

Digitalise your business in 4 steps



Summary

Step 1: Start your business with ease	04
1. Register your company	04
2. Create a business account	05
3. Get mandatory certifications	07
4. Promote your business	08
Step 2: Choose the right ordering and payment solutions	10
1. POS solution	10
2. Card reader	11
3. Order terminal	14
4. QR codes	15
Step 3: Diversify your distribution channels	16
1. Online booking	16
2. Click & collect	18
3. Delivery	20
4. Ghost kitchen	20
Step 4: Funding digital transformation	21
1. Digital Growth Programme	21
2. Digital Enterprise Grant	21
3. Innovate UK	21
4. Regional Growth Fund	22
5. Local Funding	22

Introduction

Since the arrival of the first personal computers at the end of the 1970s, the digitalisation of all business sectors has continued to accelerate.

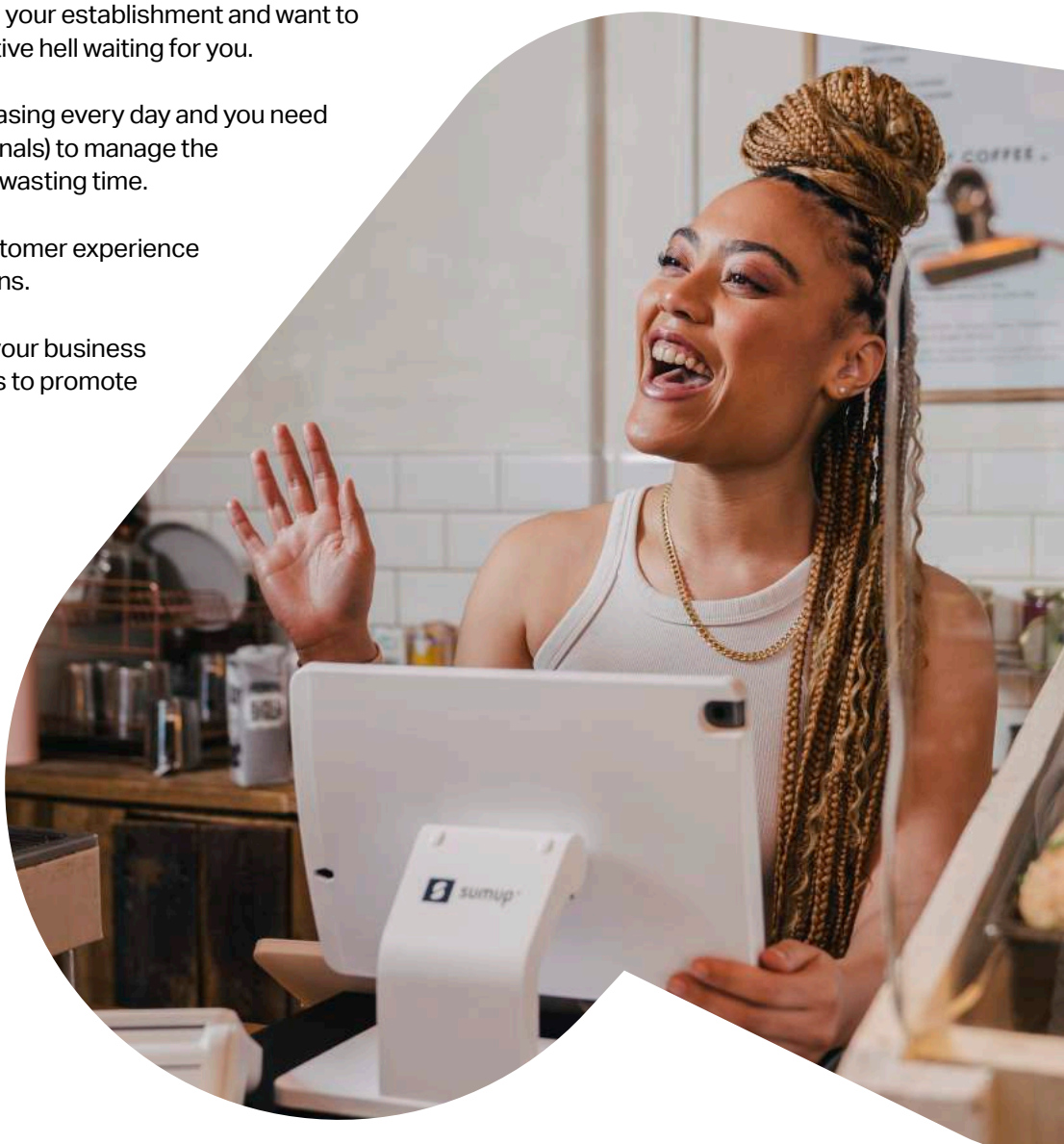
The retail and restaurant industries, whose core businesses focus on welcoming and serving customers, are no exception. Digital solutions for businesses have multiplied, promising to make life easier for entrepreneurs or allow them to provide an enhanced customer experience.

Faced with the huge amount of tools available, how do you know which one to use and where do you start when going digital with your business?

Why digitalise your business?

- You're getting ready to open your establishment and want to escape from the administrative hell waiting for you.
- Your customer base is increasing every day and you need tools (QR codes, order terminals) to manage the additional workload without wasting time.
- You want to improve the customer experience by using the latest innovations.
- You have already launched your business and are looking for new ways to promote your store.

Find out what you need to know with the SumUp team.



Step 1: Start your business with ease

From registering your business to the day you open your doors to the public for the first time, digital tools can make things easier – **it's the solution that saves you time.**

1. Register your company

Starting a business can seem confusing and complicated for many future entrepreneurs. But many companies that have been launched in recent years have streamlined the administrative processes necessary for creating your legal entity. You can, therefore, use one of these service providers to help you with this step and receive useful advice for getting started.

If you decide to register your company yourself, here are the steps you will need to go through:

- **Choose a Company Name:** Select a unique name for your company that complies with the naming rules set by Companies House. The name should not be identical or too similar to existing registered companies.
- **Register an Account:** Visit the Companies House website and create an account. This will allow you to access the online registration services.
- **Complete the Online Form:** Once you have an account, you can start the online registration process. You will need to fill in the necessary information, including the company name, registered office address, details of directors and shareholders, and share capital information.
- **Memorandum and Articles of Association:** You will be required to provide the memorandum of association and articles of association for your company. Companies House provides standard templates that you can adopt or you can create your own bespoke articles of association.
- **Pay the Registration Fee:** There is a registration fee to incorporate a company, which can be paid online during the registration process. The fee varies depending on the type of company and the method of registration.
- **Review and Submit:** Before finalizing the registration, carefully review all the information you have entered. Once you are satisfied with the details, submit the registration application.
- **Wait for Confirmation:** After submitting your application, Companies House will review the information provided. If everything is in order, you will receive a confirmation email and your company will be registered. This process usually takes a few hours, but it can sometimes take longer.
- **Obtain Certificates:** Once your company is registered, you can download and print the certificate of incorporation and other relevant documents from the Companies House website. These documents serve as official proof of your company's existence.

It's important to note that the above steps provide a general overview of the online registration process in the UK. Depending on the specifics of your company and any additional requirements, the process may vary. It's always a good idea to refer to the official guidance provided by Companies House and seek professional advice if needed.

1. Create a *business* account

You will also need to create a business bank account to launch your project and receive payments. You can do this online.

Why create a business account?

If you're a limited company, you're required by law to open a business account. This is because your business is seen as a separate legal entity.

If you're a sole trader or freelancer, opening a business account is not mandatory. That said, some banks may prohibit you from using your personal bank account for business transactions. With that in mind, it's generally a good idea for sole traders and freelancers to open a business account.

By creating a business account, you enhance your financial organization, ensure compliance, and project a more professional image for your company. It is considered best practice for your day-to-day business expenses.



How to create a business account:

To open a business account, you will need to:

- Compare existing offers
- Gather your personal/professional information and send the requested documents
- Get your account number and sort code
- Add money and make transfers while your prepaid debit card is on its way

SumUp offers a *free* solution for that!

Discover the online business account

The **advantages** of the SumUp business account:

Spend *worldwide*

Pay in shops, apps and online with your free prepaid debit SumUp Card. Spend and withdraw at home or abroad, wherever Mastercard is accepted.

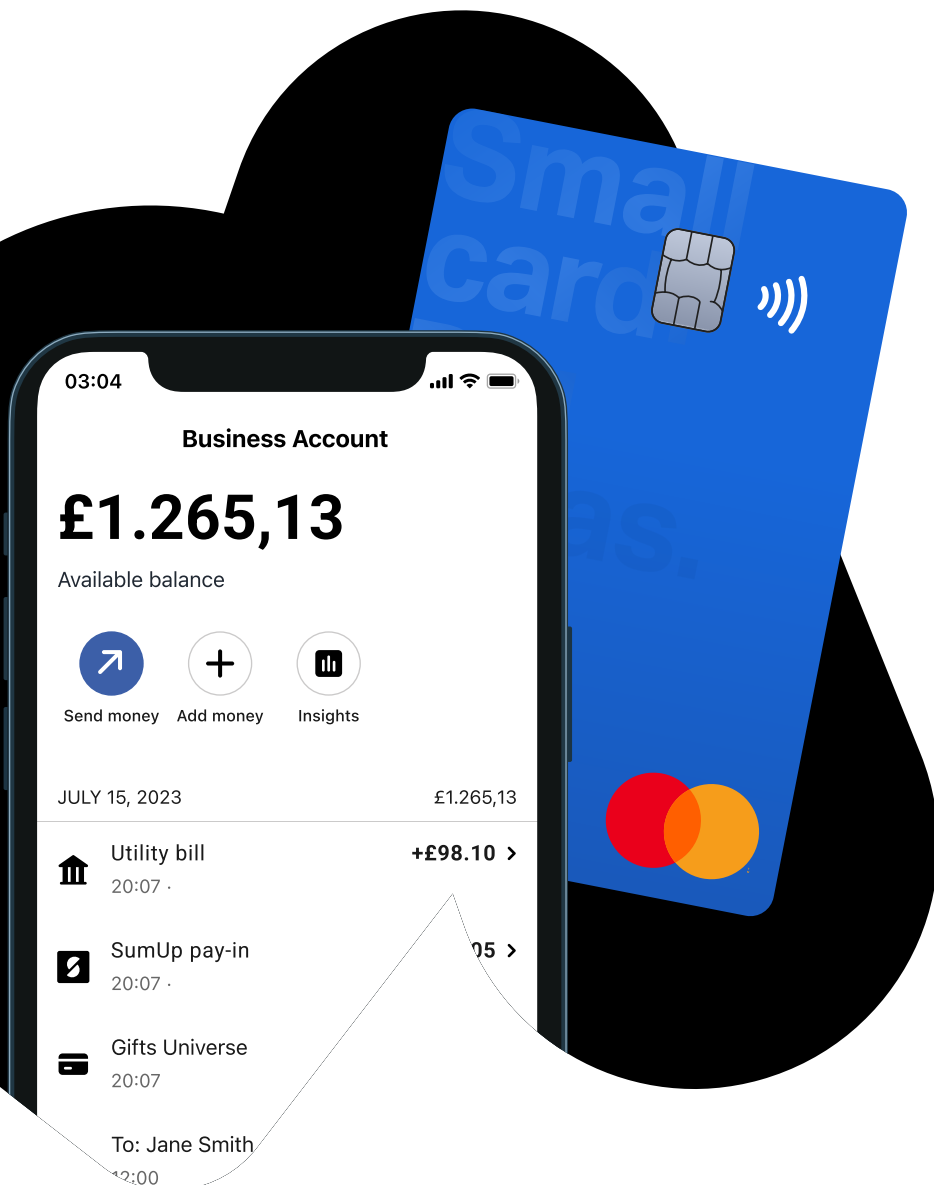
Go *cardless*

Prefer to pay with your mobile device? Add your card to Apple Pay or Google Pay and speed through checkout.

Stay in control, *24/7*

Enable phone notifications, set your PIN, and freeze your card if it gets lost or stolen—all from the SumUp app.

The SumUp business account is designed for your company. We help retailers, freelancers and micro-businesses manage their money quickly. This way, you can focus on what you do best.



2. Get mandatory certifications

When you create your business, one of the steps is not to complete mandatory certification or training and obtain licences. To save time, it's best to do as much as possible online.

What certifications will you need?

Premises License

If you plan to serve alcohol or provide entertainment in your establishment, you'll need a premises license from your local council.

Personal License

If you will be responsible for selling or authorizing the sale of alcohol, you may need a personal license. This involves completing a training course and applying to the licensing authority.

Food Hygiene Certificate

If you're opening a restaurant or any business that involves handling food, you and your staff must have appropriate food hygiene training and obtain a Food Hygiene Certificate. This can typically be acquired online through accredited training providers.

Health and Safety Regulations

If you will be responsible for selling or authorizing the sale of alcohol, you may need a personal license. This involves completing a training course and applying to the licensing authority.

Public Liability Insurance

While not mandatory, it's strongly recommended to have public liability insurance to protect your business against claims from third parties for injury or damage.



3. *Promote* your business

Google My Business

Your establishment's Google Business profile is now one of your main online storefronts. The information contained in it will be showcased by Google in its search results. The address shown is the one that appears on Google Maps.

Why sign up to Google My Business? Firstly, Google is the most used search engine. Having a Google My Business profile is a fast, free way of attracting new customers.

In addition to boosting your visibility on Google, having a Google My Business profile gives you direct contact with your customers. You can reply to them in the "Reviews" section.

Follow these **11 simple steps** to create your Google My Business profile:

1. Connect to your Google account (if you don't have one yet, you can create it here: personal account, business account)
2. Go to [this website](#)
3. Click "Add your business on Google"
4. Enter the name of your establishment
5. Enter the category of your business
6. Click "yes" when prompted to add a location
7. Add your establishment's address
8. Indicate if you offer other services
9. Add your phone number
10. Choose whether you want to receive Google recommendations
11. Click "finish" and you're done

Now all you need to do is optimise the page with more information: a description (include keywords that are likely to be searched for by your target audience), opening times, photos, a logo, your delivery area and accepted payment methods.

Website

Today, many solutions exist for developing your online presence, helping you get started quickly with no financial risk.

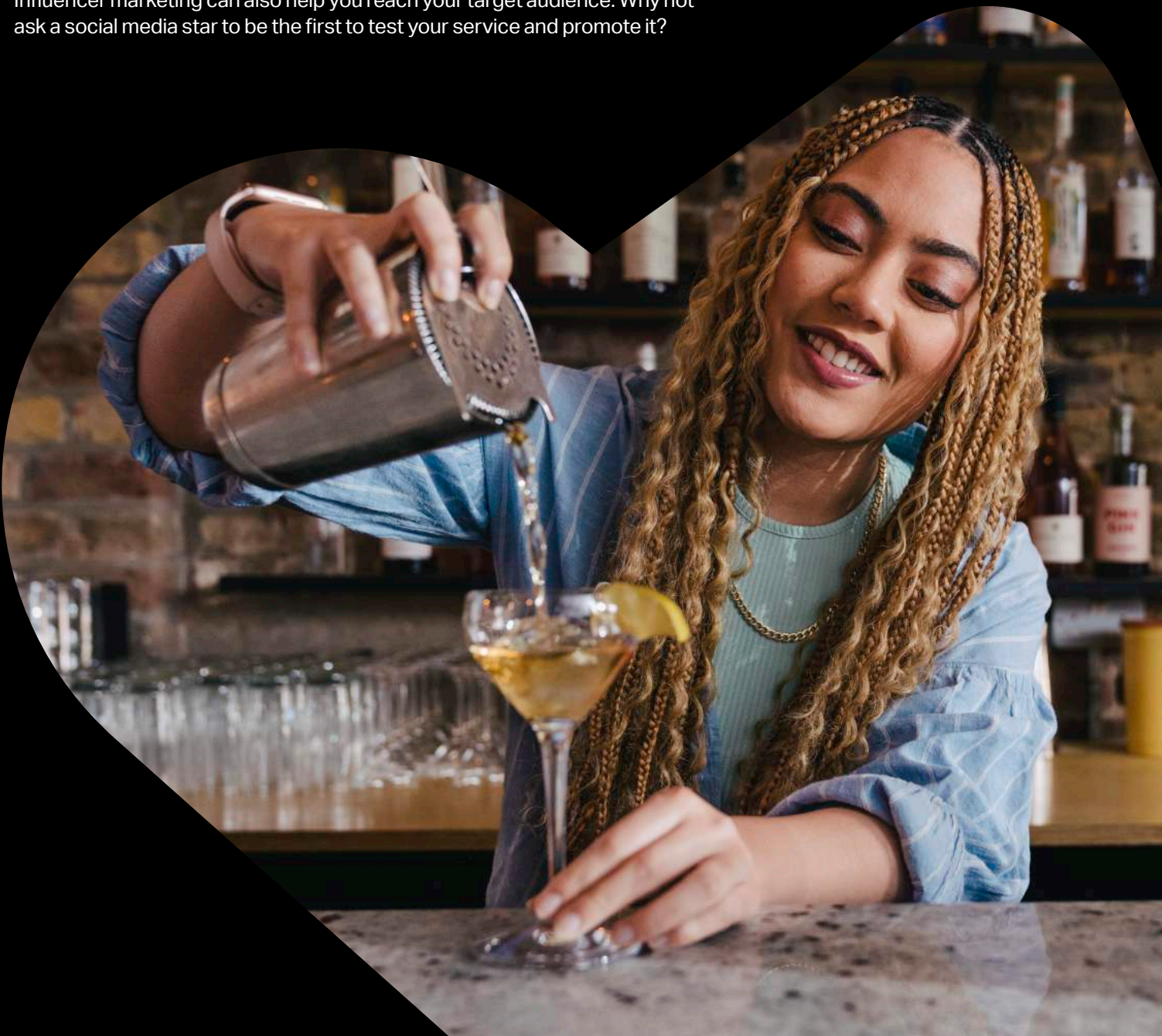
Social media

Create a dedicated Instagram and Facebook account before you launch. The pages, photos and reviews or comments they contain encourage new customers to give you a try.

Depending on your marketing budget, you can also try sponsored advertising. This means using Google Ads to appear among the leading Google results, and using advertising on Instagram, Facebook and YouTube.

Influencers

Influencer marketing can also help you reach your target audience. Why not ask a social media star to be the first to test your service and promote it?



Step 2: Choose the *right* ordering and payment solutions

1. POS solution

Depending on the needs and size of your business, different POS systems are available:

Point of Sale Lite by SumUp is an out-of-the-box POS solution which is ready to use. As soon as you receive it, you can start to:

- Accept card payments
- Organise your items
- Monitor your revenue
- Control sales
- Provide receipts
- Manage accounting



Discover Point of Sale Lite

Point of Sale Pro by SumUp is an innovative POS solution dedicated to your everyday business tasks.

With POS Pro, you'll get:

- A fast, user-friendly, tax-compliant POS system.
- Data dashboard, sales analysis and booking system included
- Easy integrations with partner applications
- Choose your hardware
- No hidden fees

Discover Point of Sale Pro



POS Enterprise, run your business at full capacity with powerful integrations.

A thousand ways to use it:

- Online ordering
- Seamless integrations
- No hidden fees
- Advanced data reporting
- Advanced stock management
- Kitchen Display
- Choose your set-up



[Discover POS Enterprise](#)

POS Enterprise is suitable for large venues such as stadiums, venues, festivals and multi-chain businesses.

Which solution would suit your business?

You have a coffee shop, small store or corner shop?
Then POS *Lite* by SumUp is made for you.

You have a restaurant, bar, food truck, pizzeria, delicatessen, or just a wide range of items for sale?
Then POS *Pro* by SumUp is a great choice.

You have a large venue/activity with more than 5 tills?
Then POS *Enterprise* is made for you!

For more information on SumUp POS software (features, prices etc.), see below:

[Discover Point of Sale Pro](#)



All things payments sorted.

CARD READER • BUSINESS ACCOUNT • POINT OF SALE

Discover POS Pro

2. Card reader

Having a modern payment terminal for your business is essential for saving time and improving customer satisfaction by accepting all payment methods.

Depending on the size of your business, different types of payment terminals are available:



SumUp Solo + printer

Accepts payments independently

Works with Wi-Fi plus an integrated SIM card with free, unlimited cellular data.

Works as an emergency battery to speed up charging of your Solo terminal.

Comes with a battery/printer and 3 rolls of paper.



SumUp Air

Requires the SumUp app to accept payments.

Connects to your smart phone or tablet via Bluetooth.

Battery life of 12 hours.

Optional charging station.



SumUp Solo

Accepts payments independently

Works with Wi-Fi plus an integrated SIM card with free, unlimited cellular data.

Battery life of up to 8 hours.

Charging station provided.

3. Order terminal

What is an order terminal?

In recent years, there has been a surge of enthusiasm for order terminals (or kiosks) in the restaurant industry. More than a simple tool for taking orders, order terminals have become the restaurant manager's best friend, helping them digitalise their service, boost business and enhance the customer experience. It's an innovation that will last and this is why:

With models that are increasingly compact and modular, order terminals can easily adapt to all sorts of businesses. As well as the menu, which can be customised and used to create a dynamic customer experience by taking the customer's preferences into account from earlier orders, the screens of order terminals are often available with different resolutions (10, 15 or 22 inches). The appearance of the terminals can also be reworked according to a wide selection of supports (in stainless steel or wood) and even decorated in the colours of your brand identity.

Why use self-service order terminals?

The cynic's view is that order terminals are yet another way of dehumanising the restaurant or shopping experience. In reality, it's not that black and white. Many businesses, both independent stores and chains, have decided to move gradually from traditional service to a service that incorporates fully or partially digital ordering solutions, as the terminals provide many advantages.

Order terminals have *many* benefits:

- Average customer basket increased by 24%
- Improved stock management
- Fewer or smaller queues
- Faster customer turnover resulting in more customers served
- Reduced customer waiting time with faster ordering using the terminal,
- Smoother service during busy periods by allowing orders to be taken both at the counter and via order terminals

Discover the SumUp kiosk



4. QR codes

The main role of the QR code is to allow customers to pay independently—they just scan the code with their phone, pay online and leave. This saves considerable time and means less work for staff.

- Place QR codes on your tables for quick and easy payment
- Accept flexible payments anywhere
- Customers scan and pay in a few seconds

And, if you want to go even further, new technology can have an even greater impact in the restaurant world: robot servers, little trains that bring you your dishes, iPads in all-you-can-eat buffets... all you need to create an original experience!



Step 3: Diversify your distribution channels

1. Online booking

Whether you manage a restaurant or salon, you're probably used to doing lots of things at once. It can be hard to stay on top of things when you're chatting with a customer, managing a member of staff, answering the phone or checking availability for a booking.

In our digital era, many solutions are available to empower customers and let them book an appointment or table by phone, computer or tablet.

So, why not make use of these tools?

The advantages of online booking

(In the case of a restaurant)

Improved organisation

Prepare your stock, staff and space by getting a better idea of how full your restaurant is likely to be. Online booking gives you an overall overview of the coming weeks so you can optimise how you manage your establishment.

Fewer no-shows

Anticipate no-shows using the features that come with these apps such as the taking of credit card information or SMS reminders.

Reduced food waste

Manage your orders with your suppliers, and avoid running out of stock or wasting food at the end of the day by anticipating how many customers will be served.



How do you manage these bookings?

With booking management software

Advantages

With integrated online booking, your customers can book or cancel as they wish, either via your website or on any of your platforms (Google My Business, Facebook, Instagram etc.) And to top it all off, your schedule is updated in real time. This means there'll be fewer calls to distract you during service and you can create a more complete customer database (contact details, food preferences).

Disadvantages

This channel isn't ideal if your restaurant attracts a select few customers and you want to focus on direct contact with guests who make their requests.

With booking by phone

Advantages

The main advantage of speaking with customers on the phone is the impact on the customer relationship. You are in direct contact with them and you can use an online or paper calendar to indicate bookings. This solution is more suitable for smaller restaurants where you can deal with several calls throughout the day.

Disadvantages

For larger restaurants, it's more difficult to maintain good organisation by taking notes. There is a higher risk of mistakes, like forgetting to write down a cancellation or change of arrival time, or incorrectly noting a customer's phone number.

Furthermore, regardless of the size of your restaurant, a constantly ringing phone during service is not very pleasant for customers in the restaurant or your serving staff.

With outsourced services

Advantages

To distance yourself from the booking process as much as possible, you can opt for a call centre service. This will save time and provide you with a professional service dedicated to managing bookings, which knows how to behave in line with the image of your business and is available even when you're not.

Disadvantages

Call centers take a small commission on bookings, you will, therefore, need to allocate a budget to this service if most of your tables are booked.

With booking through Google

Advantages

Today, most searches are made with Google. If a user notices your restaurant on Google Maps, they have direct access to your opening times, menu and the "Reserve" feature. Your customer can book online without getting distracted and receive all the information they need by email.

This makes your job easier because you don't have to look after this new customer manually, and you just need to create your Google My Business profile to make use of this feature.

Disadvantages

Not all Google users are aware of this feature, so you should point it out on your website and social media with a specific button.

2. Click & collect

Halfway between delivery and takeaway, Click & Collect allows customers to place and pay for orders online and then come and pick them up at the restaurant or store when they're ready.

Click & Collect has **many benefits**, both for you and your customers.

Advantages for you

- Allows you to create a customer database
- Increases the average customer order value
- Helps you save money (no commission)
- Improves customer loyalty with a hassle-free experience



Advantages for your customers

- They don't pay for delivery (they pick up the order themselves)
- No queueing in front of the restaurant or store
- Transactions are fast and secure
- Vouchers and discounts can be used

5 steps to launch **Click & Collect** for your restaurant.

Choose the right solution

Opt for a user-friendly solution that can help get you off to a good start.

Adjust your menu

Adapt your menu to offer products that are easier to transport. Adjusting your menu also means taking good-quality photos of your dishes to entice customers and encourage them to make an order.

Make sure your customers know you offer Click & Collect

For good visibility from the start, use social media, your website and Google My Business to improve awareness of your Click & Collect service.

Pay attention to each stage of the customer journey



Dedicated space

Remember to mark areas as delivery, Click & Collect and takeaway so that customers (and delivery drivers) know where to go. If you get a lot of Click & Collect orders, assign an employee to take care of this task specifically, to make your life easier.

Packaging

Food packaging must have a dual purpose: solid, well-sealed and heat-retaining to cope with, and eye-catching to improve your restaurant's brand visibility. Choose attractive packaging that makes your logo stand out and increases your chances of your food being shared on social media by a customer, which means free publicity.

That little bit extra

For a Click & Collect order, any little extra is appreciated. If you have time, why not:

- Offer the customer an extra portion or a dessert
- Thank the customer for choosing you by adding a note to their bag (using their first name adds a personal touch)

3. Delivery

Today, there is a wide range of delivery platforms, so how do you choose the right one and why should you be on several?

The location of your restaurant is the first thing to consider when looking at a delivery platform's delivery radius. If many delivery services are active in your region, you should be present on more than one to increase your scope.

Being present on several delivery platforms lets you reach more customers but can cause complications:

- Managing orders on as many screens as there are platforms
- Updating the menu separately on each platform
- The income generated on different platforms is not centralised

To alleviate these difficulties, tools such as Deliverect offer a system that allows you to coordinate all your delivery services in the same place.

The advantage of such a tool is the centralisation of all the delivery platforms you use on your POS system together with access to many features such as order, menu and stock management.

4. Ghost kitchen

Coming straight from the US and also known as dark kitchens or virtual restaurants, ghost kitchens are a new phenomenon in the restaurant industry. The popularity of these restaurants that only make food for delivery is growing at a staggering rate. This means good organisation is needed before opening to achieve the level of existing establishments.



Step 4: Funding digital transformation

As you may be aware, digitalizing your business comes with costs that need to be considered in your decision-making process. However, there are a number of funding options available in the UK that can help you finance your digital transformation. Here are some of the main options:

1. Digital Growth Programme

The Digital Growth Programme is a government-backed initiative aimed at helping small and medium-sized businesses in the East Midlands region of England to embrace digital technologies. It offers free support and advice to businesses looking to develop their digital skills, and can also provide grants of up to £5,000 to help fund digital projects. To be eligible, your business must be based in the East Midlands and employ fewer than 250 staff.

2. Digital Enterprise Grant

The Digital Enterprise Grant is a government grant of up to £10,000 for small and medium-sized businesses in the Leeds City Region of England. The grant can be used to help fund digital projects such as website development, social media marketing, and e-commerce. To be eligible, your business must be based in the Leeds City Region and have been trading for at least 12 months.

3. Innovate UK

Innovate UK is a government-funded organization that supports innovation and technology development in the UK. They offer a range of funding options, including grants, loans, and equity finance, to help businesses develop and commercialize new products and services. To be eligible, your business must be based in the UK and have a clear innovation or technology project in mind.



4. Regional Growth Fund

The Regional Growth Fund is a government fund designed to support economic growth and job creation in England. It offers grants and loans to businesses in eligible regions to help fund projects that will create new jobs and stimulate economic growth. To be eligible, your business must be based in an eligible region and demonstrate how your project will create jobs and contribute to economic growth.

5. Local Funding

There are also a number of local funding options available that vary depending on your location. These may include grants, loans, and other forms of support from local authorities, economic development agencies, and other organizations. To find out more about the options available in your area, you should contact your local council or business support organization.

In summary, there are a number of funding options available in the UK to help businesses finance their digital transformation. These include government grants and funding programs, as well as local funding options. To find out more about the options available to you, you should contact your local business support organization or visit the relevant government websites.



Conclusion:

So now you've
learned **all you
need to know**
about going *digital*.

From business creation and equipment to funding your digital transformation, you're ready to start or grow your business with modern technology.

It will help you save time, improve customer satisfaction and manage your business better, and SumUp will be by your side through all of these steps.

If you're interested, get in touch with one of our experts for a free demonstration of the products we offer.

[Discover SumUp with a free demo](#)

Contact us

