



HONG KONG CATERING MANAGEMENT GROUP FINDS ITS DREAM POS SOLUTIONS IN INFRASYS

"Thanks to the superb reliability of Infrasy's Gourmate POS system and the heart-easing support services from our direct POS supplier - Union Cash Register Co. Ltd., we can now concentrate on business development and the improvement of customer satisfaction,"

Lucy Wong,

Director of Hong Kong Catering Management Group.



The Hong Kong Catering Management Group is the 4th Largest Catering Chain in Hong Kong. Listed in the Hong Kong Stock Exchange Limited since 1990, it currently operates a total of 21 restaurants providing wide range of dining choices with consolidated revenue up to HK\$939 million in 2004. It offers various serving cuisines such as Cantonese, Chiu Chow, Shanghainese, Japanese, Korean, Spanish, Mediterranean and Western cuisine.

Previous Experience in Using an Unreliable POS System

Hong Kong Catering Management Group is not a newcomer to the POS operations. They have implemented other POS system before the adoption of Gourmate Restaurant Management System. Their previous experience in using POS system was a nightmare for the frequent system downtime and poor support services provided by the POS supplier.

High Product Reputation and Strong System Support

Gone through a lengthy observation, Gourmate has been chosen to replace the previous unstable POS system in more than 10 of their outlets. All Chinese restaurants of Hong Kong Catering Management Group have been running Gourmate for a year.

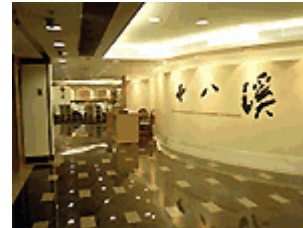
' We've chosen Infrasy's Gourmate due to several reasons: firstly, it is a proven and well-tested system in the market adopted by many international renowned hotels and restaurants. We have already heard of much positive feedback from its clients. Secondly, the system is famed for its stability, which is our main



concern in choosing restaurant management system. Furthermore, we are confident to use system provided by Union Cash Register Co. Ltd., our direct supplier, for their strong and prompt system support,' explains Lucy. As a result, Gourmate Remerges as the obvious choice to Hong Kong Catering Management Group with its high reputation in the hospitality industry.

Improved Service Quality with Gourmate POS System

We cannot afford system downtime, especially in meal time periods.' As a renowned catering chain, every single case of system failure could disappoint many loyal customers. Best of all, Gourmate POS system is just dependable. 'Hardware failures and system collapses rarely occur. And that's what we want for our outlets - a system platform that ensures security and continuity of operations,' Lucy adds.



With Gourmate, operations could always be accurate and efficient that definitely delights the loyal customers. 'There're merely no missed or delayed orders.' 'We faced the problem of missing orders frequently when we were still using the previous POS system,' says Lucy.



Ongoing Enhancements of Gourmate Make for Easier Management

The head office of Hong Kong Catering takes control of its sales data from different outlets through the Central Polling System of Gourmate. They also make use of other customized reporting systems.

'Infrasys works well with our internal I.T. team in the development of in-house management reporting system. It flexibly releases required system database to our I.T. team for our exploration of different kinds of reporting system. It accounts for our preference on Infrasys' product,' delights Lucy.

Continuous Service Improvement with Optional Modules

The deep insights in the ongoing enhancements of POS functionalities differentiate Infrasys from other POS developers. Optional modules like Table Management System (TMS), PDA wireless ordering solution and WorldBonus Customer Loyalty Program are the value-added solutions ready for users.

'Customers feel comfortable when we know their preferences at once,' says Lucy. With TMS, member profile can be centralized and shared by all outlets. Customers' personal preferences will no longer be the managers' own profiles. 'We view TMS as our solution and will probably apply to our newly decorated Green



Willow Village Restaurant.' Lucy adds.

PDA wireless ordering solution is also a choice for Hong Kong Catering Management Group. 'PDA ordering could be applied to our Eighteen Brook Cantonese Cuisine to cope with the extremely busy lunch hours,' Lucy expresses.

WorldBonus Customer Loyalty Program offers a solution to Hong Kong Catering Management Group to catch up with market needs. 'Our own Customer Loyalty Program - Yummie Card, has been launched for 2 years and accumulated a lot of loyal customers. Our marketing campaign becomes inflexible when getting coupons becomes the only way for customers to redeem their bonus points.' 'We will consider the possibility of combining our Yummie Card with Infrasys WorldBonus CRM platform for the diversity of marketing campaigns and utilization of membership program.' Lucy concludes.

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