Case Study

Delious PICO and Cloud Solution to complement Wild Market's unique business concept

Business Needs

A practical, compact and high performance point of sale terminal that can be configured individually to meet different stalls requirements for swift transactions turnaround.

Benefits

The interactive customer display reflects real-time ordered items, promotes timely communications and elevates customers overall dining experience.

Solutions

- The Delious PICO presents several value-added features such as a built-in receipt printer and elevated customer display. It enhances operational efficiency and provides flexibility for operators to streamline operations processes.

- It is also integrated with DIGI's Cloud back office, allowing users to monitor and analyse sales report remotely, at their convenience.

Company:
Wild Market Food and Bar

Country:
Singapore

Industry:
Hospitality; Food and Beverages

Technology:
Delious PICO with Speed ID
DIGI Cloud Back Office (DMC)
Kitchen Printer

Shop Size:
9000 sq ft

" A robust POS solution is essential to meet our daily operations challenges."

Ms. Irene, Floor Manager, Wild Market

Delious PICO and Cloud Solution to complement Wild Market's Food and Bar unique business concept

Wild Market is a new contemporary concept food hall, founded by Elliot Chia and Ruben Brandon in November 2016. Elliot has experience in Singapore's hawker business while Ruben, a former air steward, runs the bar in the establishment. They collaborated for this venture, anticipating to deliver quality food and beer while keeping the price affordable for their customers.

This exclusive 160-seater is located in Shaw Tower at Beach Road, serving local delicacies, accompanied with the daily live band. The eatery has nine distinctive stalls, each with a signature dish.

Rather than collecting a monthly rental from their "tenants", the duo introduced a collaborative business model, where they share their profits instead.

Ms. Irene, shared that they have adopted a Gross Turnover concept, that allows them to share a portion of their total revenue based on individual sales.
A robust Cloud solution that provides online access to every individual POS system conveniently online, for retrieval of sales for individual stalls, increases operational efficiency for reporting.

The owner of Barnyard's (Wild Market tenant) shared that he is pleased to work with Pico as it offers an **"all-in-one solution that is compact and user-friendly"**, complementing Wild Market's space

saving concept.

He also shared that the built-in printer eliminates the need of having an additional kitchen printer. The user interface can also be configured accordingly to suit different business preference.

The Wild Market team is satisfied

with the after-sales service support provided by DIGI. **"The technical team does a good job and promptly helps with our requests"** and were pleased with the service.

Ms. Irene mentioned they would want to partner with DIGI for future expansion and integration of other product ranges.

about DIGI Group

Established in 1934 in Japan, DIGI has more than 80 years history. We have always been a leading company with retail solutions in the area of IT system, checkout/POS, weighing and packaging. We made numerous world-first innovations and have been contributing to rationalization for retailers. DIGI sales and service network covers about 150 countries across the world. We value both globalization and localization to provide the best solutions with quality products and service where the customers are located in the world.