HFT 3263
RESTAURANT MANAGEMENT
Instructional Treatment Plan

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Fall 2009
### TABLE OF CONTENTS

Unit Descriptors.......................................................................................................................... 1

Unit 5 - Instructional Strategies – Webquest................................................................. 2
  - Instructional Strategy Rationale ..................................................................................... 7
  - Media Selection Rationale............................................................................................... 8

Unit 5 - Learner Assessment Alignment Table....................................................... 9

Appendix: Sample Assessment Instrument............................................................... 14
  - Appendix A Report Rubric ............................................................................................ 14
  - Appendix B Unit 5 Self-Test Quiz ................................................................................ 17
  - Appendix C Capabilities Checklist .............................................................................. 19
  - Appendix D Products Checklist .................................................................................. 20
  - Appendix E Evaluation Checklist ............................................................................... 21
UNIT DESCRIPTORS

The objectives listed in the Instructional Treatment Plan are based on the subordinate skills analysis (SSA) for Unit 5: Select a POS (Point of Sale) system. By applying the skills outlined in the SSA, students will be able to complete an authentic assessment activity analyzing POS system capabilities.

The task is to determine which system would best meet the needs of an entrepreneur constructing a business plan for a “Dream Restaurant” concept. As aspiring entrepreneurs, students will evaluate two system products, using a set of criteria. Then, they will make the selection of a final POS system product.

Course Title: HFT 3263 Restaurant Management

Unit Number and Title: Unit 5.0 - Select a POS System

Terminal Objective: Given your business goals, select a POS system according to the criteria specified in the Written Report Rubric.

Enabling Objectives:

After reading the online resources, students should be able to:

- Identify seven POS system software capabilities
- Identify at least three POS system hardware components
- Select those software and hardware features that meet business needs
- Evaluate two satisfactory POS systems according to these criteria:
  - Approximate cost
  - Overall quality of features
  - Technical support
  - User friendliness (interface quality)
  - Data storage and security capabilities

Prerequisites:

- Ability to perform internet searches
- Ability to use UCF library resources
- Ability to critically evaluate information found on internet
- Ability to critically analyze alternatives.

Time Requirements: approximately 10-15 hours.
**UNIT 5 - INSTRUCTIONAL STRATEGIES – WEBQUEST (BERNIE DODGE)**

*Designer’s Note:* The web page that contains Unit 5 will consist of graphics, text, and motion graphics. To facilitate navigation, on the left hand side of the page there will be a flash menu containing five buttons that correspond to the five main sections of the WebQuest (Introduction, the Task, the Process, Evaluation, and Conclusion). When each of these buttons is clicked, the existing page information fades out, and text and images pertaining to the newly clicked button will fade in. The Process page will contain links to 6 additional pages, each describing the steps that need to be accomplished to complete the instructional goal.

<table>
<thead>
<tr>
<th>Instructional Event</th>
<th>Description</th>
<th>Media Tool</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td><em>The Introduction’s purpose is to gain the attention of the learner, who is to play the role of an entrepreneur creating a business plan for a “Dream Restaurant.” In this section, learners will be given an overview of the importance of POS Systems, using graphic tools, interface and engaging text.</em></td>
<td>Web Page</td>
</tr>
<tr>
<td><strong>Introduction</strong></td>
<td>Your team’s “Dream Restaurant” is taking shape. As your restaurant concept becomes more defined, so is your business plan. A crucial component of your success is the selection of a Point of Sales (POS) system that allows you to efficiently manage restaurant operations and interactions between customers, employees and management. How will you know how many employees to schedule on a Saturday evening? Will you need to bring up today’s sales data while traveling? How will you know what menu items are most successful? Understanding the full system capabilities and what to look for when buying a POS System are essential to effective decision making, but are often overlooked when developing a restaurant business plan. Plan for success by knowing what POS Systems are capable of doing.</td>
<td></td>
</tr>
</tbody>
</table>
| The Task | *The Task focuses learners on what they are going to do - specifically, the product that results from the learning activities. This section of the web will visually stimulate the learner by utilizing images associated with POS systems and/or tasks.*  

**The Task**  
Your task is to explore the internet and select an appropriate POS System for your “Dream Restaurant.” You will write a one to three page report justifying your selection and include it in your final business plan report. Your report should take into consideration approximate cost, overall quality of features, technical support, user friendliness (interface quality) and data storage and security capabilities. | Web Page |
|---|---|---|
| The Process | *The Process outlines how the learners will accomplish The Task. A list of clear steps to accomplish The Task and links to online resources are provided to guide the learner. This portion of the web site will include five subsections, each a separate web page that correspond to the five steps of the process. Subtle Flash animation will reveal each subsection of The Process to ensure learner attention is maintained. Students are informed of the steps needed for a successful result. Online resources to guide the learner will be carefully placed in appropriate subsections to facilitate success. Each subsection will have an activity associated with it. An additional activity will be suggested to students in the fourth subsection where they will be encouraged to download and practice with demo versions of the two systems they select for evaluation.*  

**The Process**  
The following is a list of steps to take to accomplish your goal of selecting a POS system.  
1. Identify the capabilities of a POS System, including software and hardware, using the provided online resources.  
2. Take a T/F Quiz to self assess your understanding of POS system capabilities.  
3. Based on provided online resources derive a list of software and hardware capabilities that your restaurant will need. Use this [Capabilities Checklist](#) as a guide.  
4. Research several POS system vendors and products they offer. | Web Page |
Then, select two viable options to evaluate. Use this Product Checklist as a guide. Additional activity suggestion: Download software demos of the two products you have selected and try them out.

5. Evaluate both systems and select one for your “Dream Restaurant.” Use this Evaluation Checklist as a guide.

6. Write a one to three page report, justifying your team’s POS system selection.

**ONLINE RESOURCES**

**Via WebCourses**
Presentations, Self-Test, Guidelines, and Rubric

- “Technology in the Restaurant Industry” - PPT (Step 1)
- Self-Test Quiz (Step 2)
- Capabilities Checklist – PDF (Step 3)
- Product Checklist – PDF (Step 4)
- Evaluation Checklist – PDF (Step 5)
- Report Rubric (Step 6)

**Via Internet**

**POS Systems Concept (Steps 1 – 6)**

On line series of articles on Guides to POS systems
http://www.touchpos.net/page.html?chapter=10&id=8

**A Closer Look at Features, Functions and Criteria (Steps 1 – 6)**

POS systems as a marketing tool: read “How to Get the Most out of Your Restaurant POS System” by Quantified Marketing Group
Example of Menu Management features
http://www.resortsoftware.com/

Restaurant POS System: Labor Cost Control by William Kisse

This restaurant features list will help you understand the range of touch screen features, found in POS software and hardware systems.

Essential Qualities of Restaurant POS Software for Quick Service Restaurants
http://www.pr-inside.com/essential-qualities-of-restaurant-pos-r1469912.htm

What To Look For In A Point Of Sale System, September 10, 2009 by Merrin Muxlow
http://bmighty.informationweek.com/printableArticle.jhtml?articleID=219700553

Major POS Vendors (Steps 1 – 6)

Aloha -
http://www.radiantsystems.com/industries/hospitality/index.htm

ASI - http://www.rmpos.com/


NCR -
http://www.ncr.com/products_and_services/point_of_sale/index.jsp

<table>
<thead>
<tr>
<th>Evaluation</th>
<th>The Instructor will evaluate the group report based on the rubric contained in the Learner’s Assessment Alignment Table. The rubric will appear on the page giving the learner the clear requirements for an optimal report score.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evaluation</td>
<td>Your final report will be evaluated on the criteria listed below: (Report rubric to be displayed on this page – See Appendix A)</td>
</tr>
<tr>
<td>Conclusion</td>
<td>The conclusion will bring closure, and encourage learners to think further on the evolution of future POS system technology.</td>
</tr>
<tr>
<td><strong>Conclusion</strong></td>
<td>Now that you have researched and selected an appropriate POS System you should feel confident that your restaurant will have the tools necessary for success. The restaurant business is tough and competitive. The exponential growth in our technological world will create new and innovative ways POS Systems will be used in the future. Can you think of ways that POS Systems might grow and evolve in the future? The real question is “Will you and your restaurant be ready to adapt?”</td>
</tr>
<tr>
<td></td>
<td>“Once a new technology rolls over you, if you’re not part of the steamroller, you’re part of the road.”</td>
</tr>
<tr>
<td></td>
<td>- Stuart Brand</td>
</tr>
</tbody>
</table>
INSTRUCTIONAL STRATEGY RATIONALE - WEBQUEST (DODGE, 1998)

WebQuest was selected as the instructional strategy for four key reasons:

- According to Dodge, “WebQuest is an inquiry-oriented activity where some or all of the information that students interact with comes from resources on the internet.” Dr. Parsa is relying on students to specifically utilize the internet to research and select an appropriate POS system.
- WebQuest requires higher order thinking skills where real world problems need solving. Selecting a POS system is a real world problem that is authentic, meaningful, and engaging. It requires students to analyze, synthesize, and evaluate information.
- WebQuest is aligned with the ARCS model (Keller). WebQuest is designed to allow the learner to take a greater role in the learning process. The engagement in higher-level problem solving captures students’ attention. The authentic nature of WebQuest brings to light its relevance. Self discovery, evaluation and the solving of the problem creates confidence and satisfaction.
- Dr. Parsa was presented with two instructional strategy options: WebQuest and the BSCS 5E Model (BSCS, 2005; Bybee, 2002). Dr. Parsa chose to use WebQuest because this tool best matches his epistemological beliefs.
MEDIA SELECTION RATIONALE

The media selected was Web Page for the following reasons:

- The decision of our media selection, a web page, is guided by the Rosen School of Hospitality Management’s proposal to convert HFT 3263 Restaurant Management into a web course, noted in our analysis.

- UCF has an established web course delivery system (WebCourses) which facilitates direction, guidance, and feedback through the ability of asynchronous communications (via postings and email) and synchronous communications (through chat rooms). Meaningful interactions including student to student, teacher to student, student to teacher, and student to content can be achieved virtually. No face to face interactions are required.

- Online research is a vital component for accomplishing the instructional goal and instructional events. The majority of the online resources provided will be hyperlinks on the internet. Thus, the internet is an appropriate tool to successfully research and gather needed information.

- With web delivery, an optimal number of students have access to learning, whether they are distant learners or living on or near a UCF campus. Virtually, all students have access to the internet either at home, work, and/or via campus resources.

- The instructional strategy being employed is WebQuest, an inquiry-oriented activity where some or all of the information students interact with comes from resources on the internet.

- We also include Microsoft Word as part of our media selection, specifically, for report submission and instructor feedback. This tool is more easily manipulated and allows for professional formatting.
## UNIT 5 - LEARNER ASSESSMENT ALIGNMENT TABLE

<table>
<thead>
<tr>
<th>Skill</th>
<th>Objective</th>
<th>Domain</th>
<th>Method</th>
<th>Item/Criteria</th>
</tr>
</thead>
</table>
| Select a POS system    | Terminal objective: 5.0 Given your business goals, select a POS system according to criteria specified in written report rubric. | Problem Solving | Assessment Rubric | • Report fully develops an explanation of the rationale used for the POS System selection, by providing details about the pros and cons of this selection compared to the alternative, and by considering each of the following criteria:  
  ▪ Approximate cost  
  ▪ Overall quality of features  
  ▪ User friendliness (interface quality)  
  ▪ Data storage and security capabilities  
  • Report includes ALL requested supporting activities:  
    ▪ Activity 5.2 Capability Checklist  
    ▪ Activity 5.3 Products Checklist  
    ▪ Activity 5.4 Evaluation Checklist  
  • Report uses industry terminology accurately. Writing contains no spelling or grammar mistakes; it is clear and concise, professionally typed and presented in a 1 |
Identify software management capabilities

5.1.1 Using online resources identify seven POS system software capabilities.

Enabling Objective

Verbal Information

Self-Test: True-False

1. Automatically alerting managers when inventory is running low is a software capability falling under a POS system Control of Inventory and of Product Ordering functions. **True** or **False**

2. Storing and recalling guests’ preferences for tables, menu items, wines and servers are among the software capabilities within POS system Management functions. **True** or **False**
3. The POS system communication between Front of the House and Back of the House function is designed to track of tip and gratuity reporting. True or False

4. POS system Report Generation function is able to track sales volume. True or False

5. Computation of taxes is a software capability falling under a POS system Transaction function. True or False

6. The POS system Product Mix Analysis function .is capable of handling human resources information. True or False

7. Scheduling based on forecasted volume of business for each meal period is a software capability within the POS system Labor Management function. True or False
<table>
<thead>
<tr>
<th>Identify hardware management tools</th>
<th>Enabling Objective</th>
<th>Verbal Information</th>
<th>Self-Test: True-False Quiz</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>5.1.2</strong> Using online resources identify at least three POS system hardware components.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>8.</strong> Transaction voiding is a hardware component. True or <strong>False</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>9.</strong> Pole display is a hardware component. <strong>True</strong> or False</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>10.</strong> A Magnetic stripe reader is a hardware component. <strong>True</strong> or False</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Derive POS system specific features based on restaurant needs</th>
<th>Enabling Objective</th>
<th>Problem Solving</th>
<th>Guideline Document: Checklist</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>5.2</strong> Based on POS system capabilities, derive software and hardware features that meet specific business needs.</td>
<td></td>
<td></td>
<td><strong>See Appendix C</strong></td>
</tr>
<tr>
<td>Choose two satisfactory POS systems</td>
<td>Enabling Objective 5.3</td>
<td>Using search, choose two satisfactory POS systems that match your derived features list.</td>
<td>Relational Rules</td>
</tr>
<tr>
<td>------------------------------------</td>
<td>------------------------</td>
<td>--------------------------------------------------------------------------------------------</td>
<td>-----------------</td>
</tr>
<tr>
<td>Evaluate chosen POS systems</td>
<td>Enabling Objective 5.4</td>
<td>Given two alternative POS systems, evaluate each of them according to criteria specified in Product Evaluation Checklist.</td>
<td>Problem Solving</td>
</tr>
</tbody>
</table>
APPENDIX: SAMPLE ASSESSMENT INSTRUMENTS

Designer’s note:

Appendix A is an Instructor’s Assessment rubric for measuring the achievement of Unit 5 terminal objective - Select a POS System. It is also a scaffolding activity for learners, in that they are given the possibility of receiving instructor’s feedbacks if they submit their final report as a DRAFT before it is due.

APPENDIX A

Report Rubric

Directions:
Write a 1 to 3 page written report as a team, explaining the process used to choose your Dream Restaurant POS system. Make sure to clearly explain the rationale used that lead to your final POS system selection, and include all supporting activities. To check the quality of your work, address each point specified in the “Distinguished” level of the rubric below. The complete inclusion of all elements specified will earn you 100 points (A). To receive feedback before the final report is due, post a Report Draft according to date specified in syllabus, and in the correct posting section. The instructor will submit feedback to you, by highlighting the section of the rubric that applies to your work.

| Distinguished 90-100 points | • Report fully develops an explanation of the rationale used for the POS System selection, by providing details about the pros and cons of this selection compared to the alternative, and by considering each of the following criteria:  
| | ▪ Approximate cost  
| | ▪ Overall quality of features  
| | ▪ User friendliness (interface quality)  
| | ▪ Data storage and security capabilities  
| | • Report includes ALL requested supporting activities:  
| | ▪ Activity 5.2 Capability Checklist  
| | ▪ Activity 5.3 Products Checklist  
| | ▪ Activity 5.4 Evaluation Checklist  
| | • Report uses industry terminology accurately. Writing contains no
spelling or grammar mistakes; it is clear and concise, professionally typed and presented in a 1 to 3 page maximum, excluding the required activities and bibliography.

- Posted correctly in appropriate assignment section and within the due date specified in syllabus.

- Report contains **bibliographic information**, detailing all sources used, including:
  
  - Conducted interviews,
  - Store/restaurant visits,
  - Product websites visited, etc.
  - Correct bibliography format

<table>
<thead>
<tr>
<th><strong>Proficient</strong></th>
<th>70-89</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>At times, explanation of the rationale used for POS system selection is unclear or not clearly supported. Comparative analysis of alternative choice (pro and cons) is addressed, but any of these criteria are partly developed:</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Report includes all mandatory activities, but some information in it is not accurately filled in:</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Few mistakes in spelling, grammar or in the use of industry related vocabulary.</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Posted within the due date, but may be in the wrong section. Report contains most bibliographic information of sources used, including:</strong></td>
<td></td>
</tr>
</tbody>
</table>

  - Conducted interviews,
- Store/restaurant visits,
- Product websites visited, etc.
- Minor format related bibliography problems

<table>
<thead>
<tr>
<th>Developing 50-69</th>
</tr>
</thead>
<tbody>
<tr>
<td>• The explanation of the rationale used to support POS system selection is undeveloped, and does not contain specific details about pros and cons comparison of the two alternatives examined, and/or of the criteria used to make final selection:</td>
</tr>
</tbody>
</table>
|   • Approximate cost  
   • Overall quality of features  
   • User friendliness (interface quality)  
   • Data storage and security capabilities |
| • Fails to include the majority of the required supporting activities, or the majority of them are incomplete or contain irrelevant information: |
|   • Activity 5.2 Capability Checklist  
   • Activity 5.3 Products Checklist  
   • Activity 5.4 Evaluation Checklist |
| • The overall quality of the report is confusing and not to the point. Does not use accurately industry terminology, contains several spelling and grammar mistakes, and is not professionally typed. May be too long (4 pages) or too short (1/2 page). |
| • May be posted incorrectly and/or after the due date. |
APPENDIX B

Activity 5.1: Unit 5 Self-Test Quiz

Designer’s Note: This self-test quiz is a meta cognitive tool intended to aid learners in self-monitoring their knowledge of POS system capabilities. Correct answers are bolded.

Directions:
The following 10 questions are intended to evaluate your individual understanding of the POS system capabilities. It is highly recommended that you take this self-quiz before proceeding to the next step - developing a POS system capability checklist based on your "Dream restaurant" needs.

Questions

1. Automatically alerting managers when inventory is running low is a software capability falling under a POS system Control of Inventory and of Product Ordering functions.

   True or False

2. Storing and recalling guests’ preferences for tables, menu items, wines and servers are among the software capabilities within POS system Management functions.

   True or False

3. The POS system communication between Front of the House and Back of the House function is designed to track of tip and gratuity reporting.

   True or False

4. POS system Report Generation function is able to track sales volume.

   True or False

5. Computation of taxes is a software capability falling under a POS system Transaction function.

   True or False

6. A Product Mix Analysis function is human resources component of a POS system.
7. Scheduling based on forecasted volume of business for each meal period is a software capability within the POS system Labor Management function.

True or False

8. Transaction voiding is a hardware component.

True or False

9. Pole display is a hardware component.

True or False

10. A Magnetic stripe reader is a hardware component.

True or False
APPENDIX C

ACTIVITY 5.2: CAPABILITIES CHECKLIST
POS System capabilities criteria list for “Dream Restaurant.”

**Directions:** Now that you know what POS systems are capable of, think about the specific POS system features your restaurant will benefit from. Refer to the online resources to gather more information about POS system features. Then, use the checklist below to list features that will match your restaurant needs, distinguishing between your software and hardware needs. Also, assume that you will be purchasing a POS system, and will not be leasing one.

### POS System Capabilities

1. Inventory and Product Ordering
2. Guest Management
3. Communication Between Front of the House and Back of the House
4. Product Mix Analysis
5. Report Generation
6. Transaction Inputting
7. Labor Management

<table>
<thead>
<tr>
<th>Software Needs</th>
<th>Hardware Needs</th>
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<tbody>
<tr>
<td>1.</td>
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<td>10.</td>
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<td>11.</td>
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<td>12.</td>
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<tr>
<td>13.</td>
<td>13.</td>
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</tbody>
</table>
APPENDIX D

ACTIVITY 5.3: PRODUCTS CHECKLIST
Select two products that meet your “Dream Restaurant” criteria

Directions: List your needs derived from your Capabilities Checklist. Then, go online and research several products available in the marketplace that match your needs. Finally, select two systems to evaluate using the checklist below.

<table>
<thead>
<tr>
<th>System Option #1 name: ____________________</th>
<th>System Option #2 name: ____________________</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Does this system meet your software needs?</strong> (from Capabilities Checklist)</td>
<td><strong>Does this system meet your software needs?</strong> (from Capabilities Checklist)</td>
</tr>
<tr>
<td><img src="#" alt="Yes/No table" /></td>
<td><img src="#" alt="Yes/No table" /></td>
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<td><img src="#" alt="Yes/No table" /></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Does this system meet your hardware needs? (from Capabilities Checklist)</th>
<th>Does this system meet your hardware needs? (from Capabilities Checklist)</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="#" alt="Yes/No table" /></td>
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APPENDIX E

ACTIVITY 5.4: EVALUATION CHECKLIST
Evaluate two chosen systems

Directions: Based on the Products Checklist, evaluate the two systems selected according to criteria listed below. Remember, your final report will be evaluated by how well you justify your POS selection.

<table>
<thead>
<tr>
<th>Option #1 name: ___________________________</th>
</tr>
</thead>
<tbody>
<tr>
<td>Did you consider the following before selecting a POS system?</td>
</tr>
<tr>
<td>1. Approximate cost</td>
</tr>
<tr>
<td>2. Overall quality of features</td>
</tr>
<tr>
<td>3. Technical support</td>
</tr>
<tr>
<td>4. User friendliness (interface quality)</td>
</tr>
<tr>
<td>5. Data storage and security capabilities</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Option #2 name: ___________________________</th>
</tr>
</thead>
<tbody>
<tr>
<td>Did you consider the following before selecting a POS system?</td>
</tr>
<tr>
<td>1. Approximate cost</td>
</tr>
<tr>
<td>2. Overall quality of features</td>
</tr>
<tr>
<td>3. Technical support</td>
</tr>
<tr>
<td>4. User friendliness (interface quality)</td>
</tr>
<tr>
<td>5. Data storage and security capabilities</td>
</tr>
</tbody>
</table>