

How Square and MarketMan Helped A Local Franchisee Streamline Point-of-Sale and Inventory



Customer name

Bruegger's Bagels

Industry

Fast Casual

Website

brueggers.com

The Power of MarketMan

"We have been recommending Square and MarketMan to other franchisees, and we will continue to do so."

Dan Krueger, Franchise Owner



About Bruegger's Bagels

Bruegger's Bagels brings fresh, New York-style bagels to nearly 300 locations around the U.S., but it's Dan Krueger who brought Bruegger's Bagels to South Carolina. Krueger owns multiple franchises in the Palmetto State, each one producing fresh-baked bagels from before the sun rises to the mid-afternoon.

He and operating partner Tanya Springer are proud that they serve a high quality product under a good brand, and that they're part of the community they serve, impacting not only customers but also the lives of more than 50 employees.

Challenges

Brueggers' corporate headquarters decided to no longer support the company's outdated Windows XP point-of-sale systems. They tasked each individual franchise owner with procuring their own point-of-sale system, provided it met certain requirements.

The new point of sale had to be intuitive and easy for team members to operate, while providing accounting and accountability on the back end for inventory and orders.

Integrated inventory was a key requirement. The old inventory system was integrated with the point of sale, but it wasn't mobile, so conducting the weekly inventory meant going to each location, writing item counts on paper, and transferring them manually into the system.

The MarketMan Solution

Krueger and Springer heard from a Raleigh area Bruegger's franchise owner who was having success with Square. For their inventory needs, Square recommended its integration with MarketMan. MarketMan's inventory management approach gives high-level insights into food costs and a better ability to predict inventory down to the ingredient level.

Integration with Square POS

The transition involved setting up the Square Point of Sale with menu items, and entering recipes for everything in MarketMan. That way, items rung up in Square would be attached to raw ingredient items in MarketMan.

No More Handwritten Notes

"The weekly inventory is all mobile, so we walk around with iPads and phones," says Springer. "You can have multiple people counting inventory at the same time, and I can log into other locations—I no longer have to be on site."

Greater Control and Convenience

Springer notes that the new integrated system allows them to do more themselves. "We used to wait days for corporate to update a menu item or pricing," she says. "Now we do it ourselves in a matter of seconds. It's quite simple and easy to use."

On Going Mobile:

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On Menu Updates:

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Tonya Springer, Operating Partner