Your café, ready to run

A practical owner guide with real screens and a worked example

1 Start with the essentials

Confirm your café, add your menu, then serve your first real customer. You do not need staff accounts or detailed recipes to start. Add those tools when you are ready.

2 Our worked example

Palm Café in Muscat: latte 1.500 OMR + cookie 0.700 OMR = 2.200 OMR. Screenshots use the fresh Demo account. Filled forms are demonstrations, not saved purchases or sales. Use your own real prices and quantities.

3 Find your next step

Setup 2–3 | Menu & photos 4–7 | Stock & cost 8–10 | Team & counter 11–12 | Guest orders 13–15 | Money & closing 16–19 | Growth & AI 20–21 | Shortcuts 22 | Launch checklist 23

Screens captured on 1 November 2026. Optional features depend on your account settings. The guide separates payment from preparation throughout.

Your first day, made simple

Account → Branch → Menu → First order

1 Create your owner account

Open cafelytics.io/signup for the 30-day trial. Fill in your name, email, café name, city, password and confirmation. Phone is optional; include +968 for Oman. Use at least 10 characters for the password.

2 Confirm the branch before you work

Sign in and check the branch selector at the top. Product, stock and order work must belong to the intended branch. Use the home-page setup checklist to resume unfinished steps.

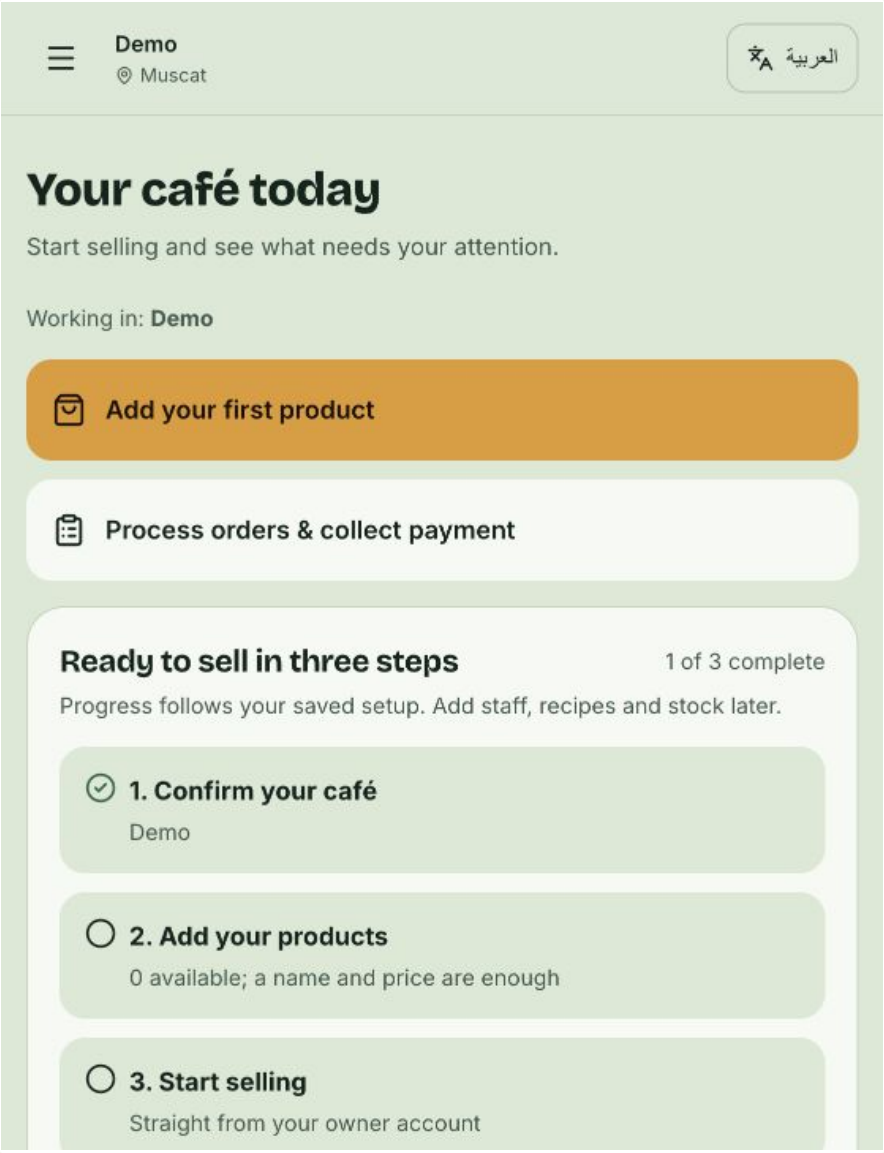
3 Start small, then add detail

Add one menu item with a name and price, then take your first real order. Team accounts, recipes and guest ordering can follow. Owners can take and process orders from their own account.

Have ready: café details, selling prices, ingredient costs and a phone or computer. All monetary examples in this guide use OMR.

Your starting dashboard

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The empty Demo account has its café confirmed and no products yet.

1. Check the branch name at the top before any entry.
2. Choose Add your first product; the checklist reflects saved progress.
3. Use Process orders & collect payment for the service queue.

Build your menu

Owner menu / Products / Add product

1 Fill the essentials

Open Menu, choose Add manually, enter Latte and 1.500 OMR, then Create product. Drink is the default type; choose Food in More options for a cookie. Repeat for Cookie at 0.700 OMR. Check that each saved product appears in the list.

2 Add names, photos and options

Use English or Arabic for the original name. Add an Arabic translation if needed; otherwise the original stays visible. Upload a JPG, PNG or WebP photo up to 10 MB; it is optimized automatically. Add sizes or extras if used.

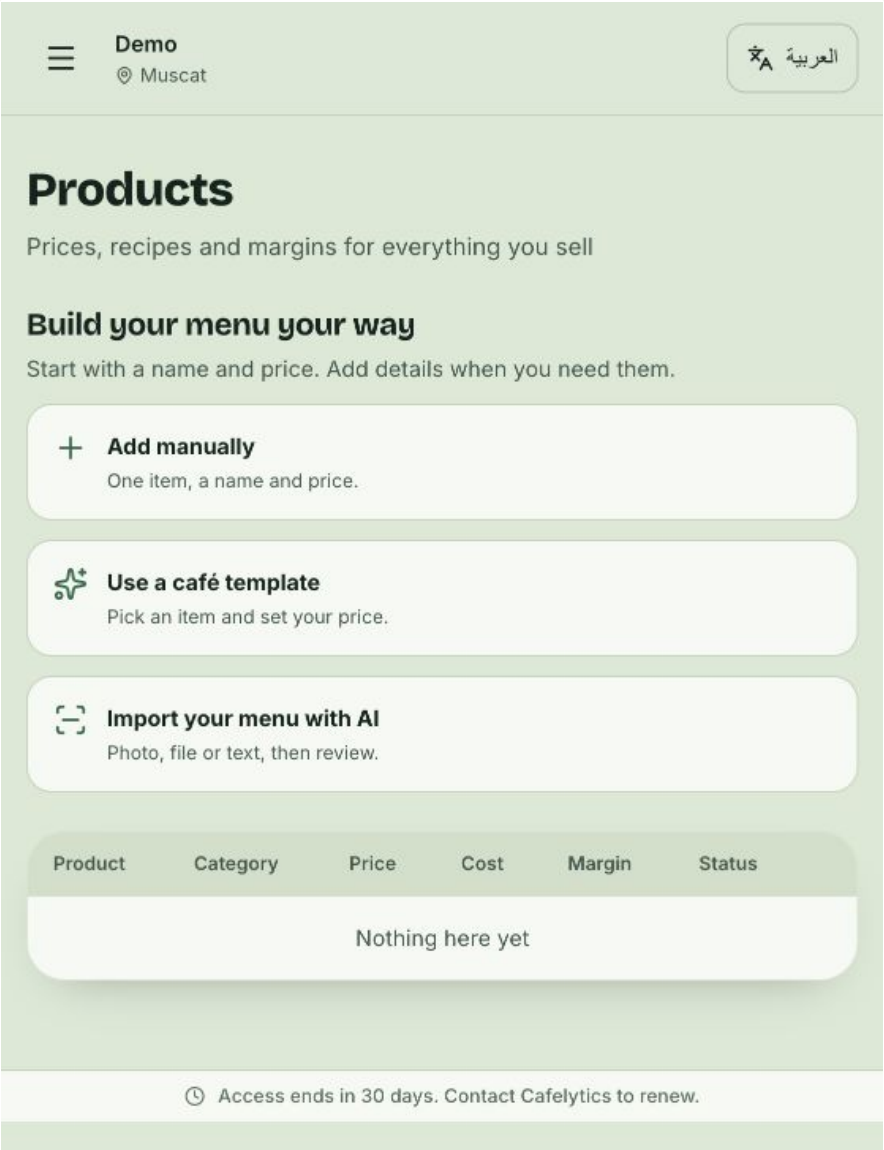
3 Set cost or a recipe

Enter cost per serving, or add ingredients and their quantities under recipe options. Example: 18 g beans + 200 ml milk. A manual cost overrides the recipe cost; recipes still deduct stock. Missing cost makes profit incomplete.

AI shortcut: use menu import when available, upload your menu, then check names, prices and suggestions before saving.

Three ways to build your menu

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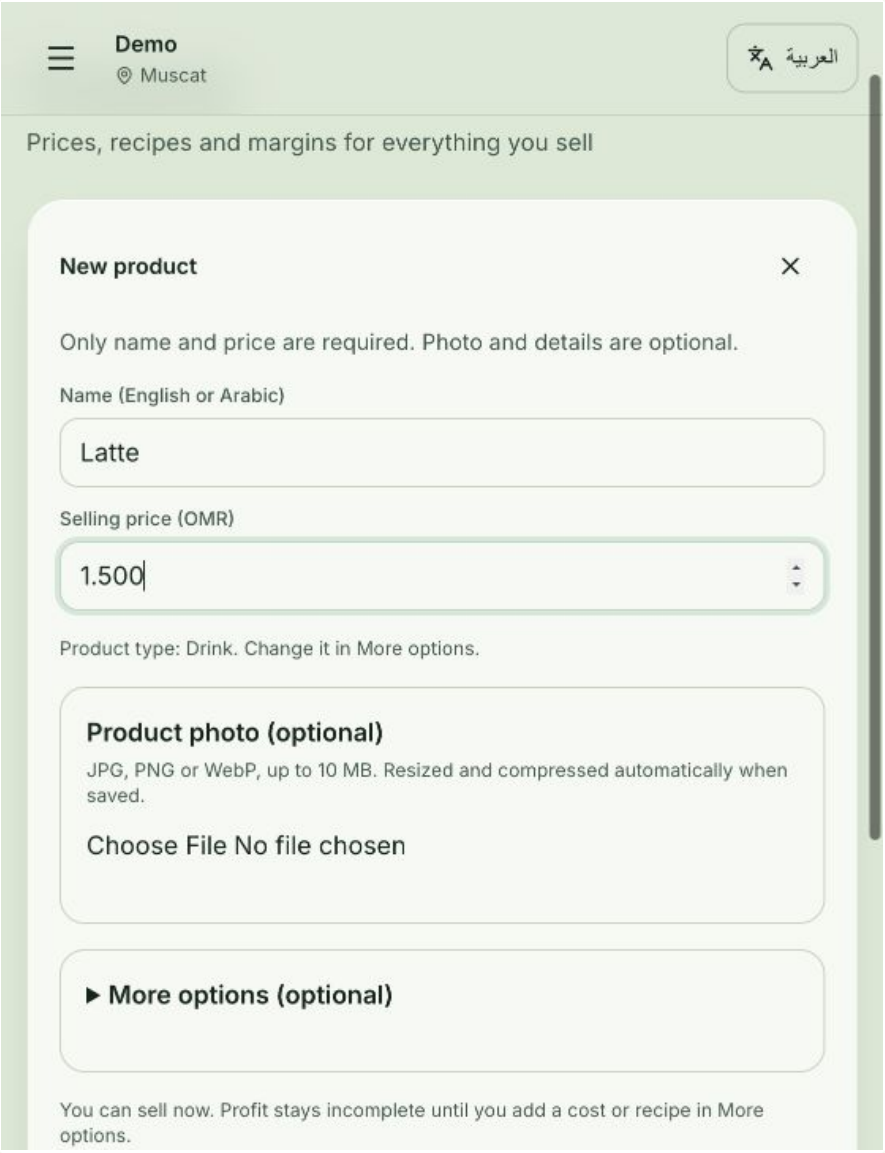


Manual entry, café templates and AI import are on the same screen.

1. Add manually: best for the first latte or a single new item.
2. Template: select a familiar item, then set your own selling price.
3. AI import: supply your menu and review every name and price before saving.

Demo: add your first latte

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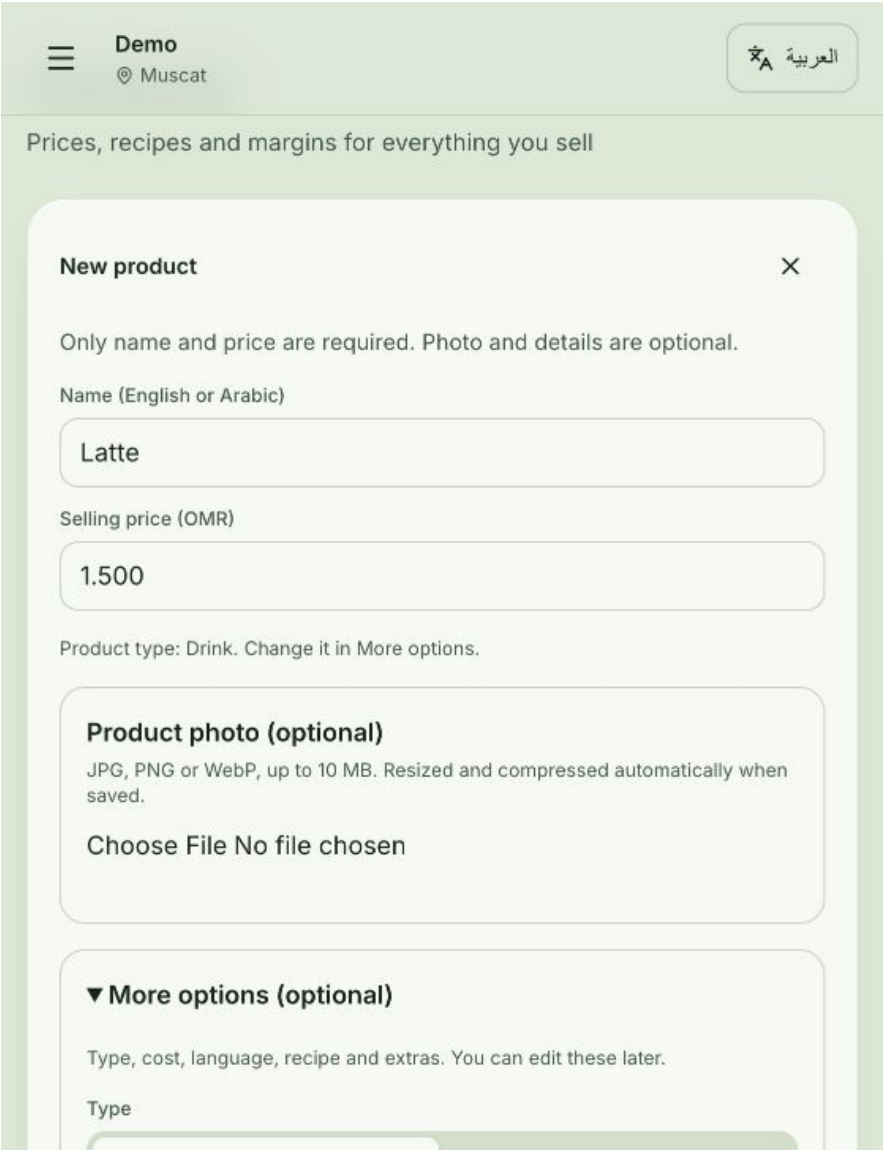


Example entered in the live form; it was cancelled after capture.

1. Name: Latte. Selling price: 1.500 OMR. These are the required fields.
2. Photo is optional: JPG, PNG or WebP, up to 10 MB; optimization is automatic.
3. Create product saves it. Confirm it is visible in Menu and Sell before service.

Add detail only when needed

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More options keeps the first-product form simple.

1. Set Food for a cookie; keep Drink for a latte. Add category or an Arabic name if needed.
2. Missing Arabic translation uses the original name; names are not automatically translated.
3. Add a direct cost or recipe. Leave direct cost blank when using recipe cost.

Stock that matches your recipes

Owner menu / Inventory

1 Choose a template or add an item

Use a template to speed up entry. Fill name, category, unit, quantity, cost and low-stock threshold. Use category filters to find ingredients, drinks and supplies. Add an Arabic name only if needed.

2 Enter packs as you buy them

Milk example: 6 bottles, 1 litre each, OMR 0.800 per bottle. Total stock = 6 litres; purchase cost = OMR 4.800. Check bottle size and units before saving. Coffee example: 1 kg for OMR 8.000.

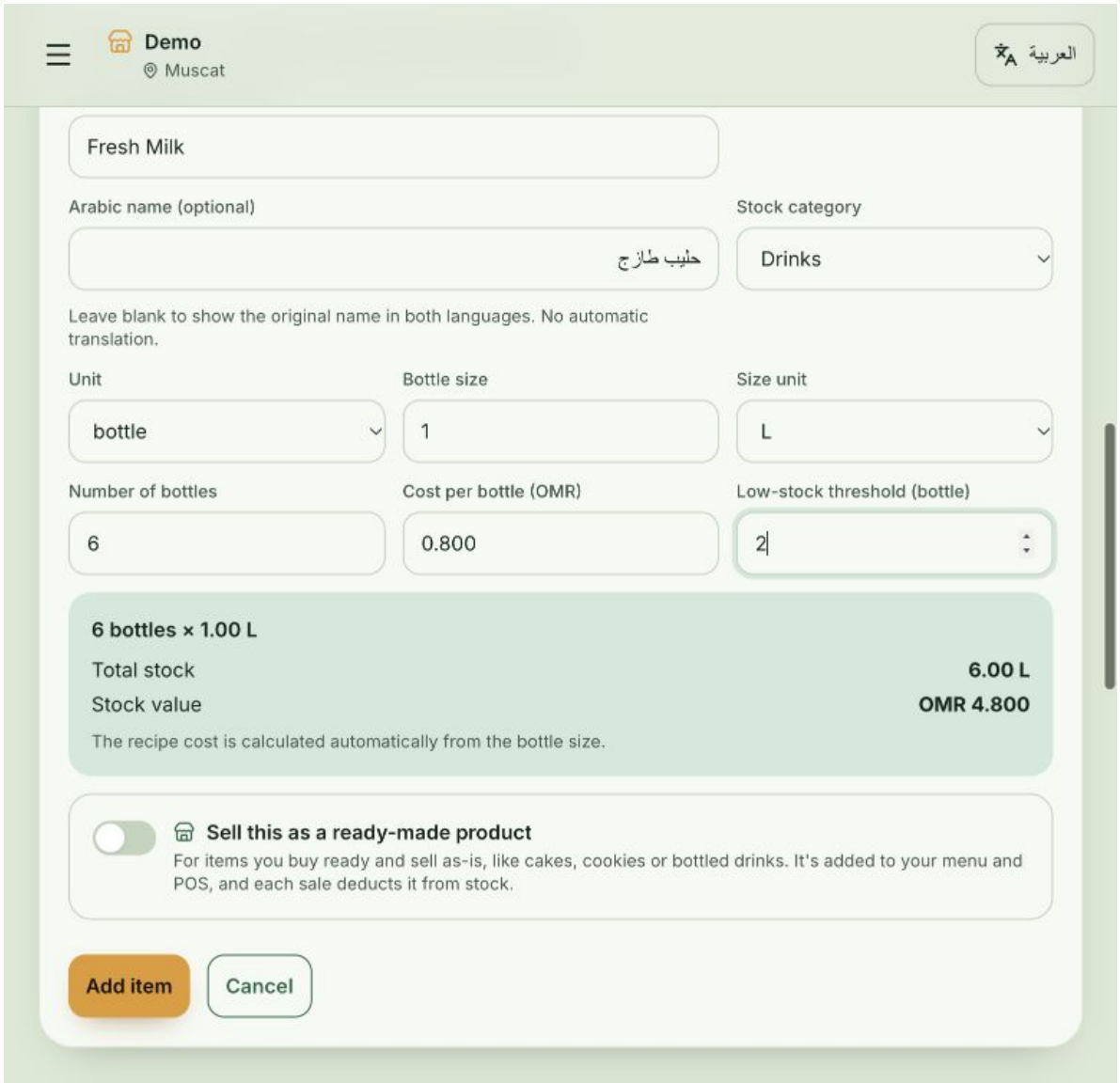
3 Connect, restock and dispose

In Products, connect each recipe to its inventory items. Use Restock for new deliveries. Record expired or wasted quantities in Disposal with a reason. Review low-stock warnings before service.

Check units carefully: grams, millilitres and pieces are different. A recipe quantity should match the ingredient’s unit.

Demo: six bottles of milk

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A real inventory form with illustrative purchase values, not saved stock.

1. Select Fresh Milk: bottle size 1 L, number of bottles 6, cost per bottle 0.800.
2. Check the preview: 6 L total and 4.800 OMR. Set the alert to 2 bottles.
3. Keep Sell as ready-made off for recipe milk; use it for items sold as-is.

Demo: the cost of one latte

Inventory first, then Products / More options / Recipe & extras

1 Add the three ingredients

Coffee beans: 1 kg costs 8.000 OMR. Milk: 6 bottles of 1 L cost 4.800 OMR. Cups: 100 pieces cost 3.000 OMR. Enter each actual purchase once and check the stock units.

2 Build the recipe

Edit Latte. Add 18 g beans, 200 ml milk and 1 cup. Beans cost 0.144, milk 0.160 and cup 0.030 OMR. Total ingredient cost is 0.334 OMR. Leave manual cost empty to use this recipe calculation.

3 Read the result correctly

1.500 sale minus 0.334 ingredients leaves 1.166 OMR before wages, rent, fees and other costs. This is not net profit. Adding a cost later does not rewrite costs already saved with past sales.

For a ready-made cookie, direct cost 0.250 OMR is a simpler alternative. Avoid counting the same cost twice.

Your team and your counter

Owner menu / Your team, then Take & process orders

1 Give each person the right access

Add an employee, fill their name and sign-in details, select the branch and role. Barista: take orders only, or take and process. Manager: take and process all orders in their branch. Review check-in and check-out times.

2 Take an order from your owner account

Tap New order, check the branch, select items, quantities and extras. Add a note or loyalty phone number when needed. Review the total, collect payment, then record Cash or Card.

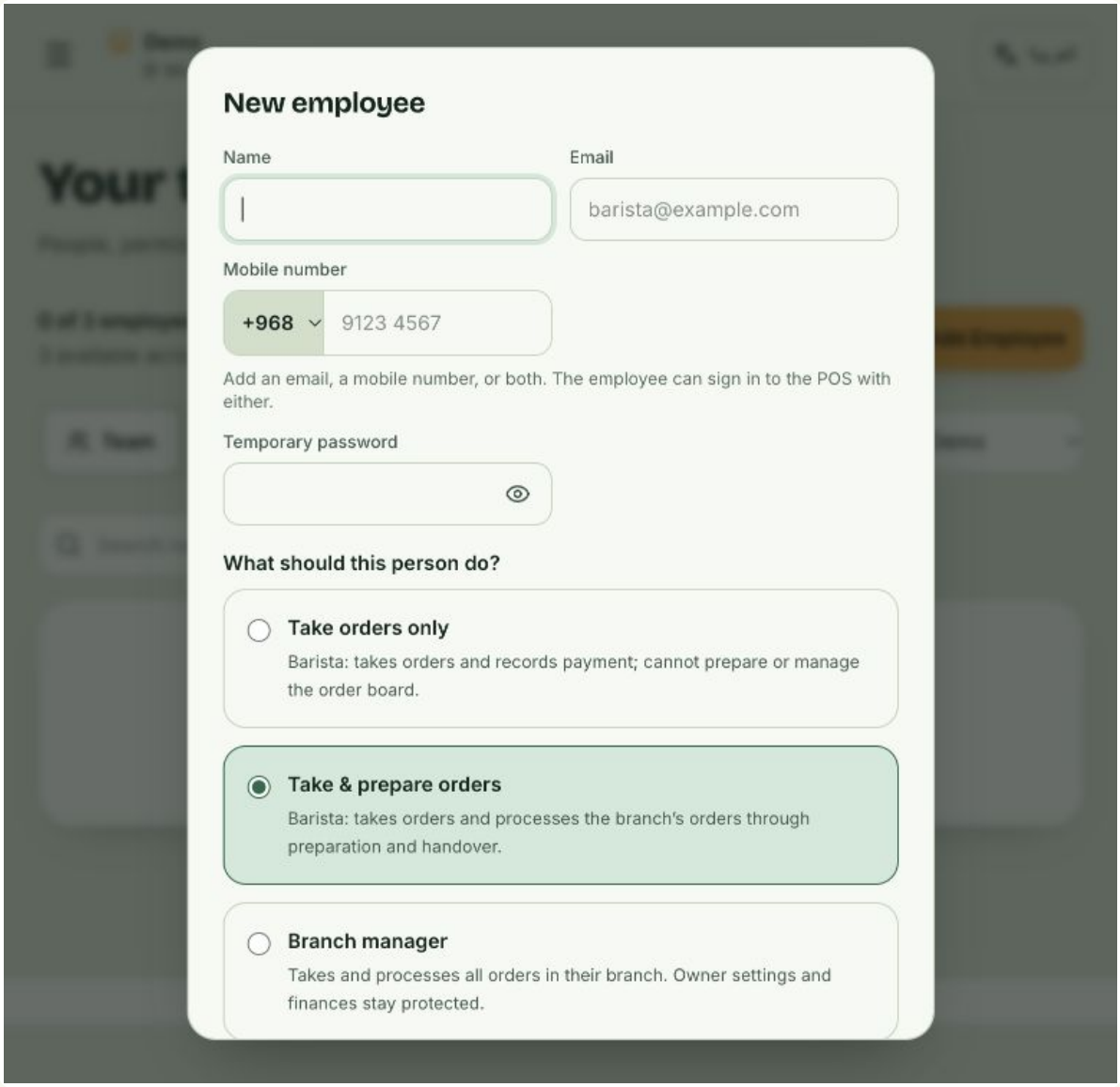
3 Prepare, hand over and issue a receipt

Move the order from New to Preparing to Ready, then mark it served when handed over. Use paid-and-completed only for an already-paid, handed-over counter sale. Open the receipt to print, share or save it.

Selecting Card records payment; it does not charge a card. Use your external card terminal and confirm payment first.

Choose access by the job

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No employee account or password was created for these screenshots.

1. Enter the name and an email, mobile number, or both; Oman defaults to +968.
2. Choose Take orders only, Take & prepare, or Branch manager. Managers stay within their branch.
3. Set a private temporary password yourself, save, then check attendance in its separate tab.

Let guests order themselves

Owner menu / Guest ordering • Admin activation required

1 Enable the branch and share its QR

After admin activation, enable guest ordering for the branch. Generate its QR code and place it on tables or pickup signage. Scan it yourself and check products, prices and photos before sharing.

2 Guest chooses the service type

Dine-in: enter the table number. Car pickup: enter plate number and colour. Takeaway: choose pickup. Guests select items, extras and notes, then Cash or Card for payment later. Loyalty phone entry appears when enabled.

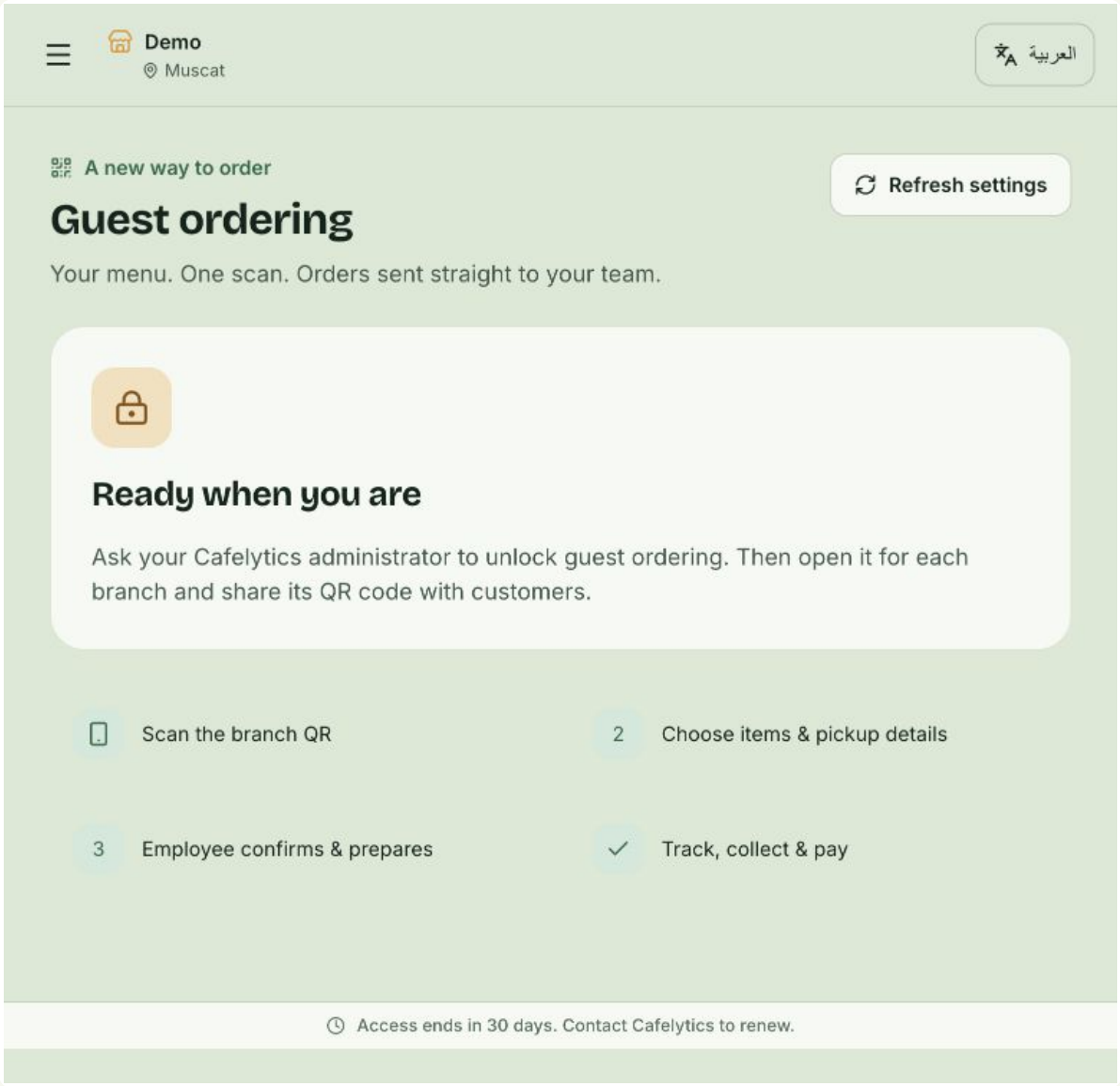
3 Confirm first, collect payment later

Staff review and confirm, prepare and serve; guests follow the status. Dine-in guests can request the bill after eating. Staff respond and collect payment. Pickup orders pay at pickup. Record payment to unlock the paid invoice and earned loyalty.

Preparation status and payment status are separate. Serving an order does not mean it has been paid.

Unlock guest ordering first

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This Demo account shows the actual locked-feature screen.

1. Ask the Cafelytics administrator to unlock guest ordering for your account.
2. After activation, open it for the intended branch and generate that branch’s QR.
3. Test menu prices and service details yourself before placing the QR on tables.

Dine-in: service is not payment

Guest → Team → Preparation → Table → Payment → Invoice

1 Guest orders at table 7

Illustration: the guest scans the QR, chooses Dine-in, enters table 7, adds latte + cookie, and selects Cash or Card for later payment. Add notes as needed. Loyalty phone details are optional when enabled.

2 Confirm, prepare and serve

Staff review the request and confirm it. Move through Preparing and Ready, then serve the table. The order can be served but still unpaid. The guest follows the status without needing an owner account.

3 Respond to the bill request

When the guest requests payment, staff acknowledge the request and collect 2.200 OMR in this example. Confirm actual payment once, then open the paid invoice. Loyalty is earned only after eligible payment.

Pickup orders pay at pickup. Card selection records the method; it does not charge a bank card online.

Keep money clear

Owner menu / Cashflow and Cash closing

1 Separate bills due from bills paid

Enter expense category, description, amount and date. Keep unpaid bills as Due; mark Paid only when money is paid. For rent or utilities, set a recurring schedule and review each bill. Correct mistakes through the expense history.

2 Enter each movement once

For an expense paid from the till, select the till source so cashflow and the drawer agree. Record owner additions and withdrawals separately from sales. Set card fees to your provider’s actual rate. Record refunds when money is returned.

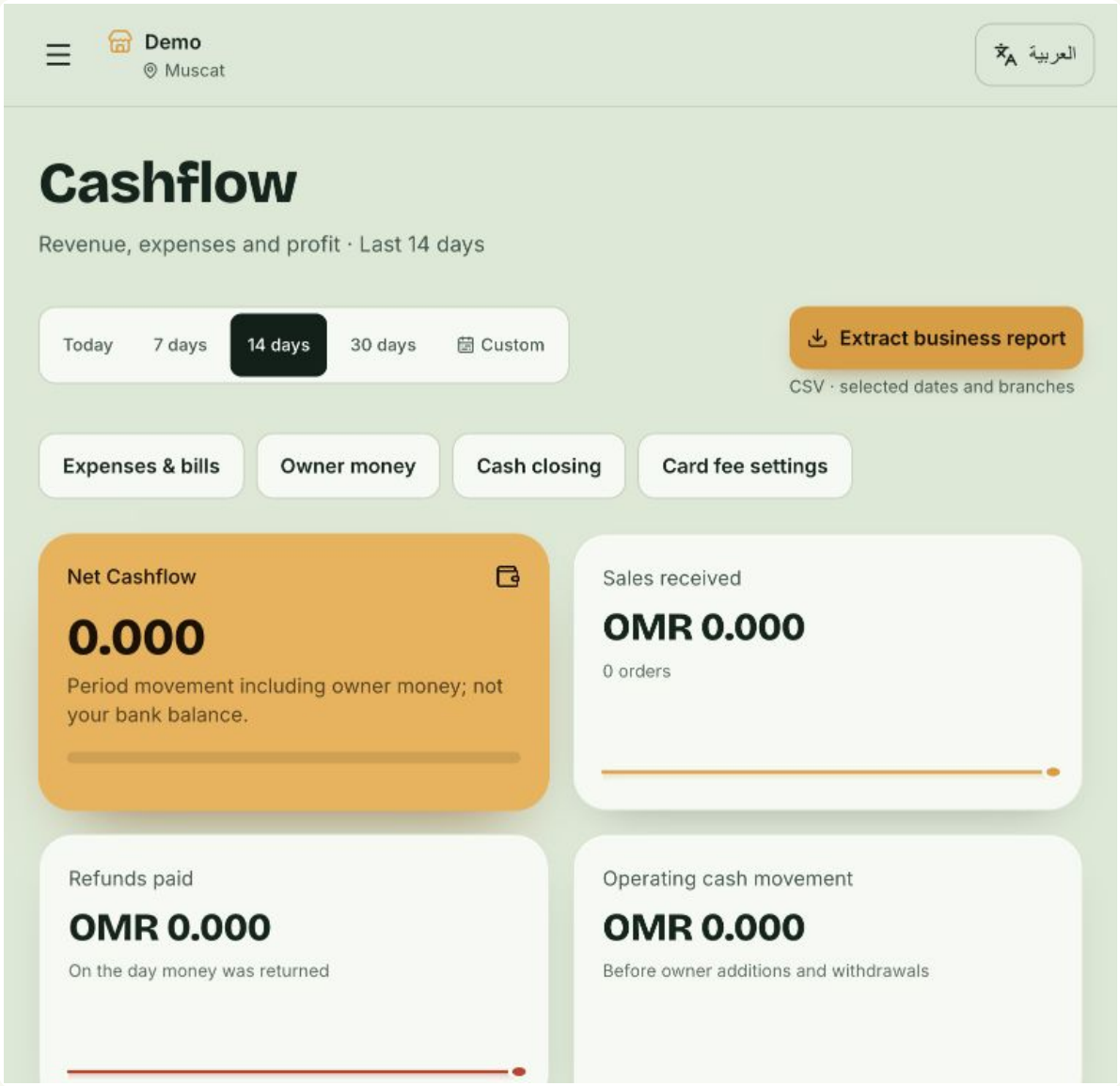
3 Open and close the day

At opening, record starting cash. At closing, review unpaid orders, count actual cash and compare with expected cash. Explain differences and close the drawer. Review sales, expenses and incomplete product costs before reading profit.

Daily routine: check stock → serve orders → collect unpaid bills → count cash → review reports. Cash in the till is not profit.

Read money by the right date

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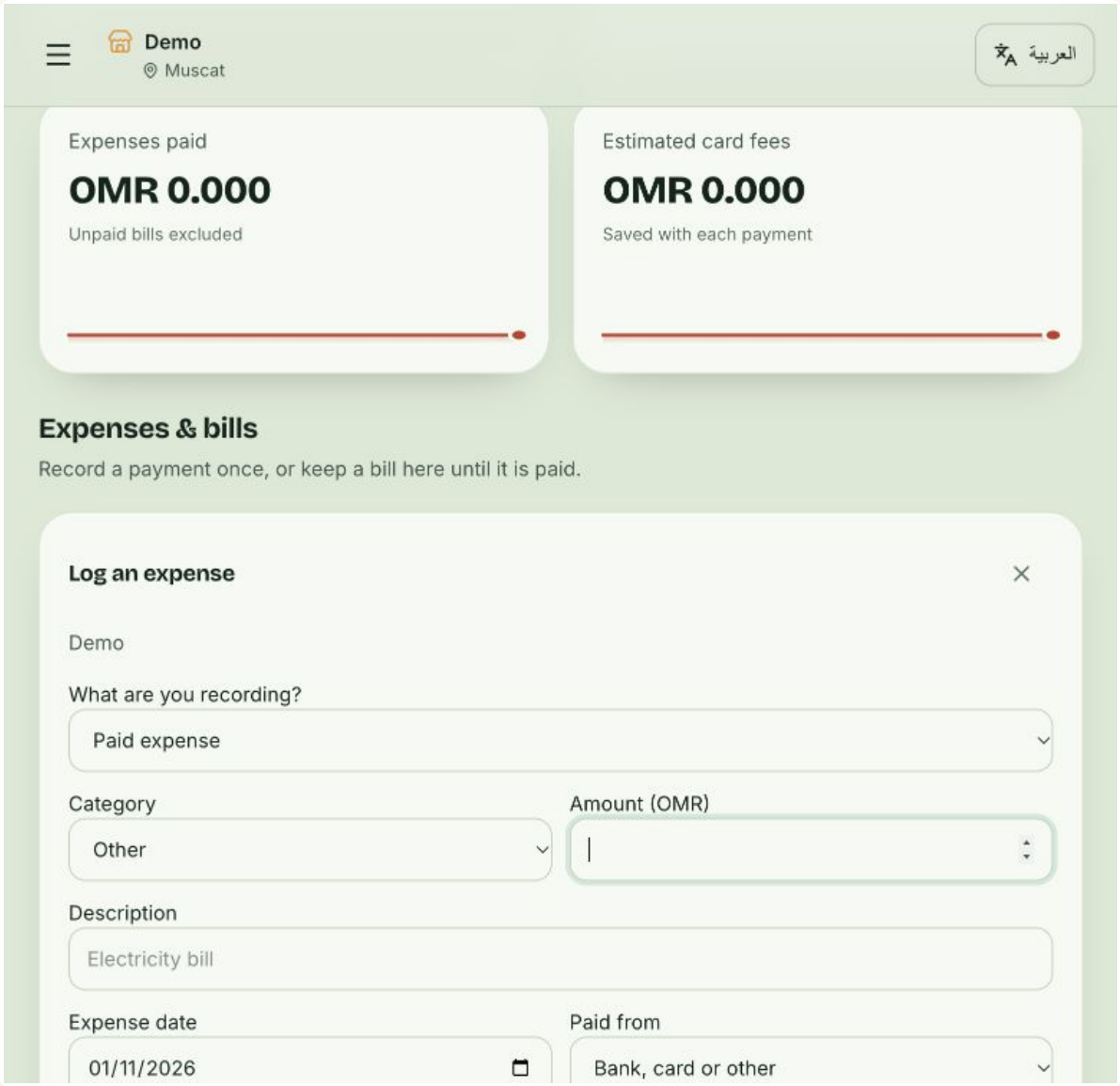


The Demo has no financial records; these zeros are expected.

1. Select dates and branch, then export the business CSV if needed.
2. Sales received and refunds paid follow money movements; unpaid bills are separate.
3. Net cashflow includes owner money. It is neither bank balance nor profit.

Record an expense only once

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Paid expense and Bill due are different choices in this form.

1. Choose Paid expense or Bill due, then category, amount, description and date.
2. For money taken from the till, choose Cash drawer and the actual payment date.
3. Check the saved history before retrying after a connection problem; do not enter it twice.

Demo: close the cash drawer

Manage / Cash closing • Count real cash, not card payments

1 Opening and movements

Example only: opening cash 20.000 OMR. Receive the latte + cookie sale in cash: +2.200. Pay a cleaning expense from the drawer: -1.000. Enter that expense once with Cash drawer as its source.

2 Expected cash: 21.200 OMR

20.000 + 2.200 - 1.000 = 21.200, assuming no other movements. Count the actual notes and coins. If the count is 21.000, the difference is -0.200; investigate and explain it instead of changing sales to force a match.

3 Before you finish

Review unpaid tables and pickup orders. Reconcile card payments against your terminal separately. Record real refunds on their return date. Save the closing record and review any unexplained differences.

Owner withdrawals and additions belong in Owner money. Configure card fees from your provider; do not assume the displayed default is correct.

Grow, then improve

Optional tools after your first successful sale

1 Loyalty and promotions

Ask admin to unlock loyalty, then enable it and set how many eligible paid drinks earn a free drink. In Promotions, choose bundle items, price and dates or weekdays. Apply to one branch or all eligible branches, then check the POS.

2 Use AI as your assistant

Open AI assistant and ask a specific question: “Which products need attention?” or “Summarize this week.” Check the branch and period. Review suggestions against your reports; access and daily allowances depend on configuration.

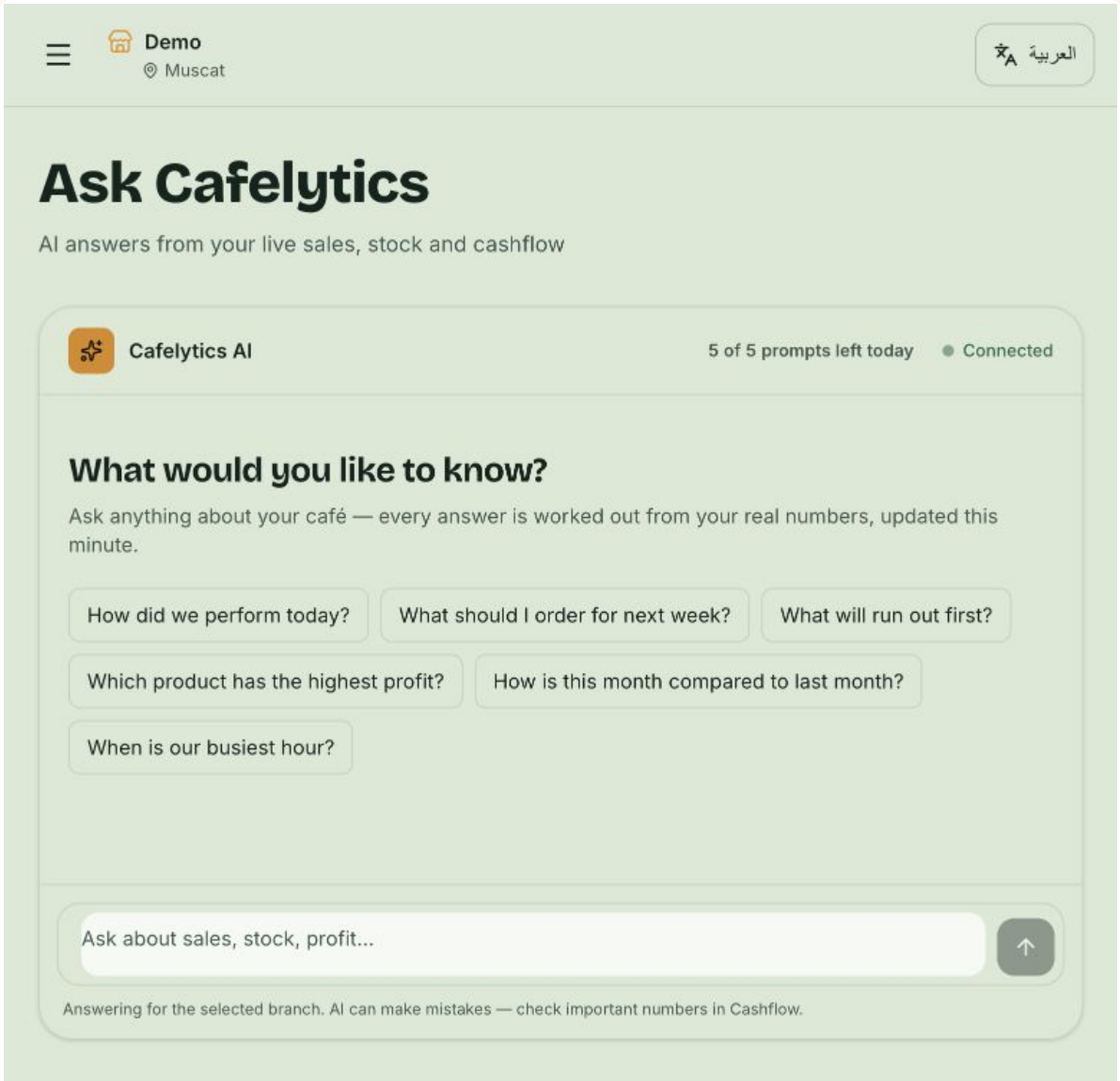
3 Review orders and results

Use Orders for daily activity and the daily order download. Review cashflow for the selected dates and branch. Check low stock, waste, unpaid bills and product costs each week. Use the overview’s detailed reports for trends.

Example: latte + cookie promotion at 2.000 OMR on selected weekdays. Loyalty: buy 5 eligible paid drinks, then an eligible free drink. Review branch and item eligibility.

Ask a useful business question

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AI allowance depends on your account; Demo currently shows 5 prompts.

1. Choose the correct branch and ask about a clear period: “Summarize this week’s sales.”
2. For stock planning, ask what will run out first; maintain accurate stock and recipes.
3. Verify important numbers in Cashflow. A new empty account has no sales to analyze.

Open Cafelytics with one tap

Use https://cafelytics.io/login • Internet connection required

1 iPhone: Safari

Open Cafelytics in Safari. Tap Share (inside More on some layouts), then Add to Home Screen. Turn on Open as Web App if offered. Name it Cafelytics and tap Add. Open the icon and sign in.

2 Android: Chrome

Open the website in Chrome. Tap the three dots, then Install and create shortcut / Create shortcut. Some versions show Add to Home screen or Install app. Confirm the name and Add.

3 Computer: Chrome

Open the website, then the three-dot menu / Cast, save, and share / Create shortcut. Name it Cafelytics and choose Create. On shared devices, sign out when finished. A shortcut does not make the website work offline.

Official instructions: Apple iPhone Home Screen guide; Google Chrome website shortcuts. Links are available below. Menu labels may vary.

Apple iPhone Google Android Google Desktop

Your launch and daily checklist

Use this page before the first real customer arrives

1 Before opening

Confirm branch, menu prices and availability. Add costs or recipes before trusting profit. Check low stock and staff permissions. Set actual card fees. Scan the guest QR after activation, and check table/car details and menu photos.

2 During service

Confirm guest requests, keep preparation status current and collect each payment once. Open receipts after payment. Record till expenses once. Check unpaid orders even after service; a ready or served order may still be unpaid.

3 If something looks wrong

Missing item? Check branch, availability and save result. Incomplete profit? Add the missing costs for future sales. Feature locked? Contact admin. Wrong stock? Check units and delivery history. Connection failed? Check saved history before trying again.

Review bills due, refunds, waste and cash differences every day. Review promotions, loyalty and reports weekly.