

# Shopping Carts

Shopping Carts provide an E-commerce solution which allows businesses to market their products or services to global markets. E-Commerce is increasingly becoming the preferred method of business for companies to conduct their business, and we can help you to launch your business on the internet successfully.

## Customizing & Setting up your E-Commerce System

There are a variety aspects of Shopping cart customization involved in this process which include:

-) Key Business Information Gathering - We conduct an interview with the client and gather a variety of key points in order for us to build the business system infrastructure layout plan. In addition to this we also try to fill in any specific industry research gaps such as providing a list of the most successful competitors in their industry, or any additional advice or insight from our Research team that may help with any industry competitive edges over competitors.

-) Catalog Design - According to the nature of business we tailor the catalog according to the products and services being sold. This is a fundamental step which helps to bring about the business process into the final solution. The product or service catalog can originate from a variety of sources such as existing company product inventory databases/lists, or in other cases they can even be extracted from other existing competitors who are selling similar products or services.

-) Graphical Design, Logo, & Branding - Our graphical designers create a unique customized look for your business with respect to site color scheme, typography text look, sections placement, and an overall site esthetic.

-) Integration(optional) - For those businesses that have an existing sales process flow, we can help to integrate existing billing systems, CRM systems, and accounting systems that need to be integrated into an e-commerce shopping cart system.

-) Technical Support - We provide a close association support with all of our clients so that all their technical support questions are answered in a quick turnaround time. We also provide phone and text-based training to you and your employees so that you may thoroughly understand how to operate the functions of your system.

## Shopping Cart Components:

## Customers Front-End

- ) New Customer registers and logs in.
- ) Products or services are select, added to shopping cart.
- ) Credit card information is entered, and checkout process is completed.
- ) Confirmation email is sent to customer finalizing the order.

## Administrative - Back-End

- ) Administrator logs in.
- ) New Customers & Orders are accessed
- ) Products & Services Access (New products may be added)
- ) Product pictures can be uploaded, along with texts, and prices.
- ) Special product/services offers, discounts, and gift-cards may be added.
- ) Shipping information and tax information is entered.
- ) Company announcements and news is entered.
- ) Client Management, Add/Modify/Search View Clients
- ) Site Hits and statistics

## Payment and Merchant

- ) Credit Card Processing through selected merchant.
- ) Integration with merchant gateway.
- ) Credit card is processed and order is completed.