



HOTEL AND RESTAURANT ASSOCIATION WESTERN INDIA

08 June 2020

Dear Members of the Hotel and Restaurant Association Western India,

Greetings in the 70th year of the Hotel & Restaurant Association Western India!

As we prepare to re-open our businesses post lockdown, we will need to dramatically change our past practices & align them to a completely new set of processes that are both legally compliant & also give our guests the assurance & confidence to revisit our Hotels & Restaurants.

Our businesses will need to embrace additional **“Safe & Responsible” Hospitality & Dining measures** that are FSSAI compliant & practically provide a very high degree of **safe surroundings to our staff & our guests.**

To provide a “safe surrounding”, Hotels & Restaurants need to remove, reduce or replace the “high touch points” items & alternately provide the same level of services to the guests.

One such solution we need to introduce is to do with Guest ordering, Bill generation & payments in our Restaurants as also in our Hotel Room service / In-Room dining.

### **Solution for the F&B outlets**

To remove or replace the high touch points in the F&B outlets, we need to avoid handling of menu cards, bill folders & EDC machines. We can obtain this by making it contact-free or digitize them. The solution is to upload the Restaurant menu along with all necessary information including price & tax in a cloud area from where a guest can access the same seamlessly on their own smartphone.

While there are several solutions being offered by various vendors, HRAWI has short listed, identified & evaluated the vendors to finally recommend one such solution after considering the background of the software provider, the flexibility of the software offering, reasonableness of price, pan India support & service track record available.

**HRAWI is pleased to announce an EXCLUSIVE offer, only to its members from “ShawMan Software’s Solutions” at very special negotiated rates & terms as below:**

As a very brief introduction, ShawMan has been servicing the Indian Hospitality & Food Service trade for 30 years & has some of the oldest & biggest chains and independent business in the country, as their clients.



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## 1. SHAWMAN OLO! (WEB BASED DELIVERY & TAKE AWAY PLATFORM)

The fully integrated online ordering solution which allows the business to go direct to customers through a smart phone-based Web App ordering as well as a desktop browser supported solution with an optional third-party integrated payment gateway & delivery partner logistics.

It also integrates with Swiggy, Zomato, Scootsy food service aggregators.

OLO - Delivery Platform			OLO - Delivery Platform		
NON MEMBER RATES	MEMBER RATES	1st Year Saving	NON MEMBER RATES	MEMBER RATES	1st Year Saving
Restaurant	Restaurant	Restaurant	Hotel	Hotel	Hotel
Rs. 10,000 Activation Fee	NIL Activation Fee	+ Rs. 10000 Rs. 3600	Rs. 12,000 Activation Fee	NIL Activation Fee	+ Rs. 2,000 Rs. 4,800
Rs. 1,500/mnt	Rs. 1,200/mnt	Rs. 13,600	Rs. 2,000/mnt	Rs. 1,600/mnt	Rs. 16,800

## 2. MYPOS PUSH (DIGITAL MENU / EMENU) + DIGITAL ORDERING + DIGITAL PAYMENT

ShawMan's guest ordering solution gives the business the flexibility to choose from multiple plans including;

	Service Offered	NON MEMBER	NON MEMBER	MEMBER	MEMBER	1st Year	Remarks
		Activation Fee	Monthly Subscription	Activation Fee	Monthly Subscription	Saving	
		Per Outlet		Per Outlet			
Level 1	E-Menu	Rs. 3,000	Rs. 250/mnt	NIL	Rs. 200/mnt	Rs. 3,600	Use your current billing software, <b>NO Integration required</b>
Level 2	E-Menu + Order	Rs. 3,000	Rs. 500/mnt	NIL	Rs. 400/mnt	Rs. 4,200	Use your current billing software, <b>NO Integration required</b>
Level 3	E-Menu + Order + Bill	Rs. 3,000	Rs. 750/mnt	NIL	Rs. 600/mnt	Rs. 4,800	Use your current billing software, <b>NO Integration required</b>
Level 4	E-Menu + Order + Bill + Pay	Rs. 3,000	Rs. 1,000/mnt	NIL	Rs. 800/mnt	Rs. 5,400	<b>Integration with POS</b>
Level 5	IRD/Room Service E-Menu only	Rs. 3,000	Rs. 750/mnt	NIL	Rs. 600/mnt	Rs. 4,800	Use your current billing software, <b>NO Integration required</b>
Level 6	IRD/Room Service Full Integration	Rs. 3,500	Rs. 1,250/mnt	NIL	Rs. 1,000/mnt	Rs. 6,500	<b>Integration with POS &amp; PMS</b>



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**\* Level 4 & 6 options require integration with third party POS & PMS vendors subject to availability & confirmation from third party.**

The above **6 options** are available both for your Restaurants as well as In Room Dining allowing your staff & guests to practice "Safe & Responsible" Dining.

### **3. ADDITIONAL FEATURE BENEFIT – AT NO EXTRA FEE OR CHARGE.**

Along with either solution, your business will be featured on a new marketplace that is being launched called DishCo. (The Dish Co.) & will also be linked to feature on Google Search which will help your business get discovered & **direct transaction links will help customers order directly from you.**

ShawMan has further negotiated a **waiver of Rs. 25,000/- towards the Bill-Desk Payment Gateway** on boarding charges & worked out **special rates for delivery from Shawdow Fax** which you would otherwise have to pay for separately, on your own. For further clarification, we recommend you speak to the Shawman Sales Team.

**HRAWI is only recommending the use of these solutions to the members. It is not mandatory for you to sign up & use these solutions.**

You can use any other solution you find which achieves the same objectives of raising the customer confidence level to return to us soon and also deal with us directly instead of using our services through aggregators who are expensive and unaffordable.

In case you are interested to opt for one of the above offering, you can send an email to [sales@shawmansoftware.com](mailto:sales@shawmansoftware.com) or drop a WA message to 9930258523 & a ShawMan Sales Executive will reach out to you.

Best regards,

Aspi Nallaseth  
Secretary General