





E-COMMERCE SOLUTIONS OVERVIEW

We are experienced in **e-commerce solutions** and our feature-rich cart includes easy set-up features such as:

- Easy to understand web based administration
- Bulk Loading Feature that imports products from any database or text file
- Single or batch image uploads
- Web-based or downloadable help manual with images and examples, video tutorials, knowledge base, discussion boards and more.
- Fully customizable storefront
- Integrated Shipping Module for UPS, FedEx, USPS and more with integrating tracking numbers
- Integrated Inventory Management Module
- Integrated Payment Module to handle credit card transactions using Authorize.Net an industry-leader.

In addition, the cart supports many **product merchandising** features such as:

- Supports Gift Certificates 
- Provide discounts based on number of items ordered (quantity discounts)
- Product up sell opportunities
- **"Customers who bought "x" also bought these products"** in the checkout areas.
- Supports discount / coupon codes 
- Price-based discounting
- Supports full product descriptions and product summaries
- **Allows for unlimited secondary images**
- Ability to control the product image size on both product and catalog pages
- Recommended products
- "Tell a friend" feature
- **Create "Buy x Get y Free" discounts**
- "Best Sellers" area
- Advanced product search capabilities
- Supports Gift Messaging
- Export products to Google Base, BizRate.com, ShopZilla.com and more

The fully-customizable cart includes a multitude of **customer-relationship management** features:

- **"My Account"** area allows customer to view previous orders, status and shipping tracking information
- Customer address book
- Allows customers to create wish lists
- **Automatically send product newsletters to your customers**
- Automatically send product update notifications to your customers
- Saved Cart feature allows customers to save multiple carts so they can purchase items later
- Automated e-mails when customer creates order and order is shipped
- **One-Page Checkout feature - Fastest checkout available on any cart**
- Allows customers to checkout without creating an account
- Supports backorders
- Full customer reporting
- Hide product pricing to all but registered customers

- Integrate customized PayPal module for distribution of profits to filmmakers

Finally, the e-commerce solution we provide is **Search Engine** friendly.

- True flat URL generation (http://www.yoursite.com/products/product_name.html)
- Complete Meta Tag (title, keyword and description) support for all pages including home, product and catalog pages
- Automated title, keyword and description tag generator with the ability to override for all product pages
- Google™ Site Map support
- Robots.txt files supported
- Auto generates site maps
- Creates "Breadcrumb" navigation
- Search-engine-friendly architecture
- Ability to upload customized HTML pages to assist in search engine positioning

TRAINING: Best of all, we set up the first 25 products for you, and train you on using the site. We'll be there to make sure you understand the whole system before "going live". We answer all support requests within 48 hours, Monday through Friday.

PORTFOLIO: Please take a look at some of the sites we've recently completed, such as www.cajuntreats.com, www.greekwearmall.com, www.bravocollection.com, store.episcopaldayschool.org, www.westcalport.com, www.505imports.com, www.singmyname4kids.net/, www.fujilakecharles.com, www.bessettdevelopment.com, www.lundylawllp.com, and www.athletesedgemedi.com.

TERMS: Our terms are 50% deposit on development costs at inception of project, with monthly payments for hours of work completed.

SCHEDULE: Delivery date is 6 to 12 weeks, providing that all materials from client are provided in an electronic format in a timely matter.

CLIENT RESPONSIBILITIES: In development of this website, we will need full participation of client as we move through the development process for resolution of design issues, testing, and proof of concept.

SCOPE CHANGES: If the scope of work changes materially from the requirements outlined in your quote, or if client wishes additional functionality, we will create a Change Order with additional development costs estimated, to be approved by client before proceeding.

REFERENCES:

Lynn Hohensee, Executive Director of West Calcasieu Port
(www.westcalport.com)

email: lhohensee@netcommander.com phone: (337) 794-4809

Fran Mills, Owner of Cajun Treats and The Bravo Collection
(www.cajuntreats.com, www.bravocollection.com)

email: fran@bravocollection.com phone: 1-888-77-CAJUN