



# e-commerce!

## Where do I start?

e-commerce is a term used to describe any form of financial transaction that takes place over the Internet. The most common form of transaction is the purchasing of goods via an online shop.

Love 'em or loathe 'em, computers are becoming more and more a part of our daily lives and with costs falling all the time, more and more people are getting connected to the Internet and browsing the World Wide Web.

This means that more and more people are realising how convenient and safe it is to do their shopping online.

Online retail has not been the gold rush that was predicted, but online sales have continued to grow steadily since 2000.

### Do I Really need an online shop?

There are retailers setting up online shops everyday on the Internet, but do they really need one? The simple answer is yes. There will be people searching for a product that you sell, right now. Not having an online shop is the equivalent of having a shop premises on a high street that is permanently closed.

### Can I compete on a global scale?

Any Web site on the Internet can be accessed from any Internet connected PC in the whole world, but lets not get carried away. Unless you sell a particularly unique product, 99.9% of your customers will be from within the UK which makes marketing your Web site easier.

**Whether your online business is successful or not depends on these following points:**

1. Your prices are competitive.
2. Your quality of service is good.
3. You promote your Web site
4. Your Web site functions well and looks good.

The first three points are up to you, but the fourth point is our job. We are experts at building online shop Web sites and combine our knowledge of marketing with our technical expertise to produce a site that not only works efficiently but looks so good it tempts the user into hitting the 'BUY NOW' button.

### What about running the shop?

The buying and selling is all automated, the only maintenance would be adding or removing items, reducing or increasing prices or announcing special offer promotions and sales. This can all be done through an easy to use administrator page, connected to your Web site. Once your Web site is up and running, we will come and show you how to update it. You will be pleasantly surprised how easy it is!

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## our online shop solution

Our Online Shop solution is a carefully planned, well designed, complex piece of software,

However, you don't need to worry about that. Once the shop is set up and running, it will take care of itself and all you need to do is amend your list of items for sale and update prices. This is all done through an easy-to use, web-browser based Administrator page.

The shop, website and control panel will all be branded in your company's corporate colours, using your logo. If you don't have a logo, we can design one for you.



Our Online Shop package includes the following:

- <sup>a</sup> Domain name. (www.yourname.co.uk)
- <sup>a</sup> Website hosting (fast, secure and reliable)
- <sup>a</sup> Website
- <sup>a</sup> Database
- <sup>a</sup> Inclusion of 50 products
- <sup>a</sup> Shopping Cart
- <sup>a</sup> Payment Gateway
- <sup>a</sup> Submission to ten major search engines

Our Online Shop Solution includes the following features:

- Unlimited Items
- Unlimited Categories
- Unlimited Subcategories
- Category/Subcategory pages
- Unlimited Category Assignment (items can be in multiple categories)
- Discounts (offer discount codes to customers)
- Featured Items
- Featured Items Page
- Related Items / Cross Selling
- Product Configuration (Allows your customers to customise their purchase, using drop-down, check box, radio, or text input selections)
- "Contact Us" Email page
- Built in Search Engine
- Customisable store sections
- Custom pages
- Robust Shopping Cart/Checkout System
- Quick Checkout (fewer screens)
- Order Status
- Customer Sign-in
- Checkout Help pages (for your customers)
- Digital Downloads (Sell file downloads)
- Order Confirmation Emails
- Automated "Lost Password" Recovery
- Real-Time Credit Card Payment Processing
- Real-Time Shipping Rates (requires Add-On)
- 3rd Party Payment Processing
- Pay By Mail Feature

For examples of our Online Shop Solution, please visit our website. [www.northdevondesign.com/shop](http://www.northdevondesign.com/shop)