

HOSTORA — SALES REPRESENTATIVE MANUAL

Simple training guide for sales reps

Product: Hostora

Vendor: K WAZIR LTD (UK company number 17014542)

Office: 7 Wellesley Street, Gloucester, England, GL1 4QP

Sales: sales@hostorasoft.co.uk

Website: <https://hostorasoft.co.uk>

Markets: US, UK and Europe

Tagline: Run the floor. From booking to last pour.

Pricing: Quote after demo (no guest-facing price list).

Reps: use Internal Price Book (hybrid hardware + monthly).

HOW TO USE THIS MANUAL

1. Read sections 1–3 before your first call.
 2. Use section 5–6 on discovery calls.
 3. Use section 7–8 on demos and objections.
 4. Send leave-behinds from section 10.
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1. ABOUT HOSTORA

Hostora is an all-in-one hospitality operations platform sold by K WAZIR LTD (England and Wales).

One-liner:

Hostora runs till, kitchen, guest QR, payments, inventory, staff and reporting for restaurants, takeaways, event venues, hotel F&B and food carts — with optional installed hardware.

IMPORTANT:

Fumari (or any named live venue) is a CLIENT, not the product name. Never say "Fumari software." Say "Hostora."

2. WHAT WE SELL / WHAT WE DO NOT SELL

WE SELL

- Hostora software packs (Restaurant / Takeaway / Events) — monthly licence
- Optional hardware kit (server, tills, tablets, printers, scanners, payment terminals) — one-time
- Go-live setup for restaurants, takeaways and event venues
- Configured setup for hotel F&B and food carts

WE DO NOT SELL

- Hotel PMS (rooms, front desk, housekeeping)
 - The product under the name "Fumari"
 - A public guest-facing fixed price list
 - Source code or white-label without a written vendor agreement
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3. PRODUCT MODULES — WHAT TO SAY

POS and till

Open tabs, modifiers, split bills, fast cash and card payments.

Kitchen display

Live boards by station with notes and status so kitchens stay in sync.

Guest QR and seating

Table ordering QR, seating invites and reservation flows.

Payments and sales reports

Till payments, online deposits, day / week / month reports.

Analytics

Hourly and item insight for operators.

Inventory

Stock items, movements and low-stock alerts.

Staff, HR and attendance

Roles, shifts and attendance visibility.

Accounting

Purchases and reporting; HMRC-ready framing for UK / EU.

Supervisor monitoring

Live alerts, deletion audits and floor control on busy nights.

Proof on the website:

[/product](#) [/hardware](#) [/pitch](#) (home demo video)

4. HARDWARE — WHEN TO QUOTE

Optional kit is quoted WITH software per venue when the prospect needs local network resilience or does not already own floor devices.

Kit options:

- Local Docker server (Hostora + PostgreSQL on the venue LAN)
- POS tills and tablet POS
- Floor tablets / kitchen screens
- Thermal and receipt printers
- Barcode and QR scanners
- Payment terminals

Quote hardware when:

- Multi-station kitchen
- Unreliable internet
- New venue fit-out
- They ask for a turnkey floor

Skip a heavy hardware pitch when:

- They already have printers and tills
- They only need software and setup

See: <https://hostorasoft.co.uk/hardware>

5. VERTICAL PLAYBOOKS

RESTAURANTS (Restaurant pack)

Lead with: table map, waiter flow, multi-station kitchen, guest QR, bookings.

Ask: peak covers, how many print stations.

TAKEAWAYS (Takeaway pack)

Lead with: fast ticket entry, kitchen boards, clear tickets, end-of-day reports.

Ask: peak tickets per hour, printer layout.

EVENT VENUES (Events pack)

Lead with: large covers, timed service, supervisor visibility.

Ask: banquet vs standing, station count, who owns the night.

HOTELS (F&B — configured)

Lead with: restaurant, room service, banquet kitchen, ticket routing.

Say clearly: Hostora is NOT a hotel PMS. Rooms and front desk stay with their hotel system. Setup is configured per property.

FOOD CARTS (configured)

Lead with: tablet or phone till, printer, stock on the cart.

Ask: power, connectivity, how they track inventory today.

6. DISCOVERY QUESTIONS

1. How many covers or tickets on a peak night?
2. How many kitchen or bar stations print today?
3. What do you use for bookings, deposits and table QR?
4. Who needs live visibility when service breaks?
5. US, UK or Europe — tax and reporting needs?
6. (Hotels) How many F&B outlets, and how are tickets routed today?
7. (Food carts) Till device, printer needs, stock tracking today?
8. Do you need an on-venue server, or is cloud plus existing printers enough?

QUALIFIED

Decision-maker or ops lead, clear venue type, willing to book a demo.

NOT QUALIFIED

Only wants hotel PMS, or wants free unlimited multi-site with no venue count.

7. DEMO FLOW

1. Open <https://hostorasoft.co.uk/pitch>
(Press F for fullscreen. Use arrow keys to advance.)
2. Walk modules on /product with screenshots.
3. If hardware matters, open /hardware.
4. Book next step on /contact (30-minute Google Meet).
5. Leave behind: PPTX and brochure from /sales/ or email attachments.

Talk track:

Problem

- > Who it is for
- > Product overview
- > One deep module they care about
- > Hardware only if relevant
- > Hybrid quote (kit + go-live + monthly)
- > Book demo

8. OBJECTION HANDLING

"We already have a till"

Hostora is operations — till plus kitchen, guest QR and control in one system.

"Cloud POS is enough"

Real venues need station printing and floor-speed workflows. We can ship a local Docker server so devices stay on the venue network.

"Too expensive"

Per-venue licensing. Quote against lost tickets and staff time, not against the cheapest till app.

"Is this Fumari?"

Fumari is a client venue. Hostora is the product brand from

K WAZIR LTD.

"Do you do hotel PMS?"

No. Hostora runs hotel F&B and floor ops. Rooms and front desk stay with their PMS.

9. PRICING AND NEXT STEPS

Public / prospects:

- No guest-facing price list — quote after demo only.
- Never invent random £ figures on a call.

Reps (INTERNAL):

- Use Hostora-Internal-Price-Book.pdf (npm run sales:pricebook).
- Default model: hardware one-time + software £50–£90/mo by pack + go-live setup fee. Visit rates for chargeable on-site work.
- Never email the Internal Price Book to a prospect.
- Multi-site software discount: see price book rules.
- Capital one-time software buyout: founder approval only.

Collect before quoting:

Venue type, location, stations, hardware need, timeline, decision-maker name and email.

Next step:

Book demo via <https://hostorasoft.co.uk/contact>
or email sales@hostorasoft.co.uk

10. LEAVE-BEHINDS CHECKLIST

Guest leave-behinds (OK to send):

- ☐ Sales presentation (PPTX)
<https://hostorasoft.co.uk/sales/Hostora-Sales-Presentation.pptx>
- ☐ Brochure (PDF)
<https://hostorasoft.co.uk/sales/Hostora-Brochure.pdf>
- ☐ Quote pack (PDF) — no £ list
<https://hostorasoft.co.uk/sales/Hostora-Quote-Pack.pdf>
- ☐ Website <https://hostorasoft.co.uk>
- ☐ Pitch deck <https://hostorasoft.co.uk/pitch>
- ☐ Book demo <https://hostorasoft.co.uk/contact>

Internal only (do NOT email to prospects):

- ☐ Internal Price Book (PDF)
</sales/Hostora-Internal-Price-Book.pdf>
- ☐ This manual (TXT / PDF)

END OF MANUAL — K WAZIR LTD — CONFIDENTIAL FOR SALES USE
