

Infusionsoft

Infusionsoft simplifies your sales and marketing efforts by delivering everything you need in a single online system. Infusionsoft includes all aspects of life cycle marketing.

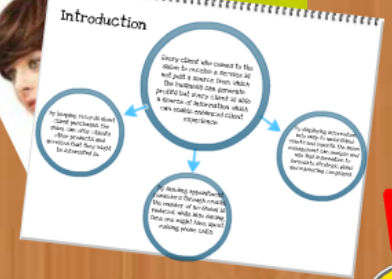
SaaS

For salon administrators the web system offers user management, products and services management, staff scheduling, invoicing and management application, cash balance and reporting.



Further Development

More than one stylist from which the user can choose while booking an appointment. Mobile SMS as a means of communication.



Problem Description

In the discussion the salon management must give individual attention to every client. Each client will have different needs and expectations. It is a well known fact that if the salon succeeds in satisfying the client's needs they will keep coming back.

CRM & ERP Systems

Customer relationship management (CRM) is a model for managing a company's interactions with current and future customers. It involves using technology to organize, automate, and synchronize sales, marketing, customer service, and technical support.

Enterprise resource planning (ERP) is business management software usually a suite of integrated applications that a company can use to store and manage data from every stage in business, including:

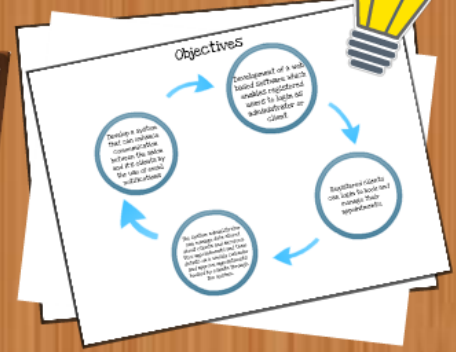
- Product planning
- Manufacturing
- Inventory and sales
- Inventory management
- Shipping and payment

BEAUTY SALON GROWTH- Harvard Case Solution & Analysis

TheCaseSolutions.com

Systems' Aim

The aim of these systems is the development of a web based information driven software to enable beauty salons to capture information about their clients and make the best use of it. This is intended to enhance each individual client relationship to ensure long term client loyalty and retention.



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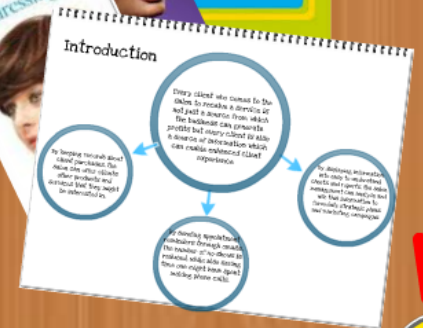
error you need in a single online system. Built exclusively for small businesses, Infusionsoft includes all aspects of life cycle marketing.

For salon administrators the web system offers user management, products and services management, staff scheduling, appointments management, invoicing and payment application, cash balance and reporting.

Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
8:00	Salon	Salon	Salon	Salon	Salon	Salon
9:00	Salon	Salon	Salon	Salon	Salon	Salon
10:00	Salon	Salon	Salon	Salon	Salon	Salon
11:00	Salon	Salon	Salon	Salon	Salon	Salon
12:00	Salon	Salon	Salon	Salon	Salon	Salon
1:00	Salon	Salon	Salon	Salon	Salon	Salon
2:00	Salon	Salon	Salon	Salon	Salon	Salon
3:00	Salon	Salon	Salon	Salon	Salon	Salon
4:00	Salon	Salon	Salon	Salon	Salon	Salon
5:00	Salon	Salon	Salon	Salon	Salon	Salon
6:00	Salon	Salon	Salon	Salon	Salon	Salon

Further Development

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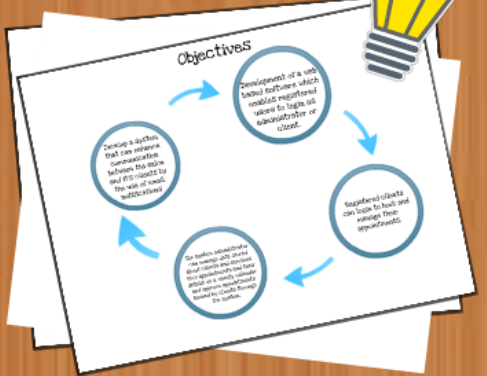
- Production
- Marketing and sales
- Inventory management
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1. Problem Description
 2. Market representatives
 3. CRM & ERP systems
 4. Infusionsoft & SaaS
 5. Systems' Aim
 6. Project Objectives
 7. Further Development

Problem Description

To be successful the salon management must offer individual attention to every client coming into the salon, one must keep in mind that each client will have different needs and expectations. It is a well known fact that if the salon succeeds in satisfying the client's needs, they will keep coming back.



Introduction

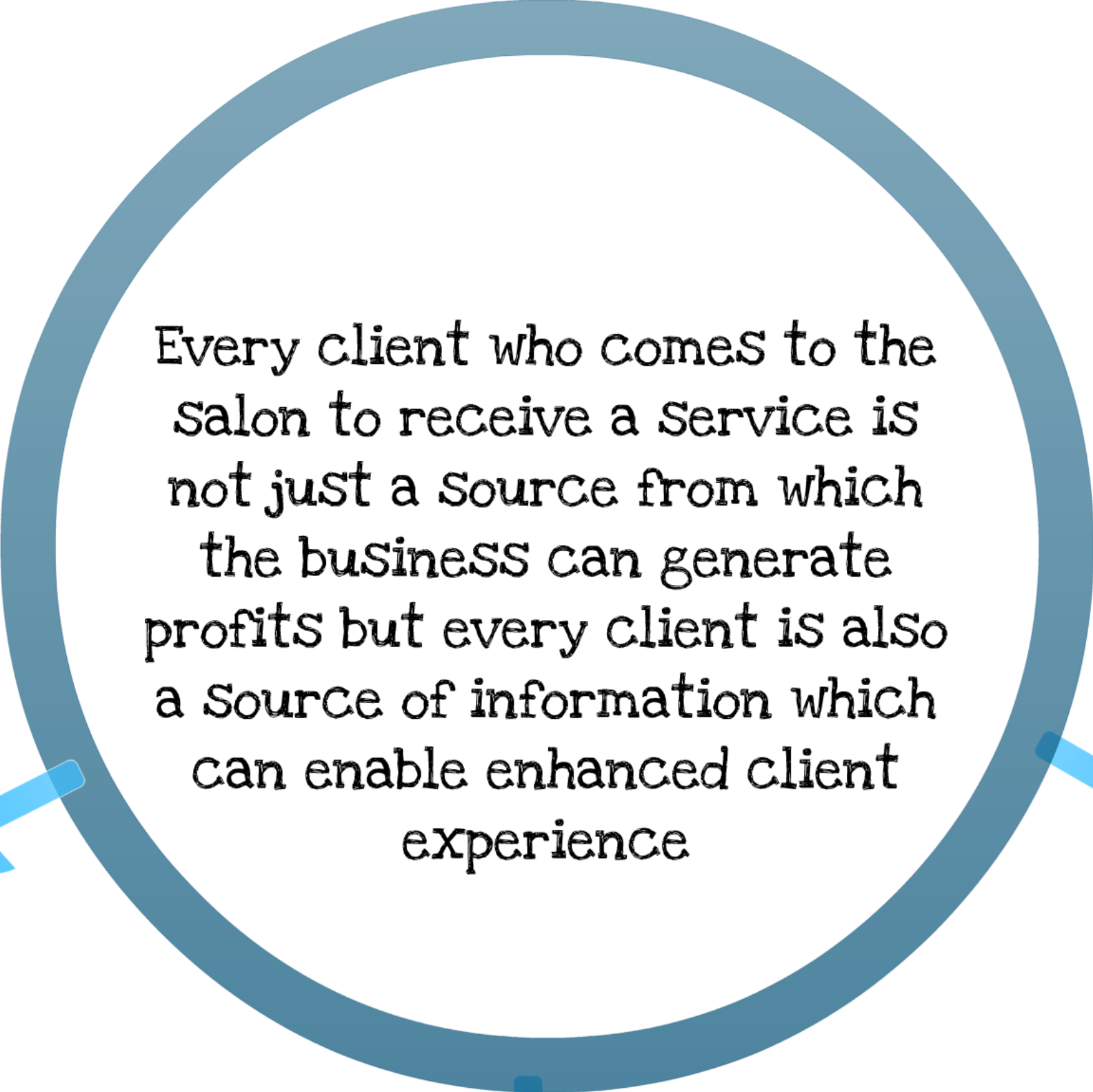
Every client who comes to the salon to receive a service is not just a source from which the business can generate profits but every client is also a source of information which can enable enhanced client experience

By keeping records about client purchases, the salon can offer clients other products and services that they might be interested in.


By displaying information into easy to understand charts and reports, the salon management can analyse and use this information to formulate strategic plans and marketing campaigns.

By sending appointment reminders through emails, the number of no-shows is reduced, while also saving time one might have spent making phone calls.

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