



## **Budapest's Boutique Bookshop Goes Cashless**

The first completely cashless bookshop has launched in the prestigious 3<sup>rd</sup> district of the Hungarian capital of Budapest. Boutique bookshop BOOKR goes completely cashless from mid-November, but owner Dorka Horvath is not at all worried about losing business when the change takes place, as her business already has a 70 percent card turnover and just 30 percent cash. Dorka has already prepared customers for the complete transition, most of whom are happy to embrace cashless purchases if it results in better service. Those customers who are a little cautious about paying by card are happy to do so when Dorka explains that it is actually cheaper and easier than paying by cash.

Dorka feels the switch to fast easy electronic payments will free up time for her to focus on her core business while offering customers extra services, such as coffee and cakes to enjoy in the bookshop. The launch follows the success of major cashless music festivals, theatre and ticket vending machines in Budapest.

Peter Mondovics, Marketing Manager of MasterCard's Budapest team, says; "We are very pleased to be supporting Budapest's first cashless bookstore. Geopen Publishing who own the store offer us a unique audience as they also own a major national magazine, Szabadszék, whose readers are regularly informed about special deals from the store. The publisher's webshop further encourages card usage by introducing m-POS terminals in its delivery service."