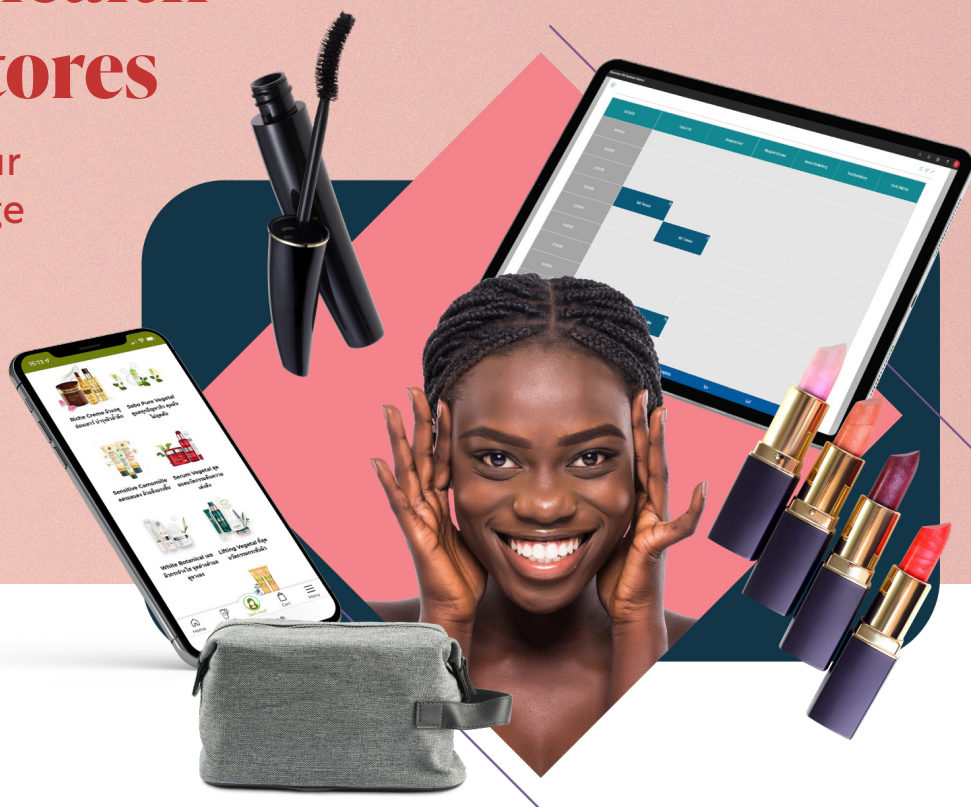


# Unified retail software for health and beauty stores

One system to see all your business data and manage products and services.



**Make customers happy with the perfect stock mix, successful promotions, and personal service, online and in person.**

## Unify your processes

Gain full control of your business processes front to back, from POS to ERP, to inventory, to franchises and distribution.

## Unify your channels

Set prices, manage inventory, create new promotions and offers within one software, and distribute them to all your physical locations and eCommerce.

## Unify your information

Have all information about your enterprise and customers in one, centralized database, and easily access your data whenever you need it.

### Ideal for:



Health and beauty and skincare stores



Stores with makeup artists and wellness services



National and international retail chains



## Centralized control

- Set, manage, and optimize prices, offers and promotions across your entire product portfolio in **one central place**, for all your touchpoints.
- Follow up on your **KPIs** and gain insights from LS Central's reporting and analytics tools, for fast, effective decision-making.
- **Automate processes** to eliminate errors and increase efficiency.
- Scale your business and add new stores easily. The software is available in multiple **languages and localizations**.

## Deliver a superior customer experience

- Strengthen **customer loyalty** using points, rewards, personalized offers, and communications.
- Create a wide array of **promotions and discounts**, and push them to all touchpoints, online or in-store.
- Analyze the impact of your campaigns and offers as they are happening, and improve **marketing performance**.
- Increase basket size by providing relevant **product recommendations** unique to each customer, at the POS and online.

## Have the right assortment of products

- Reduce the risk of out-of-stock and overstock. LS Central helps you plan what to buy based on historical sales, for **optimal stock coverage**.
- Reduce manual work and maximize stock availability with **automated replenishment**.
- Simplify stock distribution with **intelligent item allocation** and **redistribution** across your chain.
- Use artificial intelligence to analyze selling patterns, identify top-selling items and **forecast demand** in your store network.

## Designed for the health and beauty industry

- Gain insights into your customer data and provide **personalized** service.
- Increase **customer satisfaction** by having the right products available at the right time.
- Sell **services** like massages and manage **bookings**, like appointments with a beauty expert or seats to a make-up course, directly at the POS.

## Unite online and in-store experiences

- Give your customers the ability to view **product availability** in real time.
- Let customers **buy and receive** products as they prefer.
- Make it easy for your customers to **return or exchange** items purchased online or in stores.



LS Retail is a world-leading developer and provider of all-in-one business management software solutions built on Microsoft Dynamics 365 ERP. LS Retail is an Aptos company and plays a key role in their suite of unified software solutions.

[www.LSRetail.com](http://www.LSRetail.com)