

LSM Solutions

The Local Store Marketing Guide Software Solution

LSM Solutions - Local store marketing (neighborhood marketing) has never been easier to plan, implement and track with LSM Solutions, local store marketing software. Since 1999, LSM Solutions has earned a reputation as a unique group in a fast-paced marketplace. We collaborate with customers to consistently and cost-effectively plan, execute and deliver high-quality solutions and help transform ideas into profits.

Our team of seasoned professionals from the restaurant and hospitality markets brings a high level of energy, integrity, experience and value to the Local Store Marketing Guide. In addition, we have strong partnerships with technology vendors, enabling us to bring best-in-class local store marketing software to the marketplace.

LSM Solutions has been building, maintaining, and supporting high quality local store marketing software solutions for the restaurant and hospitality industries, focusing on the challenge of growing sales at the store level.

Why the Local Store Marketing Guide?

It's simple – our commitment to success at the local store level. For more than 11 years, we have been building, maintaining, and supporting high quality business software solutions and providing first-class services for the restaurant and hospitality industries.

The Local Store Marketing Guide is a unique collaboration of local store marketing principles all rolled into one easy to use application and was created just for the restaurant and hospitality industries. The Guide consists of several marketing modules - First, there is the overall workshop area designed to introduce the user to the "7 Principles of Local Store Marketing". The tutorial delves into the processes behind the 7 Principles of Local Store Marketing and goes into demonstrating how to take sales ideas and transform them into feasible Local Store Marketing plans.

LSM Guide - Highlights

The Local Store Marketing Guide provides:

- ✓ LSM Plan creation, implementation and tracking of LSM generated sales results
- ✓ Over 100 LSM Ideas
- ✓ Training and instruction to implement LSM
- ✓ Robust Reporting Tools to extract information by Promotional Code and Promotional Plan
- ✓ Pricing algorithms to determine the best sales point price per menu item

LSM Guide Details

- ✓ LSM Planning - Define plans, objectives, targets and strategies with your Partners
- ✓ Price Point Analysis to determine optimal promotional menu item pricing
- ✓ What If scenario for multiple price point analysis and overall projected results
- ✓ Promotional Code definitions by dollar and percent
- ✓ Daily Sales - Tracking Results with auto calculation of generated LSM Sales down to bottom line profit dollars
- ✓ Consolidated sales results reporting by LSM Plan and/or LSM Promotion Code
- ✓ Day-Part and Weekday-Part Trend LSM Sales Analysis
- ✓ Consolidated LSM generated sales reporting and forecasting calculations