CHAPTER TWO: LITERATURE REVIEW

Beauty and cosmetic management systems have become integral to improving customer experience, operational efficiency, and inventory control in salons and beauty businesses. According to smith (2022), modern cosmetic management platforms integrate customer relationship management (CRM), appointment scheduling, and inventory tracking. In-text citation: (Smith, 2022). Many studies have explored how digital systems improve operations in the beauty and cosmetic industry. According to Kimani and Otieno (2021), traditional manual operations in salons such as: appointment booking and inventory tracking often lead to inefficiencies, human error, and customer dissatisfaction. Obeng and Boateng (2020) emphasize that automated management systems streamline these tasks, offering real-time data access, improving service delivery, and enhancing overall customer experience. Adewale (2018) noted that proper stock monitoring systems reduce product wastage and ensure availability of items in high demand.

Multiple sources identify the core functions of these systems: scheduling, customer tracking, and sales management. Are results from multiple sources similar? Yes, most studies (Jones, 2021; Lee, 2023) agree that automation leads to better time management and improved customer satisfaction. Are methodologies similar? Most used qualitative case studies and interviews with salon managers. Are objectives similar? Yes, they focus on enhancing business performance and customer service. Across, the reviewed studies, common similarities were found: most sources agree that automation boosts accuracy in appointment scheduling and billing, methodologies used include case studies, interviews with salon owners, and system prototypes. The objectives of the studies were aligned most aimed to prove efficiency, customer satisfaction, and data handling in beauty businesses.

Are the results different? While Smith (2022) emphasizes CRM integration, Lee (2023) focuses more on inventory optimization. Are methodologies different? Some use surveys (Jones, 2021), while others rely on software performance analytics (Lee, 2023). Are the objectives different? Slightly – some aim at customer engagement, other on cost reduction. Despite, their common ground, some studies differed in focus: while Kimani and Otieno (2021) focused on operational efficiency, Obeng and Boateng (2020) emphasized customer relationship management, Adewale (2018) explored inventory tracking more deeply, a topic less prioritized in other studies. Methodologies also varied, some used field data, others relied on literature based, analysis.

Does the result make sense? Yes, the findings align with the digital trends in small business management. Was the methodology appropriate? For the most part, yes, but more longitudinal studies could add depth. Were the objectives achieved? Generally, yes, though some lacks strong quantitative metrics. Although, findings from the above sources are valuable, some limitations exist. Most studies do not deeply address user training challenges or long-term maintenance of systems. Also, while results generally make sense, some lacked real world testing. For instance, Obeng and Boateng (2020) did not clearly show if customer feedback was integrated into system features. Future studies could include pilot implementation or user satisfaction surveys.

The review highlights that integrating findings from different sources – like CRM insights (smith,2022) and inventory tools (Lee,2023) – can significantly inform the design of a comprehensive beauty and cosmetic management system tailored to specific business needs. The, insights from these studies are highly relevant to this project. The common issues of manual inefficiencies, poor stock tracking, and unstructured customer records are evident in many beauty businesses. By learning from the above findings, this project will design a system that not only manages appointments and inventory but also integrates basic CRM tools, financial tracking, and reporting features for better decision making.

Summary

This chapter shared what others have said about beauty and cosmetic management system. They agree that automation leads to better time management and improved customer satisfaction. This project will use the good ideas to make a management system that is easy to use, automate services, saves time, and shows real time stock.

References

*Smith (2022). Modern cosmetic management platforms integrate customer relationship management, appointment scheduling, and inventory tracking.*

***Kimani and Otieno (2021****). Traditional manual operations such as appointment booking and inventory tracking often lead to inefficiencies, human error, and customer dissatisfaction.*

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