

SCALE SMART

The UK Hospitality Growth Playbook



By Carl Daniel

Chartered MCIM • Official Shift4 Partner • 15+ Years Experience

6 STEPS TO SCALE

1

The Growth Chasm

Why 80% of hospitality businesses plateau at the same revenue point—and the hidden systems failures keeping them stuck.

2

Systems-First Thinking

Building operational infrastructure that scales without scaling your problems. The £1M to £10M framework.

3

EPOS as Growth Engine

Leveraging your point of sale as the central nervous system. Turn transactions into strategic intelligence.

4

Data-Driven Decisions

Moving from gut instinct to actionable intelligence. The metrics that matter and how to use them daily.

5

Multi-Site Readiness

skytab-uk-e-pos.co.uk/scalable-growth

6

Sustainable Growth

Get the book that's helping UK hospitality operators scale profitably