

Full E-Commerce Site Package

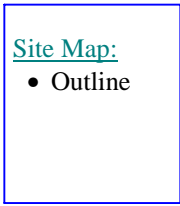
The Full E-Commerce Site is the culmination of the virtual storefront as your business establishes itself as an innovator and a leader in the retail technology of the future. The quality products, service, and attention to detail of your E-commerce Starter Site has nurtured a reliable client base, and added an important final ingredient to your web presence, customer trust. Trust in a business to deliver quality products in a reliable fashion breeds loyalty, which will now be used as prevention against viewers shopping a different site and as an important factor in the continued increase of the client base. Items, such as convenience buys, that would not have initially supported an e-commerce site, now become excellent additions to make yours a well-rounded, complete site. It is at this stage that the full benefits of the ICOSA Inc. modular philosophy are realized. The foundation of the E-Commerce Starter Site now supports the framework of the Full E-Commerce Site. Top of the line components and high quality structure, allow for a seamless integration of additional product pages into your Starter Site, while provisions have been made to segregate your Full E-Commerce Site from the shared shopping cart and secure transaction resources of the Starter Site. The installation of your own secure server and digital certificate allows for increase service by allocating these high demand resources strictly to your site. This also enables advanced database features for improved customer services and more client control.

The Full E-Commerce Site begins with twelve pages. The "Home Page" that was constructed in the E-Commerce Starter or Informational Site under goes some what of a face lift and serves as the welcome page for your new or revised internet catalog. Links from this page are separated into two groups of pages. The first set of links go to the basic informational pages. These pages consist of an "About Us" page, which is useful for giving the viewer some history of the business or insight in to company philosophies, a "Site Map", which gives an overall picture of the site in an outline format that allows for easy direct access to all areas of the catalog, a "Links" page, that is extremely useful in building traffic on your site and offering your customers easy access to support from manufactures and other related web sites, and a "News/Specials" page, that is an excellent means of building and maintaining high traffic volume on your site. The second group consists of the catalog itself. The best means of presenting a catalog is through what are called "Frames." Frames divide the viewer's monitor into two separate pages that are viewed simultaneously. This allows a "navigation bar" to be present at all times for easy movement through the catalog. The links from this navigation bar are then presented in the space next to it. The "Catalog Home Page" is the first to be displayed. This page is used to give any special directions for the use of the catalog and to cover store policies such as shipping, returns, etc. The five remaining pages are expandable into an infinite number to contain all of your products. The page layout must be carefully considered to optimize the number of products per page, load time, and photo size and quality. At the heart of the catalog section is a secure ordering system or "Shopping Cart." The shopping cart allows the user to be able to add items by a simple mouse click, and then "checkout" with automatic computations made for choices in payment, shipping, and taxes. All of this information is then held until you can retrieve it by accessing the secure section of the shopping cart administration program with your client password.

The "Home Page" welcomes your new customer in a stylish, concise, easy to read manner and presents a sampling of what is contained in the site, while also serving as a table of contents. There is a "button" to send e-mail to the store and "links" to allow the viewer to navigate to the "About Us", "Site Map", "Links", "News/Specials", and "Catalog Frame Set" pages.



The "About Us" page is an area that allows you to give the viewer as much of a company history as you would like and to give some policies or mission statement.



The "Site Map" is basically an outline of your web site. It allows the viewer to get an overall perspective of the site and the ability to jump directly to a specific page with out having to go through all of the other pages.



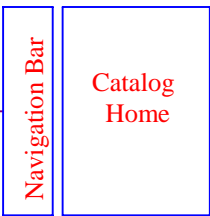
The "Links" page is used to connect your site with any other that you feel compliments your business. This is also an excellent means of building traffic on you site.



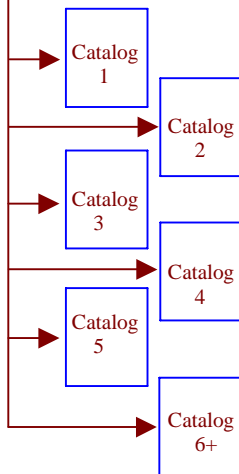
The "News/Specials" page gives your e-commerce site the dynamics to draw customers back with easy to change information and specials. This page is extremely useful to achieve and maintain high traffic on your site



The "Catalog Home Page" is the introduction to the catalog. Here, company policies on shipping and returns can be stated and any other directions or tips you have.



The "Catalog Navigation Bar" is used to get your viewers around the catalog. Since it is always in view your customers can move from category to category quickly and easily. Also, it accelerates the loading of your catalog pages because it only has to load once.



The Full E-Commerce Site begins with 5 product pages and may be expanded to as many pages as your business will support. The ideal number of products per page is approximately 5, but is mostly dependent upon the supporting information and photos that accompany each product. When determining the page layout it is important to keep in mind the trade off between load time and photo quality/size. Contained in each page is a link to the shopping cart system for each product on the page.