

Case Study: Mobile Point of Sale

Turning Tablets into Mobile POS Terminals, a Mobile Food Vendor Significantly Reduces Operating Costs



MAKING PURCHASES FASTER, MORE CONVENIENT FOR MERCHANTS

Street-food lovers in Stockholm, Sweden, know where to go for delicious sandwiches—the Bun Bun Truck. Specializing in Vietnamese-inspired *banh mi* sandwiches on French baguettes, Bun Bun serves lunch during the week and operates at markets and music festivals on weekends. Bun Bun is completely cashless, accepting debit and credit card payments using a card acceptance solution registered in the MasterCard Mobile POS Program.

Challenge

Swedes overwhelmingly prefer to pay by credit or debit card rather than cash. Mobile merchant Bun Bun needed a card acceptance solution that would work flawlessly regardless of location, be easy for employees to use, and match the “cool factor” of their cutting-edge food truck.

Solution

Bun Bun’s owners chose an iZettle payments solution, consisting of an app installed on a tablet with wireless connectivity, a chip-card reader into which consumers insert their cards, and online reporting tools that make it easy to manage their business.

Results

With a virtually hands-free payment solution, Bun Bun does not need an extra person on the truck to handle cash. This cuts labor costs by 33%, while reducing the operational expenses and security risks associated with managing cash.

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Challenge

The owners of Bun Bun—Kristofer Lund, Anders Gabrielsson, and Martin Lagerberg—have a decade of experience in the restaurant business. When they launched their Bun Bun food truck business, they needed a way to accept card payments—Swedes' preferred way to pay for goods. Traditional POS terminals would not work well in the mobile “go anywhere” food-truck business, and such equipment can be bulky and expensive. Bun Bun needed a mobile card acceptance solution that was lightweight, low-cost, and quick and easy for both customers and employees.

Solution

Point-of-sale card acceptance technologies that utilize smartphones, tablets, and PDAs are growing in popularity, particularly for small businesses needing a low-cost, worry-free way to accept card payments. In comparison to traditional POS terminals, Mobile POS solutions offer distinct advantages for smaller merchants, including:

- Lower total cost of ownership without fixed monthly fees
- Portability and ease of set up and use
- Simple user interfaces for both merchant and consumer
- Online reporting to easily track sales and issue refunds if needed
- Flexibility to fit any type of business

Bun Bun selected a mobile POS from iZettle, a well-known mobile payments company headquartered in Sweden that is registered in the MasterCard MPOS Program. After downloading the iZettle app, Lund quickly loaded information on their sandwiches and other items for sale into the app's inventory. At lunch time, a Bun Bun employee simply pairs the iZettle chip card reader with a tablet using Bluetooth; for larger audiences at festivals, two readers and two tablets help handle the higher number of transactions.

To manage their cash flow and finances, the owners of Bun Bun simply log on to the iZettle Web site to access daily summaries on transactions, balances, and deposits via a password-protected administrative Web site.

“We love the simplicity of mobile card acceptance. It's the modern way to accept payments—convenient for customers and more cost efficient for us.”

“Bun Bun is a very small organization with limited resources. We have saved quite a lot in administration, hours, money, and security issues with our Mobile POS solution.”

Kristofer Lund, Bun Bun

Results

Kristofer Lund, one of the owners of Bun Bun, would recommend the use of a Mobile POS solution to any small merchant. The benefits are many:

Reduced labor and administrative costs – Since Bun Bun is cash-free and card payments are managed virtually hands-free, the truck does not require a dedicated cash handler for hygiene reasons. That means only two employees, not three, are needed—reducing labor costs per truck by 33 percent. Administrative costs are lower as well, since no one needs to count money and make deposits.

Increased sales – The speed of Mobile POS transactions helps Bun Bun keep up with high demand during busy lunch hours and at festivals. Since they don't have to count out change, they can serve more customers.

Potential for higher transaction amounts – By accepting card payments, the merchant benefits from higher sales volume, since consumers aren't restricted to the cash they have on hand.

Greater security – For a small merchant like Bun Bun, replacing or eliminating cash sales can improve profits by reducing lost or stolen cash.

Insights to improve business management – The iZettle solution includes reporting: daily summaries available right in the app, and reports that let the owners of Bun Bun analyze sales by product, average spend, and more at a secure iZettle Web site.

Cool factor – Bun Bun is seen by consumers as a fun, hip place to have lunch. Cutting-edge Mobile POS card acceptance technology makes the consumer's experience even more convenient and satisfying.

THE LOW-COST WAY TO SERVE TODAY'S “CASHLESS” CONSUMERS

Mobile card acceptance is now a \$5.7 billion business worldwide and the fastest-growing trend in retail.¹ From morning coffee to lunchtime sandwiches, consumers expect to be able to pay for their everyday transactions with a credit or debit card rather than cash. To meet this demand, small merchants are finding it easy and cost-effective to transform existing mobile devices, such as smartphones and tablets, into Mobile Point-of-Sale solutions to ensure convenient and safe transactions.

1. IHL Group, Mobile POS: Hype to Reality, May 2013.

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