

CASE STUDY



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OVERVIEW

A Communal Marketplace Rooted in Versatility

Maketto is a 6,000-square-foot communal marketplace located in Washington, D.C., combining retail, restaurant, bar, and cafe experiences. Spanning two connected buildings, a courtyard, a roof deck, and a catwalk, Maketto's modern, minimal aesthetic creates a welcoming atmosphere where guests can explore, dine, shop, and relax.

Maketto's vision was to create a space where everyone feels at home—whether enjoying a coffee and pastry, having dinner, discovering new fashion items, or working quietly in the cafe. To support efficient operations and maintain its unique, communal hospitality, Maketto needed a flexible technology partner that could adapt to its evolving service needs.

COMPANY

Maketto

INDUSTRY

Restaurant & Retail

FEATURES

Kitchen Display System

Handheld POS

Mobile Ordering

All-In-One POS

MAKETTO

THE SITUATION

Since partnering with GoTab in 2020, Maketto has experienced significant changes in how they serve guests. Initially, during the pandemic they leveraged GoTab's QR code mobile ordering to streamline service with reduced staff. This solution allowed guests to order and pay directly from their phones, minimizing contact while keeping operations smooth.

As the business environment evolved, Maketto recognized the need to shift from mobile-only ordering to a full-service model that better matches their vibrant space. With multiple levels and interconnected areas, Maketto required a POS system that could support both stationary and handheld service while allowing staff to move freely and efficiently throughout the property.



When we got into the backend of it with the KDS and Manager App, it was a complete game changer for us. Our staff loves it and sings its praises.

—Maketto Management

THE SOLUTION

Maketto implemented GoTab's All-in-One POS and Handheld POS systems to support its updated service model. The stationary POS serves as a central hub for transactions at fixed points, while the handheld POS devices give staff the flexibility to navigate the large, multi-level space. This hybrid approach allows Maketto to maintain efficient, guest-centric service while adapting to the dynamic flow of guests.

With GoTab's handheld POS systems, staff can deliver a full-service experience while moving seamlessly between the restaurant, bar, and cafe areas. The Kitchen Display System and Manager App further enhance operational efficiency by streamlining kitchen coordination and giving managers real-time insights, making the entire system more intuitive and effective.

THE BENEFITS

- ✓ **Service Model Flexibility**
Adapted from mobile ordering to a full-service model as guest needs evolved.
- ✓ **Improved Navigation**
Handheld POS systems allow staff to move easily through the large, multi-level space.
- ✓ **Enhanced Staff Experience**
KDS and Manager App optimize kitchen coordination and management efficiency.
- ✓ **Guest-Centric Service**
Full-service model supports personalized interactions and efficient table management.



More Than a POS



GoTab is a restaurant commerce platform designed to optimize **experiences and efficiencies**. Unlike **legacy POS systems**, we are the only platform that prioritizes the guest at the center of the experience. We operate in all hospitality spaces from **fast casual and fine dining** to resorts and entertainment venues with all the stops in between.