

CASE STUDY:

Minster WMC



“Within weeks we received over £5000 in pre-payments and sales increased by 25%”

Ray Seager, Manager

Minster Working Men's Club generates a £5000 cash injection and increases bar sales by 25% using the MH PoS and membership loyalty card system developed by MH Systems.

Situated on the Isle of Sheppey, Kent, Minster WMC serves a large and diverse community in a populated area on the historic north coast of Kent. The Club acts as a focus for a wide range of local social organisations, which offers superb bar and catering facilities for members as well as visiting parties. Although the area has suffered hardships from the recent high-profile closure of the Corus Steelworks, the Club continues to thrive and remains at the heart of community life.

The Challenges

Like most Clubs, Minster found it increasingly challenging to run a financially effective business and the closure of the Corus steel works in 2012 certainly did not help. It was obvious that the Club needed better and more effective management systems. Their existing EPOS system, for example, was unreliable, lacked proper controls, offered no details about customer purchases and had no option for customer loyalty.

The Solution

The Club contacted M H Systems, developers of the MH PoS and loyalty card system. Already used in over 300 members clubs, the system had a proven record of increasing bar turnover and improving a club's cash flow by encouraging members to pre-load funds into a personal account in return for discounts at the bar.

Result

When launched in October 2012, members were issued with their personal loyalty cards (funded and sponsored by a local firm) and invited to load funds into their account in return for a discounted price rate at the bar. Within a few weeks, the club had received over £5000 in pre-payments and turnover had increased by 25% in just three months.

Kim, the Club Secretary, says *“The MH PoS till system was much faster and secure solution. It was really simple for the operators to learn and equally easy for management to get the required management reports.”*

“M H Systems' staff were very efficient throughout the installation and gave us excellent training and support.”

“The members are delighted with our new scheme because it makes things far more convenient for them and they love the fact that they do not have to carry cash with them when they visit the club.”

“I personally believe this type of initiative could work well for most clubs, both large and small, and make a positive difference to a club's cash-flow and on-going sales revenue.”



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