

CASE STUDY

Captain D's: Managing Locations with MicroSale



ABOUT THE FRANCHISE



The first Captain D's opened in Donelson, TN in 1969 and was called Mr. D's. The goal then was to serve high quality, quick-service seafood. Fast forward to 40 years later, and Captain D's has grown to almost 600 restaurants in 25 states and several countries overseas.

The menu offers a wide variety of fried and grilled fish, shrimp and chicken dishes, pasta meals, salads, regional seafood favorites, as well as a wide variety of side items including corn, baked potato, cole slaw, tossed salads, hushpuppies, southern style green beans, and great desserts. We'll see you at your Neighborhood Seafood Kitchen soon!

FRANCHISEE HIGHLIGHT

D's of Ohio, Inc. & D's of Kentucky, Inc. have been using MicroSale for over 15 years. They utilize many of MicroSale's optional modules such as Employee Scheduler, Enterprize and RPM (Restaurant Profit Maximizer).

CHALLENGE

Captain D's needed a way to track all resources that was needed for day to day operations such as cash, credit/gift cards, food, cleaning supplies, paper products, linens, etc. Managing 13 restaurants in multiple states created problems with taxes. Each state has slightly different tax percentages. They needed a program that would allow them to make necessary changes and then transfer data.



SOLUTION

MicroSale was the chosen solution for Captain D's based on its understanding of unique restaurant needs and flexible programming. Once the system was installed, the restaurants began using all components of the new system. The reports were set up to automatically email to the appropriate people and send alerts about any concerning issues. They have also set up their own coupons and offers using special codes that also are transferable to other companies. The coupon codes have increased customer satisfaction and retention.

RESULTS

The Captain D's franchise started out on Version 1 of MicroSale and has upgraded it throughout the years to the current Version of 8. The staff feels that the system is user friendly and easy to understand. The restaurants are able to effectively train new team members easily and quickly. Enterprize, a centralized data system, has been very useful to all the supervisors and partners of the stores. Enterprize enables everyone to stay on the same page and see the status of how the stores are running throughout the day. The RPM, an inventory module, has kept theft and waste to a minimum by identifying problems at the point of origin. "The RPM is user friendly and allows us to easily enter products for deliveries and costs" (Lori Williams, Office Manager).



ABOUT ENTERPRIZE

MicroSale's Enterprize is a valuable, powerful organizational tool for MicroSale users. With Enterprize, you can manage and control the data for multiple sites from a single location, even your laptop. It is primarily designed for those who have multiple store locations and regions, but could also be used by an owner or operator of a single store that just wants to watch the restaurant's operation from a remote location. It gives the owner/operator an invaluable way to monitor and globally administer employee files, store menus, discounts, and other store operational details. It also allows the corporate office to receive real-time up to the minute sales information from all their stores. In addition, it can be set up to have all stores transfer the daily sales summary to the corporate site. This transferred information can then be reviewed in a spreadsheet-style format allowing you to compare sales data by store, market, or region.

ABOUT MICROSALE

MicroSale is an extremely user friendly point of sale solution that is continually revolutionizing the way restaurants do business. Since 1989, the focus has been to "Keep It Simple" (KIS Software, Inc.) MicroSale provides intuitive screen layouts, flexible menu programming, timed pricing (such as pool tables/games), precise reporting/inventory control, online ordering, and powerful interface options.

MicroSale is tailored for quick service, table service, pizzerias, hotels, bars, nightclubs, bowling centers, and entertainment centers.

For more information please visit www.microsale.net or email info@microsale.net



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