

# ***WeM Beauty Management System<sup>TM</sup>***

## ***Billing Items***

**POS Item**, charge code in cashier, no impact in inventory and member account.

**Product**, a tangible item of goods which will update inventory automatically after transactions confirmed.

**Treatment**, a kind of prepaid item. Member purchase a certain quantity in the expectation that they can enjoy the same treatment immediately or in the future.

**Flexi Treatment**, a kind of Treatment in which member have the choice to enjoy one single treatment out of the treatment list.

**Deposit**, a kind of prepaid item in which member purchase a lumpsum of deposit value in the expectation that they can enjoy treatments or purchase other items for deducting the price of treatments out of the deposit value (e.g. deduct \$350 for a facial treatment from a Deposit of \$12,500).

In marketing sense, deposit value should be different from the actual payment amount (e.g. Member uses \$10,000 to purchase a Deposit value of \$12,500 for further treatment redemption or purchase of products). In case of deposit value equals to deposit amount, there should be a discount on deposit value in times of redemption.

**Beauty Unit**, another kind of prepaid item in which member purchase a lumpsum of Beauty Units (e.g. 100BU) in the expectation that they can enjoy treatments for deducting a defined sum of Beauty Units (e.g. deduct 2BU for a facial treatment).

Different treatment should have different number of beauty unit for redemption (e.g. deduct 2BU to enjoy a facial treatment and/or 4BU to enjoy a body massage).

Beauty unit redemption not only in integer but also in quarters (e.g. deduct 2-1/4 BU for a facial treatment and 4-3/4 BU for a body massage).

**Promotion suite**, a multi-dimensional billing item. Use only one item code to include different combinations of the above billing items for easy invoicing.

**Membership**, a billing item which sell time. E.g. 1 month or 1 year membership. Advantages for membership is service not necessary to be provided, when time lapsed revenue comes, is the best tool to match fixed cost.

However, to sell membership successfully, company must make the customer have a feeling of great advantage. E.g. Annual pass of the theme park is lowered than 3 single pass. If visitor coming for the first time, they will buy annual pass if they think they will come at least 2 more times in the coming year.

**Group Buying**, recently a very popular selling method. Company can gather large number of customers in short period through group buying company. Group buying company after gathered the customer will inform the company by list of group buying codes, customer with group buying code is available for receive treatment from the company. After treatment done, the company will collect the money from the group buying company.

**Gift certificate**, same as group buying also include sales and redemption. Customer for selling and redemption is not necessary be the same. Different from group buying, gift certificate is selling to individual, not group buying company.

**Cash Voucher**, is simple. Company issue pre-numbered cash voucher to a party or parties. Member of the party with cash voucher can purchase treatment with discounted price. Different from gift certificate, no selling is required for cash voucher, only redemption.