

## E-Commerce Solution

Business-to-Business focus, your company can build commerce and communication to your key customers. Utilizing technology to enable business to transact in this manner gives your company the advantage of rapid, cost controlled communication and commerce.

We have all seen the focus of businesses trying to enter the global market place, but there is a great advantage to utilizing the Internet to service or sell products to your local market as well. Focused marketing can powerfully affect your business and its bottom line.

**THE KEY** The key to effective eCommerce solutions is personalization - delivering information and promotions that specifically match the needs and interests of each online shopper. Our eCommerce solutions enable companies to attract and retain customers with compelling, personalized experiences, leveraging existing business systems and measuring the success of online initiatives.

Communication is the key to all successful customer relationships. Business-to-Consumer marketing doesn't have to be focused on how to sell your products or service to an already crowded global marketplace, but can focus on building powerful communications within your region as well. More effective communication is the foundation of a satisfied customer.

**INDUSTRIAL STRENGTH SHOPPING CART** WebWorXSolution will implement an industrial strength database driven Shopping Cart for your business, which can easily provide your retail or wholesale business with a secure, easy to use and attractive virtual store for nearly any size of inventory. Its main features include:

- nearly unlimited layout customization options
- easily configure tax, shipping, and payment options
- secure and password-protected administration
- integrated search engine
- manage inventory offline with import inventory feature.

### Shopping Process

The usual procedure is to put your catalogue or selected product (s) on your website with a description, price and thumbnail photo of each. An "Add To Basket" or "Add To Cart" button is placed beside each item. The visitor can add items to their virtual "shopping cart" as they peruse your merchandise. The "shopping cart" keeps track of which items they have purchased and keeps a running total of the amount of the order. The visitor may remove items from their cart at any time should they change their mind. Also customers can check their order history if they have shopped on your site before.

### Check out Process

Once they're finished shopping, they proceed to the "check-out" At this point, they will fill out all the pertinent information such as name, address, credit card number etc. Once this is done they submit the order. In seconds, the customer receives an email confirming the purchase and authorization clearance. At this time you process, fill and ship the order. Backend system will keep track of your inventory, sales, promotion, accounting, up-sell and will notify the customer if there are any tracking number for the shipment.

## SHOPPING CART'S FEATURES

- Administration / Backend Functionality
- Supports unlimited products and categories
- Products-to-categories structure
- Categories-to-categories structure
- Add/Edit/Remove categories, products, manufacturers, customers, and reviews
- Support for physical (shippable) and virtual (downloadable) products
- Password protected Administration area
- Contact customers directly via email or newsletters
- Easily backup and restore the database
- Print invoices and packaging lists from the order screen
- Statistics for products and customers
- Multilingual support
- Multicurrency support
- Automatically update currency exchange rates
- Select what to display, and in what order, in the product listing page
- Support for static and dynamic banners with full statistics
- Customer / Frontend Functionality

- All orders stored in the database for fast and efficient retrieval
- Customers can view their order history and order statuses
- Customers can maintain their accounts
- Address book for multiple shipping and billing addresses
- Temporary shopping cart for guests and permanent shopping cart for customers
- Fast and friendly quick search and advanced search features
- Product reviews for an interactive shopping experience
- Foreseen checkout procedure
- Secure transactions with SSL
- Number of products in each category can be shown or hidden
- Global and per-category bestseller lists
- Display what other customers have ordered with the current product shown
- Breadcrumb trail for easy site navigation
- Product Functionality
- Dynamic product attributes relationship
- HTML based product descriptions
- Automated display of specials
- Control if out of stock products can still be shown and are available for purchase
- Customers can subscribe to products to receive related emails/newsletters
- Online Gift Certificate Module (extra add on)
- Payment Functionality
- Accept numerous offline payment processing (cheque, money orders, offline credit card processing.)
- Accept numerous online payment processing, including Paypal
- Disable certain payment services based on a zone basis
- Shipping Functionality
- Weight, price, and destination based shipping modules
- Canada Post Real-time quotes available as an add on
- Free shipping based on amount and destination
- Disable certain shipping services based on a zone basis
- Tax Functionality
- Flexible tax implementation on a state and country basis
- Set different tax rates for different products
- Charge tax on shipping on a per shipping service basis