To: Gary Schumacher
From: Miranda Matthews
Subject: Choosing the Best POS System

Welcome Gary,

Congratulations on becoming the new owner of Quail Creations! Thank you for asking for my assistance to help you research our new point-of-sale (POS) system. Listed below are the top 3 POS systems with the pros and cons for each and why it is recommended. I have also provided some insights on what to consider when choosing a POS system.

Factors to Consider
- Cost: how much are you willing to pay for the POS system and its benefits?
- Management: how advanced do you want your management information to report?
- Focus: what is more important to you at this point in time? Tracking inventory, improving your online store, or overall sales growth?
- Alignment: Is this system scalable and adaptable to our company growth goals? Will we need an expensive upgrade in the near future?

Top 3 POS Systems
1. Lightspeed ($99/month)
    Pros
    - 14-day free trial available
    - Most advanced inventory management
    - Easy system to navigate for employees and customers

    Cons
    - E-commerce and loyalty programs are an add-on for $59/month
    - Requires a signed annual contract
    - Third party processors

    System Strength
    - Lightspeed Retail allows you to track your inventory at an advanced level, find items in your inventory easily, and gives you the basic features for an efficient point-of-sale system.

2. Vend Pro ($129/month)
    Pros
    - 30-day free trial available
    - Cloud based system with advanced reporting
    - E-commerce offered and available offline
    - Loyalty programs offered

    Cons
    - Billed annually, leaving a large bill at the end of the year
    - E-mail promotions are not available
    - Phone and tech support costs extra

    System Strength

- Allows you to build a strong loyalty program for customers. You can also access the POS system offline if internet connections fail.

3.Shopify ($29/month)

    Pros
- 14-day free trial available
- E-commerce builder through multiple sales channels
- Alerts customers when items are left in the cart

    Cons
- E-commerce is $29/month
- Most advanced option is $299/month
- Reporting is not offered in the basic plan

    System Strength
- Shopify allows you to build your online store using the same data as your on-site store. The strong e-commerce also allows you to sell not only online, but on social media giving you an advantage to grow your company even more.

Thank you for taking time to review my suggestions for the company. I hope this information helps you make a decision. If you have any questions feel free to contact me.

Sincerely,
Miranda Matthews

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I give permission for Association for Business Communication and C. R. Anderson Foundation to use my name and document for educational or publicity purposes.

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