



PROFILE

Location: 192, Spadina Avenue, Room 304, Toronto-ON/Canada

Year Established: 2016

Market Server: Brazil and Canada

CASE ANALYSIS

Mademoiselle Salon

During 15 days we monitored the implementation and promotion of ABM LUX app, the results are:

- 24.7% new customers in 2 weeks.
- They reactivated their old customers offering 10% discount booking by the mobile app.

ABOUT US

ABM LUX provides a CRM solution to the beauty and esthetics market by offering a new user experience for scheduling and managing appointments with professionals in the industry. We connect beauty salons, barber shops and spas with a base of potential customers via a mobile application.

SERVICES

ABM LUX is a mobile application that allows users to find and book a variety of services in the beauty and esthetics industry such as hairstyling, nails, massage, nutritionist, etc. It is free to download on Google Play and Apple Store. Our main customers are salon owners, barber shops and spas that seek to manage schedules and book appointments in a more efficient manner using technology, making it easier to connect with their clients and to be exposed to thousands of potential.

BENEFITS

For End Users:

- a) Save time
- b) No need for phone calls
- c) Modify or cancel appointments at any time
- d) Available on Android and Apple store
- e) Location based search
- f) Ability to rate the services afterwards

For Businesses and Professionals:

- a) Free Business / Professional profile
- b) Reach more customers
- c) Better management of their daily agenda and scheduling of professionals
- d) Unlimited registration of professionals for each business
- e) Facebook integration

TARGET MARKET

ABM Lux's target market is owners of small and medium businesses that are appointment based, in the beauty services industry, such as hair salons, barbershops, spas, estheticians and nutritionists.

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