

“Answers are immediate, and we don’t have to wait the end of the year to know if we’re profitable or not.”

Introduction

Mr. Pierre Maltais, Chief Accountant at Restaurant et Taverne Magnan, wanted his Avantage accounting solution to be coordinated with Maitre’D, a restaurant POS software, in order to have a fully integrated solution that would help him better manage operations.

Business Objectives

- Streamlining management operations, ensuring quality, and controlling costs
- Developing customer loyalty with the Privilege Card
- Recovering money through electronic transfers

Means

To ensure quality and control costs, Restaurant et Taverne Magnan integrated its POS software with Avantage-Integration to have a highly refined analysis and control system, enabling the company to evaluate the efficiency of each department and measure employee performance.

The dashboard is available on a bi-daily, weekly, monthly basis etc. The various modules in the Avantage suite enable companies to have sound business management and precise data instantly.

With the Privilege Card, customers accumulate ‘Magnan-Dollars’, which they can exchange for various products, services, advantages, and privileges.

By integrating their systems to the most recent versions of Avantage and Maitre’D software, Restaurant et Taverne Magnan can identify the customers who use the Privilege Card and keep in touch with them to maintain customer loyalty. This information is tallied and sent to Avantage, who can process it as needed.

Restaurant et Taverne Magnan is reputed as a model of sound management. By linking the Avantage system to Maitre’D, all transactions are transparent and verification costs are reduced. Less verification time = lower costs! The «SMB / Accountant» button in Avantage allows for easy transmission of all accounting-verification information and ensures the highest levels of data integrity.

Results/ Profits

- Positive results obtained when measuring department efficiency and employee performance.
- More than 1,250 customers now have the Privilege card.
- Thanks to streamlined operations and accurate and reliable data, the Revenue Canada audit took only one and a half days (instead of the usual two weeks) and Restaurant et Taverne Magnan has now become the benchmark in the restaurant and hotel industry.

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Looking Ahead

Projects at Restaurant et Taverne Magnan keep coming:

- Marketing the various management tools developed
- Developing a strong partnership with Avantage
- Defining an integrated management model for the restaurant industry

Customer Description

Restaurant et Taverne Magnan is a true Montreal fixture. It all started back in 1932 when Marie-Ange and Armand Magnan opened a small tavern on St-Patrick Street in Pointe-St-Charles for the Lachine Canal workers and nearby factory workers. The Magnans served simple, high quality home-made food at very reasonable prices and always greeted customers a warm and friendly welcome. Success came quickly, along with several expansions. Their son Yves took over in 1953. In 1989, women were finally admitted in taverns, and Yves decided to open a more refined dining room. Yves’ son-in-law, Alain Gauthier, is now running this institution. Every day, more than 1,000 customers come to savour the restaurant’s specialties: Magnan’s famous roast beef, succulent steaks, and sea food. Restaurant et Taverne Magnan, pioneers and innovators boasting 75 years of history, represent the new vision of restaurateurs for whom technology is of the highest importance.

“When you have control over your business’ management, you have control over everything, and it’s much easier to make informed decisions. Answers are immediate, and we don’t have to wait the end of the year to know if we’re profitable or not.”

Alain Gauthier,
President-General Manager,
Restaurant et Taverne Magnan

If like Restaurant et Taverne Magnan you want to:

- ▶ **Ensure a greater quality and cost control**
- ▶ **Get a precise and detailed view of your budget at all times**
- ▶ **Improve salary management**
- ▶ **Simplify electronic transactions**

Contact us:

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Avantage

Accounting Management Solutions

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