

Point of sale systems argumentative essay samples

[Business](#), [Company](#)



Business

With increased commercialization and enhanced professionalism in retail marketing, point of sale systems have become ubiquitous. A point of sale system includes everything that may be required for a salesman to convert an order into a sale. Clients can consider three iPad-based point of sale systems - Square Register, Shopify and Bindo for small and medium businesses.

Square Register

The point of sale system from Square register consists of a tablet. The system provides basic point-of-sale tools and credit card processing with a minimal cost. There is no monthly fee, and the only charge is the prevalent swipe rate. The system is ideal for those who process few sales or those who sell seasonally. Square does not lock customers to long-term agreements. There is no need for specialized hardware. There are no early termination fees. Square can run on Android or iOS devices, and the Square register is designed for the iPad. Square processes all types of debit and credit cards. However, it cannot process PayPal payments. It supports its proprietary Square Wallet that users can order online. It can create and send digital receipts to customers' email addresses and adjust tax rates. It has an offline mode, which allows payments to be taken by swiping cards offline and synchronizing later when online. Customers can sign their signatures using the touchscreen. To enable use in a stationary mode, a stand is available. Square Register includes basic tools to manage inventory, customers, reporting and online orders. Combining it to other solutions can enhance its

capabilities. Data can be exported to help with accounting. Stitch Labs, an advanced inventory tool, is compatible with Square. Square provides substantial information online for attending to basic issues and setup. However, there is no dedicated 24-hour telephone support. Phone support is available Monday through Friday from 6 a. m. to 6 p. m. Pacific Time. The level of service is adequate for most services, but may prove to be a challenge in situations where small businesses want immediate assistance (Top Ten Reviews).

Shopify

Shopify is an iPad and mobile point of sale solution that integrates retail sales management with online stores management to help clients to expand their retail presence. Shopify charges different swipe rates as per the account type of client. There is no extra per-transaction fee for swiped transactions. The Basic Account is 2. 7% per swipe, the Professional is 2. 4% and the Unlimited is 2. 15% per swipe. If a client pays monthly fees in advance, subscription discounts are available. Shopify, like Square, does not require long-term agreements or early termination fees. Unlike other players, Shopify has simplified the Terms of Service with a ' which means' section for the lay user. Shopify processes all types of payments. It can also track cash and check payments. The Professional and Unlimited versions process gift cards in addition. Customers can get a paper receipt, besides an email receipt. Management features are retail oriented. Shopify includes advanced inventory tools. Products can be organized in multiple frameworks. It caters for low inventory alerts. Shopify provides 24/ 7/ 365 support to all customers.

Clients can follow Shopify on social media sites. Shopify provides an ecommerce university to help clients integrate their retail and online presence (Top Ten Reviews).

Bindo

Bindo is an iPad point of sale system that is relatively new. It aims to give small businesses a way to compete with online retailers by giving them a way to sell products in the store, online or by mobile. Bindo is also developing tools to allow local businesses to network. Bindo's services are available for a monthly subscription. Payment processing is possible through Bindo's partners or through the clients' current processors. Bindo partnered rates are the average for most iPad point of sale processing systems. Bindo can handle all types of cards. Bindo charges PCI compliance fees if clients use their own processor. Bindo has yet to develop an offline mode to cater for cases where Internet connectivity is lost. Bindo can import inventory data and can support a product database. The system includes tools for managing customer information, tracking loyalty points and carrying out data analytics. Bindo is the only product that provides a tool for creating online and mobile marketplaces with a single click. Bindo provides 24/7/365 support through telephone, email and social media. The company also has a developer program for those wishing to create additional features on its platform (Top Ten Reviews).

Comparison

All the point of sale systems described above are primarily iPad-based systems, while Square Register allows clients to use Android based systems

too. Square Register is stymied by lack of 24/7 customer support, which is present in the other two systems. Square has the simplest terms of use m while Shopify has differential rates based on usage. The offline mode is present in Square and Shopify, while the lack of offline mode is the biggest drawback in Bindo. While Square does not sport advanced inventory tools, such tools are available with Shopify and Bindo. Bindo has the added feature of allowing customized development on its platform. Bindo is the most forward looking of the three in its support in creating online and mobile presence.

Verdict

While Square is the simplest point of sale system, Shopify is the most comprehensive and Bindo the most forward looking system. Bindo's lack of offline mode is a critical flaw at the moment. All things considered, clients would do well to consider Shopify as their preferred point of sale solution.

Works Cited

Top Ten Reviews. " Square Register." POS-Systems-Review. TopTenReviews.com. n. d. Web. 11 Dec 2014.

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