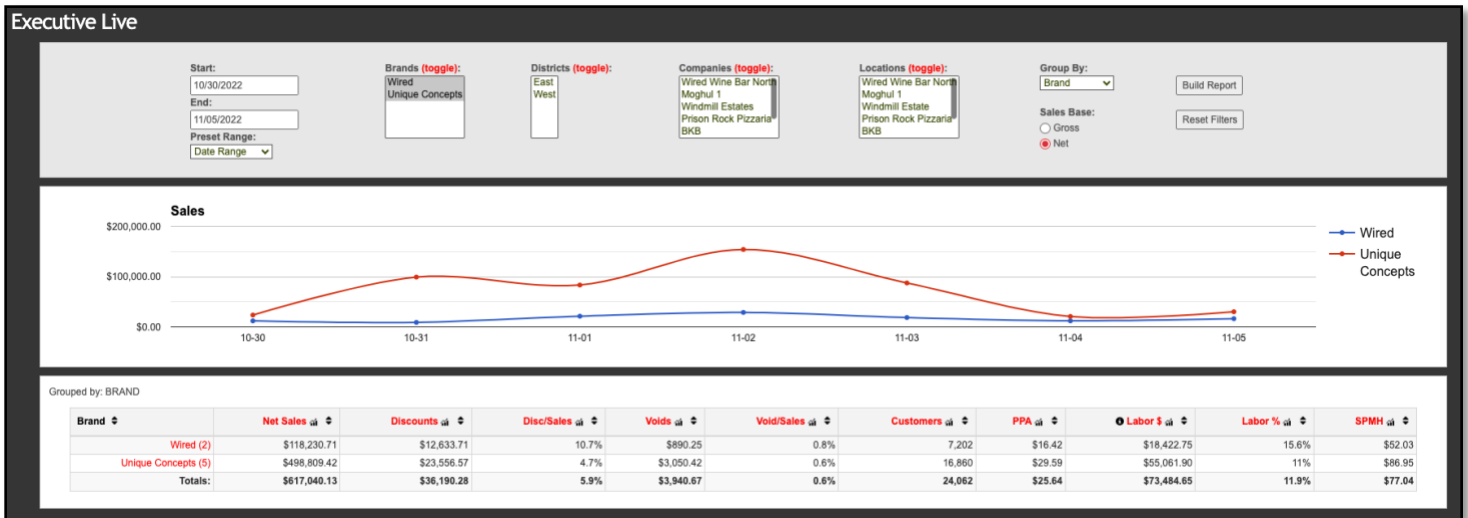




Districts & Brands

efish allows you to assign districts (or supervisors) and brands to each location which allows you to organize data by district/brand and easily compare performance across each district and each brand. Once you have set up your districts and brands in efish, use the Executive Live page to quickly generate reports comparing districts & brands as shown in the screenshot below. ([Executive Live how to available here](#))



To create districts & brands navigate to **[Administration > District/Brand Management]**

Add Individual Brands:

1. In the **[Brands Tab]** click on the **[Add Brand]** button in the upper left.
2. In the pop-up enter the name of the Brand.
3. Click **[Save.]**

Brands Districts

Add Brand

Actions	Name
	Wired
	Unique Concepts
	new
	Panini Cafe
	test

Add New Brand

Please type in new Brand name:

Save Cancel



Delete Brands:

1. In the **[Brands Tab]** click on the **[Trash Icon]** under the **[Actions Column]** to the left of the brand name you wish to delete.
2. In the Pop-up click **[Delete]** to permanently delete that brand.

The screenshot shows the 'Brands' tab in the software. At the top, there are tabs for 'Brands' and 'Districts', with 'Brands' selected. Below the tabs is an 'Add Brand' button. A table lists brands with columns 'Actions' and 'Name'. The table contains five rows: 'Wired', 'Unique Concepts', 'new', 'Panini Cafe', and 'test'. Each row has a trash icon in the 'Actions' column. A red arrow points from the trash icon for the 'test' brand to a 'Delete Brand' pop-up window. The pop-up window has a title bar with a close button, a message 'Press 'Delete' button to permanently delete test Brand.', and two buttons: 'Delete' (highlighted in red) and 'Cancel'.

Actions	Name
	Wired
	Unique Concepts
	new
	Panini Cafe
	test

Add Individual Districts (supervisors):

Note: Instead of districts you can enter Supervisors as districts if preferred.

1. In the **[Districts Tab]** click on the **[Add District]** button in the upper left.
2. In the pop-up enter the name of the district.
3. Click **[Save.]**

The screenshot shows the 'Districts' tab in the software. At the top, there are tabs for 'Brands' and 'Districts', with 'Districts' selected. Below the tabs is an 'Add District' button. A table lists districts with columns 'Actions' and 'Name'. The table contains four rows: 'East', 'West', 'north', and 'test'. Each row has a trash icon in the 'Actions' column. A red arrow points from the 'Add District' button to an 'Add New District' pop-up window. The pop-up window has a title bar with a close button, a label 'Please type in new District name:', a text input field, and two buttons: 'Save' and 'Cancel'.

Actions	Name
	East
	West
	north
	test



Delete Districts:

1. In the **[Districts Tab]** click on the **[Trash Icon]** under the **[Actions Column.]** to the left of the district name you wish to delete.
2. In the Pop-up click **[Delete]** to permanently delete that district.

The screenshot shows the 'Districts' tab in the software. A table lists districts: East, West, north, and test. Each row has a trash icon in the 'Actions' column. A red arrow points from the trash icon for the 'test' district to a 'Delete District' pop-up window. The pop-up contains the text: 'Press 'Delete' button to permanently delete test District.' and has 'Delete' and 'Cancel' buttons.

Actions	Name
	East
	West
	north
	test

Assign districts (supervisors) and brands to locations:

1. Navigate to **[Administration > Location Settings.]**
2. Select the desired Location from the **[Location Drop Down]** at the top of the page and click **[Go.]**
3. In the **[General Tab]** scroll down to the **[District/Brands Drop Downs.]**
4. Make your selections for district/brand.
5. Scroll to the bottom and click **[Submit Changes.]**

The screenshot shows the 'Location Settings' form, General tab. At the top, there is a 'Location:' dropdown set to 'Wired Wine Bar North' and a 'Go' button. Below are various input fields for location details. At the bottom, the 'Brand' and 'District' dropdowns are highlighted with a red box. The 'Brand' dropdown is set to 'Wired' and the 'District' dropdown is set to 'West'.

Location: Wired Wine Bar North Go

General Payments Categories Budgets Items Inventory Labor Paid Outs Discounts Custom Tracking Cash Banks Closed Days Tips Shifts

Name: Wired Wine Bar North
Address:
City: Gilbert
State: AZ
Zip: 85251
Time Zone: America/Phoenix (GMT -7)
Fax Number:
AP Import Email: wiredwine@demo.bitecenter.com

Brand: Wired
District: West