, to ensure the dynamic pricing will be activated according to the specific dates and times. Enabled should display yes next to each Dynamic Pricing and running should say "no", unless it's the specific date and time the Dynamic Pricing should be activated.



Special Description	Enabled	Running
Happy Hour	Yes	No
July 4th	Yes	No
St Patricks Day	Yes	No

Dynamic Pricing for Specific Days or Holidays

Below is a Dynamic Pricing setup screen shot, where a new or current special can be created or modified. For a new dynamic, a description will need to be entered. For this example, we are using July 4th for holiday and happy hour dynamic pricing. In order to ensure the Dynamic Pricing will be automatically activated on July 4th, make sure the disable special box does not have a checkmark. As seen in the Dynamic Pricing setup screen shot, the disable special box has no checkmark, indicating the Dynamic Pricing is enabled. Under "order type" the appropriate foods serve, your establishment provides will have a checkmark next to each type. For example, if an establishment only has "Dine In" food serve (only serve food to customer eating within their restaurant), then "Dine in" would have a checkmark as shown below in Dynamic Pricing screen shot. Whereas, a pizza shops would included "delivery" as a food serve type. The station type relates to different station names used for 2TouchPOS terminals. Start and end times determine time when a Dynamic Pricing will be automatically activated and de-activated. For the July 4th, the dynamic pricing can run all day or a proportion of the day.

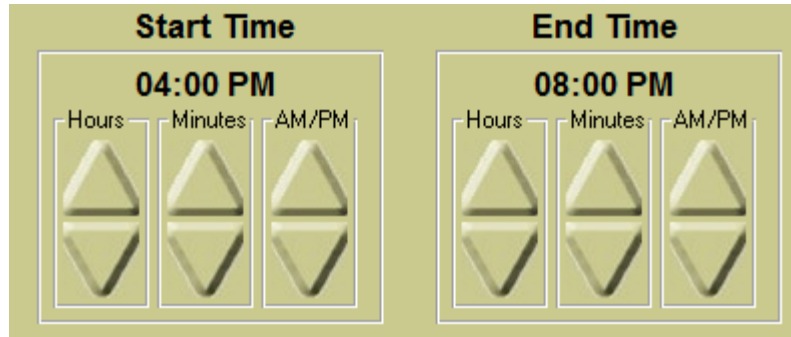


Apply pricing manually refers to what the Dynamic Pricing will be applied to on a customer's order. There are three different options, entire ticket, current order, or selected items only. Entire ticket option will apply Dynamic Pricing to the total ticket amount. Current order refers to order being processed. Selected Items is where a Dynamic Pricing applies to specific menu items. If a Dynamic Pricing setup for specific items, like bottle beer or mixed drinks, then the Dynamic Pricing will apply to these menu items. Weekly option is used for setting specific days of the week, when the dynamic pricing will be activated and customer option is for specific days, like July 4th.

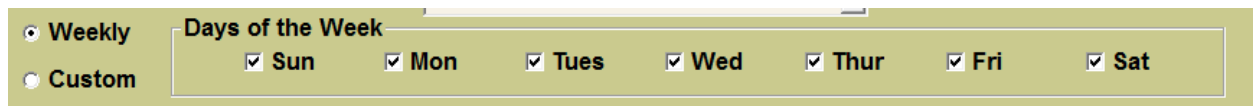


Happy Hour

Below is a dynamic pricing setting screen shot where happy hour times will be set. Based on your establishment, set your happy hour times using the up and down arrows below start time and end time.



Happy Hour dynamic pricing will run every day of the week. For a happy hour pricing special, select the days of the week, your happy hour will run. Currently, everyday of the week between 4pm and 8pm, the Happy Hour Dynamic Pricing will be activated. If happy hour is only on Monday, Tuesday and Wednesday, then Only Monday, Tuesday and Wednesday would have a checkmark next to them.



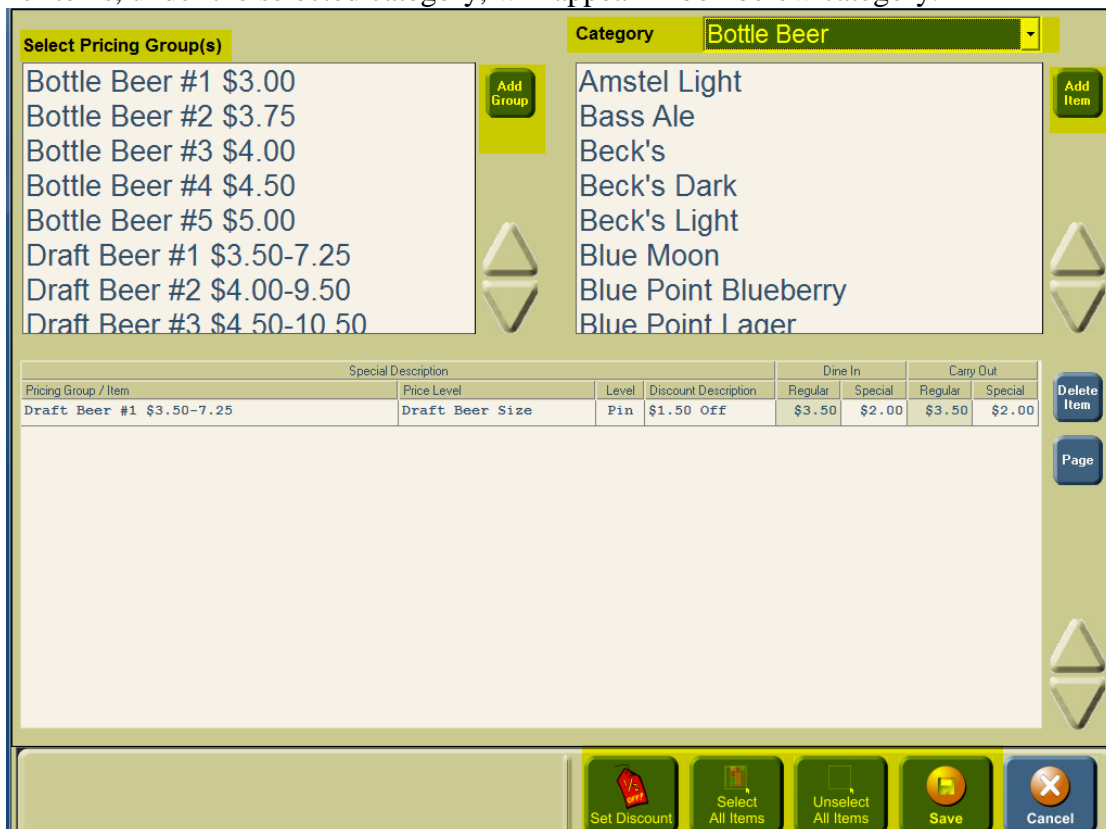
Specific Day Dynamic Pricing (i.e. St. Patrick's Day, 4th of July)

The custom calendar allows specific day(s) to be chosen for dynamic pricing to run. Select a date and save. The Dynamic Pricing will be activated for that specific date.



Below is a Dynamic Pricing screen shot, where menu items can be selected for your dynamic pricing. Menu items for your dynamic pricing can be selected in two different ways. One is by selecting pricing group(s) and/or select a category. By selecting pricing group(s), menu items connected to the pricing group, will be included pricing special. Below the Bottle beer category is selected, all the menu items under bottle beer category appears in the box. Select menu items for the pricing special, then touch add items button. By touching add items button, the menu items are being added to the bottom proportion of the screen. For pricing group(s), select one or more pricing groups, then touch add group button, the pricing group will be added to the bottom proportion of the screen. Once menu items and/or pricing groups have been added to the bottom proportion of the screen, the select all items button will allow every single item to be selected. By touching set discount button, 2TouchPOS directs to the discount description screen, where a Dynamic Pricing discount can be set.

A menu items, under the selected category, will appear in box below category.



There are five different Dynamic Pricing options, exact amount, amount off, percent off, additional amount, and additional percent. The exact amount option will allow a specific amount off the menu item, amount off is an exact amount of the regular menu item cost, for example, if bottle beer normally cost \$6.00, with your Dynamic Pricing exact amount off would cost \$4.50. Additional Amount and additional percent refers to adding additional price or percentage to a menu items regular pricing. Typically, this discount pricing, additional amount and additional percent, is used when establishments have bands or other entertainers.

The screenshot shows a software window with a light green background. On the left, under the heading "Discount Description", there is a list of five radio button options: "Exact Amount", "Amount Off", "Percent Off", "Additional Amount", and "Additional Percent". The "Amount Off" option is selected. To the right of this list is a white rectangular box containing a text label "Amount" followed by a text input field containing the value "2.00". Below the input field, the text "Dynamic Pricing: \$2.00 Off" is displayed. At the bottom right of the window, there are two buttons: "Apply" with a yellow triangle icon and "Cancel" with a red X icon.

The percent off option allows a Dynamic Pricing to take a percent of menu item. For example, if a pricing group 3.50 and/or menu item cost 6.99, then a percentage would be take off from regular price, 3.50 and 6.99. Below is a Dynamic Pricing discount setting screen, the percent off is .25%, so during the dynamic pricing, the pricing group would be $3.50 \times 50 = 1.75$, then subtract $3.50 - 1.75 = \$1.75$. During the dynamic pricing, the pricing group will be \$1.75, instead of \$3.50. The menu item costing \$6.99 would cost \$5.24.

Discount Description

- Exact Amount
- Amount Off
- Percent Off
- Additional Amount
- Additional Percent

Amount

Special Pricing: 25% Off

Apply Cancel