



Transforming eRetail Infrastructure

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The recent advances in technology have completely revolutionized the way business is conducted. The Internet has become all pervasive and impact the way any organization acquires customers, service them, handle their query and retain them by delivering value.

In order to assist Small and Medium businesses to tap into the e-commerce potential offered by the Internet, NetEdge has developed eShop, a unique product that enables your organization to establish an e-presence within minutes. You will be able to sell your products and services over the Internet instantly and with ease.

eShop: Complete eCommerce Solution

eShop offers customers a wholesome online shopping experience that they will cherish for a longtime to come. It offers unparalleled features and comes equipped with a host of support systems.

In-built Shopping Cart. eShop has an in-built shopping cart that assists the shoppers in managing their shopping list. It is specially designed to offer ease of use and simple effortless handling while providing a variety of standard shopping cart features. It provides shoppers with the facility to add multiple products, delete products in their baskets at any stage, update the quantity of products bought etc. - all with a click of a mouse.

Inventory Management Module.

Difficult issues regarding inventory will never arise again. eShop's innovative design alerts you with an email as soon as the stock level falls below a given limit, thereby giving you ample time to arrange for more quantity of your products before it completely runs out.

Discount Schemes and Special Offers.

You can offer discount schemes and special offers on your products during various festival and holiday seasons using eShop. You will be able to pick and choose products you want to offer for discount and set their discounted prices. You can also revert back to each product's original pricing, once the special scheme is over or when the stock finishes.

Sales Reports. eShop provides a comprehensive range of sales and MIS reports. It provides customized reports based on your chosen criteria. Specialized reports like total value of sales, number of products sold, inventory levels, user preferences for product etc. can be made at the click of a mouse. All the data is classified and compiled and assists you in deducing customer buying patterns, market trends etc.

Customisable HTML Templates.

eShop has its own templates which are totally customizable. You can add your company's logo, product photographs, change the layout colors, add more graphics etc. into these templates, without any prior knowledge of HTML to suit your website look and feel.



Shipping Charges and Taxation Values. Taxes and shipping charges vary in different state and countries. Shipping module allows you to enter values for taxes and shipping charges prevalent in your part of the world.

Customer Reviews and Ratings. Customers to your shop will be able to post their comments and reviews regarding any product. They may also rate a product based on their perception or experience. This helps the customers to make an informed choice as they can also access other customers views regarding a particular product before they buy it.

Flexible Product Management. eShop lets you manage your products by classifying them. It gives you the choice of categorizing and sub categorizing your products to any desired level. This helps in guiding your customers to the right product in a matter of seconds and saves them a lot of time and effort in looking for the right product.

Order Tracking. Customers can easily check the status of their orders online by using the order tracking system of eShop. Every order placed is assigned a unique order number that is automatically generated, which the customers can use to know if their order has been dispatched or not.

Customer Wish List. Customers will be able to make a Wish List of items they would like to purchase from your store. They will be able to add any number of items to their wish list along with their comments. This wish list will act as their personal preference diary, which they can refer to at any time.

Product Highlights

- Shopping Cart
- Flexible Product Management Wizard
- Inventory Management
- Discount Schemes & Special Offers
- Exhaustive Sales Report
- Customizable HTML Templates
- Customer Reviews & Ratings
- Provision to Add Shipping Charges & Taxation
- Customer Order Tracking
- Customer Wish List



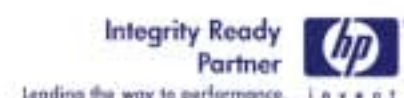
Tracking Customer Product Preferences. eShop enables your customers to create a preference list of items which you might not be selling at your store. By analysing these lists, you will be in a better position to understand your customer's preferences and will be able to promptly respond to any changing customer demands in the marketplace.

Tracking Buy Price Preference. Customers might decide to buy a product if its price goes down below a particular value. eShop allows your customers to create a buy price preference list, wherein they can assign a price at which they will be willing to buy the product. Whenever the price of the product falls below this price, due to discount or special pricing an email will be sent inviting him to make the purchase.

Managing Loyalty Programs. eShop forms the perfect base for an efficient loyalty program. Regular customers will get reward points against the purchases that they make at the shop and later these points can be redeemed in the form of a gift or special discount.

About NetEdge

NetEdge Computing has been offering innovative IT products and services, at accessible price to clients across the globe since 1992. The company practices a unique Partnership for success paradigm, wherein NetEdge's consultants work as close business associates with clients to architect and implement world class solutions to meet the requirements of its customers. The company is headquartered at New Delhi, India with offices in U.K., U.S.A. and Thailand.



Technology

Database
Microsoft SQL Server

Operating System
Window 2000 & 2003 Server

Hardware
HP and IBM Servers