

E-Commerce Starter Site Package

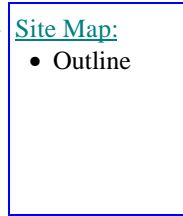
Whether you are stepping up from an Informational Site or starting at this level, the E-Commerce Starter Site is right for every business, even if you only have one item in your product inventory. This package is designed to get your business into e-commerce in the most professional and cost effective manner in the industry. The premise is to increase your “web presence” by building off of your Informational Site and decreasing your risk by the use of a limited product line that will define your business’s niche in the internet market. Trying to throw everything in your inventory on the net at one time in an extensive electronic catalog can open your business to unnecessary risk that can be both costly and disappointing. For the small to medium business, competition can be fierce with the large number of high volume discount stores in the various markets. Luckily, the internet is a market where careful research and caution can pay big dividends when used wisely. By limiting the initial product line to your specialties, a great deal of your attention can be directed towards advertising, promotion, and high quality customer service. The experience of your initial customers will set the tone for your new e-commerce web presence. As in any situation, it is always easier to maintain, than change public opinion. This will be the edge that your company will need and use to establish itself as a serious player in E-Commerce Arena.

The E-Commerce Starter Site consists of eleven pages. The “Home Page” that was constructed in the Informational Site under goes some what of a face lift as it becomes the welcome page for your new 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, and 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. 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 contain the actual products. These pages may contain up to five products each. With this type of design, adequate photos of each product may be used for description purposes with out compromising down load times. 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 E-Commerce Starter Site uses the ICOSA Inc. Secure Server and Digital Certificate for secure transactions, which is what enables us to offer this package at such a greatly reduced price.

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", and "Catalog Frame Set" pages.



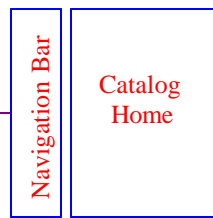
The "About Us" page is an area that allows you to give the viewer as much of a company history as you would like and to give some policies or mission statement.



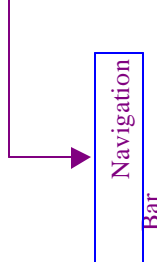
The "Site Map" is basically an outline of your web site. It allows the viewer to get an overall perspective of the site and the ability to jump directly to a specific page with out having to go through all of the other pages.



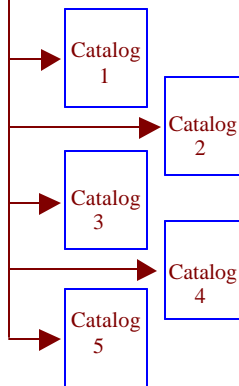
The "Links" page is used to connect your site with any other that you feel compliments your business. This is also an excellent means of building traffic on you site.



The "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



The Large E-Commerce Starter Site may contain up to 25 products. This breaks down to 5 pages of 5 products each. By limiting the number of products per page, load times can be significantly reduced while allowing larger, more easily seen photos to be used. Contained in each page is a link to the shopping cart system for each product on the page.