

EDAY SOFTWARE COLLATERAL

Company: Eday Corporation is a developer of software management systems for the Beauty Service industry.

Challenge: I was tasked to create engaging copy and collateral material that could effectively differentiate Eday's software solution from the industry stalwarts.

Analysis: Based on my discovery interviews, this entrepreneurial company had developed a software product based on the needs and requirements researched through extensive interviews with clients and users, including hair salon owners, managers, and stylists.

Upon further study of the product's capabilities, the competitive landscape and nature of the consumer audience revealed several unique business differentiators. It became clear that Eday's clients are entrepreneurs who run their own service business where time literally equates to money. They seek solutions that are simple to use, time saving, and revenue maximizing.

Action: In consultation with Eday's management and the assistance of a graphic designer, I developed appealing collateral pieces incorporating specific brand messages I recommended to position Eday as an innovator, fully cognizant of the consumer's needs.

Branding

I recommended that the product name be clear and descriptive while the brand and collateral strike at the sensibility of the Beauty industry. The following brand messages were created to send a clear value statement to salon owners and managers.

(Corporate) Slogan: "We'll put time in your hands."

(Product) Name: Salon & Spa Management System

Brand: "Smart, Sexy, Software"

Result: See following pages.



Salon / Spa Management System (SMS)



SMART
management system



SEXY
design



SOFTWARE
advanced technology



save time

grow your sales

add value to your services

Salon/Spa Management System (SMS)

eDAY specializes in the development of management and marketing tools for the beauty service industry. We have listened to our customers' needs to develop superior management software and an online website directory that is unparalleled in the industry.

Created using Macromedia Flash technology, eDAY's Salon/Spa Management System (SMS) has an advanced design that makes it simple to use while maintaining complete business functionality. The result is a tailor-made software solution that addresses the **TASK** of every beauty service business:

Time

eDAY's Salon/Spa Management System maximizes your time by automating repetitive processes such as: Point of sale transactions, Scheduling, Client & Inventory Management, and Management reporting; e.g. tax remittances.

Advantage

Your business is to make people beautiful - why shouldn't your software be beautiful? The smart and sexy design of eDAY's SMS will not only impress you but also your clients!

Sales & Service

So you want to enhance your sales and provide your customers with services they value. eDAY's customized solutions will do that and more. Spend more time with your clients and start learning more about them and your business.

Knowledge

Staying competitive means you need to know everything about your customers. eDAY SMS solutions captures, stores, analyzes and reports your critical business information so that you can make informed decisions to grow your business.

"The smartest software I've ever used!"
*Kal Rabaa, Studio Elegante
Owner & Stylist*



Smart Appointment Book

Calendar book with **multiple schedule views**. **Drag and drop** feature allows for easy appointment changes. Book services in your calendar (*even double bookings*), with **automatic time allocation**, including processing time.

Additional Features: The appointment book allows you to **look up and manage** client information with ease, and **process sales receipts** for pre-booked appointments.



flexible & easy to use

Point of Sale Register

Complete sales transactions in seconds. Customize pricing per stylist and retail products. Manage and combine **multiple transactions** - services, products, clients, employees, and payments - into one sales receipt. Receipt printer & Bar Code Scanner compatible. Store and track an unlimited history of transactions.

Additional Features: Discounts, Gift Certificates, Tipping, and Print Receipt Branding.



fast & simple transaction

Client Management

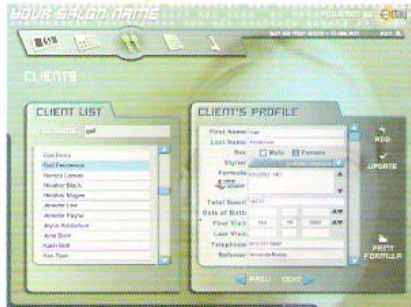
Store and retrieve client and technical information for an unlimited number of clients.

Identify specific client groups and target your marketing campaigns accordingly.

Additional Features:

Database security, First or Last name look up, Print history of formulas and keep track of tanning minutes.

know your clientele



Inventory Management

All retail products sold are listed on sales receipts and automatically updated in the inventory database.

Flexible inventory input options include pre-loaded product inventory, bar code scanning, and manual.

Additional Features:

Low inventory alerts, Tracking for in-store inventory usage, Bar Code Printing, and more.

automatic inventory updates



SEXY DESIGN flexible technology with sex appeal

"eDAY's Salon & Spa software is as easy as 1-2-3"

Terrence Underwood, Lava Hair, Owner & Stylist

Contact us to learn how eDAY will work with you to boost your business.
Tel: 613.228.6999, Tollfree: 1.866.332.9070
Email: sales@eday.ca
www.eday.ca

Management Reports

Make informed decisions with instant time period reports (daily, weekly, monthly, etc.), based on unlimited sales transaction history.

Access detailed management reports that save countless hours of time spent calculating sales activities, tax remittance, employee wages, renters' dues or commission payouts, and more!

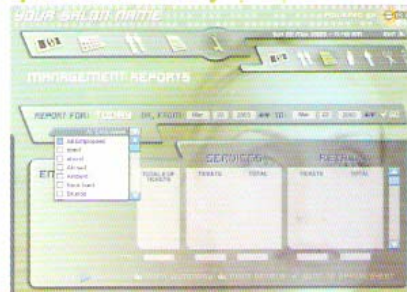
Customize it!

Customize the software for pricing, name-plate header, graphic images, and branding on sales receipts.

Additional Features:

Special **manager only privileges**, and Modify or delete sales tickets.

quick & easy paperwork





FREE 30 Day Trial



Not convinced that eDAY will increase your revenue and better your business?

Experience the value that eDAY's Salon/Spa Management System (SMS) can bring to your business. Try our **FREE 30 day trial**. Contact us at 1-866-332-9070 or www.eday.ca.

Lease for \$65 per month!

Lease financing options are available for as low as \$65 per month.

Value Driven Partnerships

eDAY partners with technology developers, suppliers, and customers who are recognized as leaders in the beauty services industry.

Equipment Packages

Point-of-sale and computer equipment packages can be purchased through eDAY at competitive prices.

Support Services

eDAY provide Toll Free Telephone Support and online services for all valued customers.

Get Connected Online!

eDay and SalonCanada.com bring you an Online Web Directory targeted at your customers! We provide website hosting and a customizable webpage specific to your business. Get listed today! www.SalonCanada.com

Referral Program

Inquire about how you can generate revenue from our referral program. Contact us at: info@eday.ca.

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