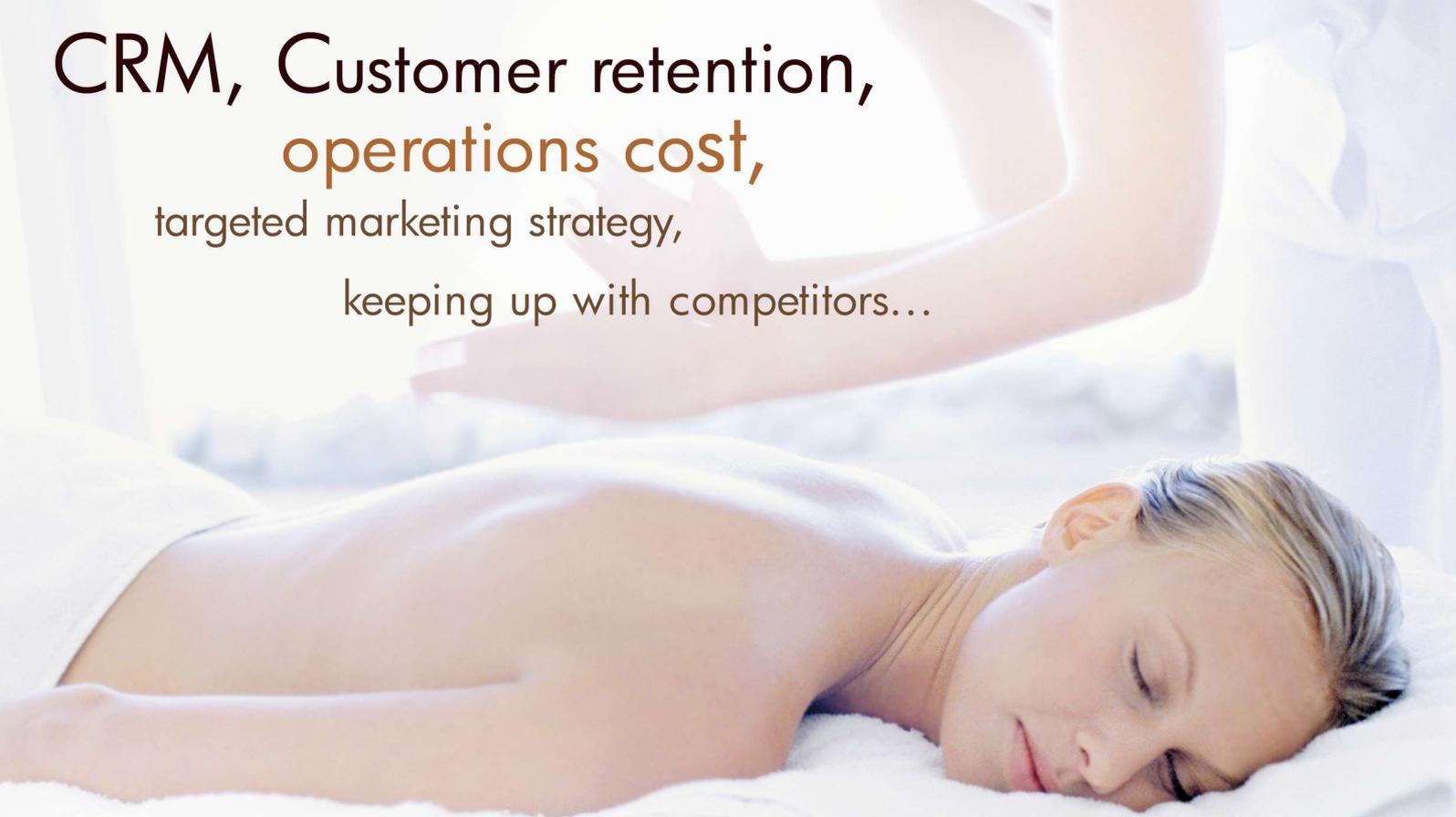




Another innovation from Archer Logic



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CRM, Customer retention,
operations cost,
targeted marketing strategy,
keeping up with competitors...

Relax, let studio manager give you the peace of mind.

Now with our established software, Studio Manager you can empower all your business processes and thus improving your business performance and profitability. Studio Manager consists of a wide assortment of features that enables you to forge strong relationships and increase customer satisfaction, while significantly streamlining support operations. This innovative system is divided into different "Manager", each intended for a specific purpose. As a whole, Studio Manager allows you to integrate all customer specific business functions – customer management, marketing, sales, inventory, service, feedback, commission, HR and administration – to promote company-wide collaboration.

More than a facelift for your business

- Consolidate all your customer profiles and job cards for quick analysis and planning for A&P
- Track the ROI and effectiveness of your marketing campaigns
- Easy management of point of sales and inventory which even track the stock usage in treatments
- Remotely manage all your branches and monitor the sales revenue daily, weekly or monthly
- Email broadcast your latest promotions to all your customers

About Studio Manager

Does your business have the right IT tools to maximize sales opportunity, streamline the operation and understanding your customer needs? Now with our established software, Studio Manager you can empower all your business processes and thus improving your business performance and profitability.



Benefits of Studio Manager

- Increase sales revenue
- Increase customer retention
- Planning effective sales and marketing promotions with valuable and comprehensive reports.
- Profiling customers and understanding their propensity to purchase, thus achieving targeted marketing and fast turnover of products and services.
- Reducing operating cost with an effective and efficient business process.
- Easy to use, need to train and maintain

Empower Your Business Today

Studio Manager consists of a wide assortment of features that enables you to forge strong relationships and increase customer satisfaction, while significantly streamlining support operations. This innovative system is divided into different "Manager", each intended for a specific purpose. As a whole, Studio Manager allows you to integrate all customer specific business functions – customer management, marketing, sales, inventory, service, feedback, commission, HR and administration – to promote company-wide collaboration.



Who can use Studio Manager?

Any organisation that is in the wellness industries can use Studio Manager to improve business performance:

- Spas
- Beauty centres
- Slimming centres
- Hair salons

Do you face these problems in your business?

Management

- **Tough to calculate total balance of packages (un-earned revenue):** Customers pay upfront for packages and it is important to track the outstanding monetary value of the un-expensed services. Studio Manager can generate the report within a few clicks.
- **Hassle in commission calculation:** Now Studio Manager can generate commission report within seconds.
- **Alot of paper work in producing management report:** Studio Manager helps to generate sales revenue report, staff performance report, appointment report, franchisee revenue report and stock balance any time any where. This helps to monitor the sales upon demand.
- **Difficulty in remotely managing the branches.** When a business has many branches, the management cannot possibly visit every studio to monitor. With Studio Manager, they can now manage remotely any time any where.

Marketing

- **Tough to track ROI from advertising:** A business may be spending hundreds of thousand of advertising dollars but do not know the ROI. Now you can generate the exact dollars and cents from every single advertising and promotion.
- **Difficulty in direct marketing:** Now Studio Manager can help to broadcast email within minutes to achieve response quickly. Group customers according to different profile and tailor make the marketing program for them. Email is free and easy.

Operation

- **Customer appointment:** It is difficult to monitor customer appointments across all branches. With Studio Manager, it is just a few clicks away to view all appointments in one screen.
- **Stock loss:** Some businesses face the problem in stock loss. Studio Manager can keep track of stock/ingredient usage in the daily treatment and sales to prevent stock loss.
- **Biometric finger scanning:** Biometrics adds a new dimension to identification and authentication of persons. Able to provide a new means of security as well as precise monitoring of Staff working hours. It serves as digital signature of your clients.

Features of Studio Manager

Customer Manager

- Do you know who your customers are?
- Do you have your customer demographics at your finger tips?
- Customer Manager module consolidate all your customer records and enable you to generate comprehensive reports within seconds
- Identify who are the inactive customers, who are the high spending customers or who are the high spending customers
- Email birthday greetings and promotions to your birthday customers

Marketing Manager

- Monitor the ROI from the advertising campaigns and promotions
- Broadcast email promotions to the customers at no cost
- Create loyalty program & gift redemption program to increase recurring sales

Point of Sales Manager

- Track your customers spending habit and history
- Generate invoices and sales summary or product sales report, be it daily, weekly, monthly
- Generate IPP report & bad debts report for easy tracking & monitoring
- Analyse which service, product, course is selling well, which is not

Appointment Manager

- Provides an overview of appointments, by day or month, made with your business
- Helps you recognize your customers, organize your business' schedule and optimize your manpower

Inventory Manager

- Alert the HQ & branch when the stock level drops below a certain pre-defined quantity
- Keeps track of product and ingredient usage in the treatment to prevent stock loss

Feedback Manager

- Helps you to monitor the staff performance and customer feedbacks
- Have merit/demerit point systems to assess the staff performance

Auto Commission

- Easy calculation of commission payable, all within seconds

HR Manager

- Generate the working hours & revenue generated by individual staff
- Manage the duty rosters & HR leave system

System Requirement for Studio Manager

Operating system	: Windows 2000 Professional, XP Professional
Internet Browser	: Internet Explorer 5.0 and above
Minimum HD size	: 20GB
RAM	: 128MB

We have the experience and expertise required to combine all the elements to deliver a cost effective and secured solution to your business.

Studio Manager, making technology works beautifully for you

