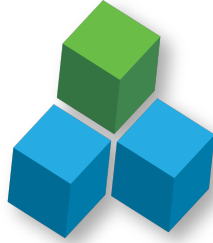


## Case Study



## Restaurant Bash Finest Local Online Deals

# ManuLogix

Transform Your  
*Ideas!*

### Casa Razdora's Fridays Only Deal

**Casa Razdora**

115 Water St, Boston, MA 02109

**\$20**

If you need any assistance at  
all, please Email us at:  
[support@restaurantbash.com](mailto:support@restaurantbash.com)



000007391089413

### Deals Near You

#### Hillstone

80 State St., Boston, MA 02109  
(617) 575-8777  
[Blount Clam Shack](#)  
Expires 2014-07-08



#### Hillstone

80 State St., Boston, MA 02109  
(617) 575-8777  
[Aldo's Cafe](#)  
Expires 2014-07-08



#### Summit Hotel and Restaurant

22 Merchants Row, Boston, MA 02201  
(617) 426-7676  
[summit deal](#)  
Expires 2014-06-26



#### Deals

#### Gifts

#### Bash Bucks

Deal Name	Purchase/Gift Date	Status
<a href="#">Blount Clam Shack</a>	Purchased On 04-09-2014	
Hillstone	Gifted to: <a href="mailto:sales@manulogix.com">sales@manulogix.com</a>	Gifted
<a href="#">Aldo's Cafe</a>	Purchased On 04-09-2014	Refunded
Hillstone		
<a href="#">Casa Razdora's Fridays Only Deal</a>	Purchased On 04-15-2014	New
Casa Razdora		

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## CASE STUDY

### EXECUTIVE SUMMARY

**Client:** Restaurant Bash LLC  
**Location:** Boston, MA  
**Customer Since:** Aug, 2013

#### **Challenge**

Client needed a social marketing platform for restaurant owners, advertisers and general users to interact on a social platform.

- Build/Publish/Track/Pay for advertisements with spend budgets, daily invoices
- Create Deals and sell them
- Complete accounting of Deals by single owner, multiple restaurants
- BashBucks – loyalty rewards
- Users can Gift, Redeem Deals
- iPad app for deal redemption
- Tag purchases on Facebook and Twitter

## Restaurant Bash – Social Marketing - Local Dining Deals

### COMPANY'S PROFILE

Restaurant Bash is a startup company with a new concept of marketing local restaurant dining deals. It is like Groupon, focused on restaurants.

### RESTAURANTBASH.COM - RBASH

RBASH platform provides a social platform for restaurant owners to market daily specials, deals. Advertisers can target advertising and monitor clicks. Users can purchase and gift deals. There is also a loyalty based program and gift cards.

We suggested a ZEND based PHP application. We worked with a design and marketing firm right from the start of the concept. This helped us design and develop accurately, right from the start with release schedule dates.

**What you should know about our approach:** Since this is a product we engineered, we found that client came up with nice concepts at a high level and had been researching at various websites/competing sites etc and gave us ideas on improving/enhancing the features. We did them because our developers were passionate and said we can do it within their budget, but not in time necessarily. It was a win-win situation for both of us. Client was happy that we showed our responsibility and trust and we were good to capture their thinking and ideas - **priceless.**

Goal#1: Get the platform, up and running within the budget.

Goal#2: Easy to use and setup restaurants by owners. Easy ways to market their deals and specials

Goal#3: Advertisers should be able to setup daily spend budgets, track and adjust payment for clicks on a daily basis.

Goal#4: Get users back to the site using gift cards, loyalty purchases

### SOLUTION

Based on initial designs and development, we started refining the dashboards for restaurant owners to show their functionality. A simple use case will illustrate what the solution entails:

**Use Case:** A restaurant owner shall create restaurant and publish deals against that restaurant and track sales.

This was later changed to "a restaurant owner shall have multiple subscriptions, each with a single restaurant". Our thought process: Don't you think, one owner can have multiple restaurants? The accounting process for the deals has to accommodate this change: sold, gifted, redeemed, paid, commissions etc) per deal.

This simple change in specification, impacted development in several ways, we took that in stride, as our team knows that a success in client's business will echo in our success.

During the process Client and our team discovered new ideas that would help enhance the productivity and Business Intelligence for the system. We went ahead with those features, even though they were not part of the specification agreed to with no additional burden on their budget.

## CASE STUDY

## Restaurant Bash – Social Marketing - Local Dining Deals

**During the development, we made several minor enhancements, not impacting their budget.**

### Project Outcome:

Built an **IPAD** application for restaurant owners to simply choose one of their restaurant and manage barcode on coupon deal. Geo-tagging was used so that if the owner/manager moves from one location to another of his restaurants, we detect the location and allow them to setup coupons appropriately.

**ManuLogix Inc**  
Established: Jan 2010

16 Overlook Drive  
Tyngsboro, MA 01879

**Employees: 19**

### PRODUCT ENGINEERING

**Technologies:** .NET MVC, PHP **ZEND** Web Applications, REST services, Ajax, JQuery, IOS Apps, Android, Windows Azure, Sliver Light, Microsoft Reporting Services



## TECHNOLOGY

	WEB APPLICATION	IPAD APPLICATION
Platform	Php/Apache/XAMPP, ZEND Framework	IOS7.0
Tools	Zend Studio	Swift
Others	GoogleMaps API, JQuery/JavaScript, HTML5, CSS3.0, Ajax, XML/JSON, Parsley, Mustache, IP Location Tracking, CRON Jobs	JQuery/JavaScript, HTML5, REST Services/JSON