



Shopping Cart/Ecommerce Software package

Just like shopping at the supermarket

The shopping cart analogy is used for the Shopping Cart Software because shoppers are familiar with the idea of moving from aisle to aisle in supermarket (or screen to screen on a website), adding items to their shopping cart or trolley, and heading for the checkout to pay.

When purchasers visit your site to buy:

- they want to be able to find out where to buy your products quickly
- the site to be fast to use so they *can* buy your products quickly
- the software to be unobtrusive (ie so they don't have to learn anything new to buy something from you)
- the software to be smart enough to collate and total their order
- they want to be confident your site is safe and secure so they can provide their credit card details with confidence.
- they want to be confident their order will be fulfilled.

Shopping Cart Software provides all these features to help make your purchasers visits to your site turn into a visit that makes you a sale.

Shopping Cart Software works in exactly the same way as a real life shopping experience.

Add products to the online shopping cart

Your site users look at the products, add them to their shopping cart. The software tracks the collection of items in the shopping cart, adds up the number of items and the total cost and then processes the sale using a secure online order form.

- Ability of the Shopping Cart software to match your site's look and feel
- Viewing the product list
- Adding items to the shopping cart, add up the charges and process the sale
- Viewing the shopping cart contents
- Going through the checkout procedure, and
- Receiving an order confirmation via e-mail

Security

- Supports SSL
- Select with credit card you will accept
- Credit cards excepted displayed at bottom of each page
- Credit card details encrypted
- Customer passwords encrypted
- Works with any payment gateway
- Credit card verification for valid numbers, dates etc.

Product Browsing

Product Trees

- Main (top level) product categories are displayed automatically on each page of your site in the menu
- When a main product category is linked on, products will be displayed in that category, and any sub-categories will be displayed in the menu in a tree format. This makes it very easy for the customer to see the structure of the products and find what they are looking for.
- On the page that displays the products, the customer is shown the product structure in a hierarchical format. The customer always knows where they are on your site.

Customisation

- Easy to configure sub product categories
- Product colour and choice
- Discounts for bulk purchases
- Stock control
- Flexible fonts, colours, sizes for store display
- Display pictures and detailed descriptions of products
- Example store front included
- Sell physical or electronic goods
- Modify to suit your requirements
- Customer registration

Tax, Shipping and freighting options

- Flexible state tax rates
- Select which courier companies you will use
- Select which (if any) international countries you ship to by what methods
- Automatic calculation of freight charges, by price, weight or courier
- User selectable freight method

Feedback to your customers

- Complete customer order history
- Customer order status including order history
- Email notification to customer after ordering
- Email notification to store after ordering
- Store contact details displayed at bottom of each page
- Simple, Easy to use and looks great.

Affiliate Program

Built in affiliate program

- Automatic email to each person who registers with their affiliate information to link to your site.
- Reporting for each affiliate by month to view the number of visitors they have referred, the number of sales, and the commission they have earned.
- Administrators can view monthly reports of all affiliate orders, how many persons each affiliate has referred and commission they have earned.
- Each affiliate can have a different commission rate.

Admin area

- Admin area to manage your store.
- Enter/edit products, upload pictures, set colour/size options etc.
- Create product categories, nest them as deep as you like. This is displayed in a graphical tree format to easily see the structure of your products.
- Set your freight/courier methods for shipping orders.
- Set how to calculate freight on your orders, the user chooses a courier, or by location, price or weight.
- Select which credit cards you accept. These are displayed for the user on the site.
- Enter your store address and contact details. These are displayed on the site and in any emails (such as order confirmations) to the customer.
- Edit which countries you ship to and set extra charges for those countries if applicable.
- Edit which states to display, tax rates and shipping charges.
- Edit your payment methods, eg credit card, pay at store etc.
- View all registered customers details.
- View all orders in detail, including date/time and the products in each order. Set an order status that the customer can view in their order history, enter consignment details for the user to track their order etc.
- Set each customers order statuses, eg items have shipped, items on backorder, order awaiting processing, enter tracking details etc.
- Send emails to those customers subscribed to the mailing list.
- Alter the current order number.
- Add/delete users for the admin area.
- Inbuilt page counters to track page hits monthly for your site, including how often each product category is viewed. Know which are your popular product lines!
- Delete contents from the shopping basket older than X days. If you have a busy site, helps keep the shopping cart in the database small by erasing unwanted items from expired sessions.
- View and print a stock level report to show which items you need to re-order etc.