

TheStudio.com | eStore Features and Functionality

Sign up for a free trial through my site @

<http://www.theistudio.com/muse/2007/11/14/instant-estore/>

STORE SETUP

- Bulk upload products
- Import existing database
- Batch upload product images
- Programming & designing skills not required
- Add on unlimited products
- Select your target market

SHOPPING CART

- Shipping calculator
- Different layouts for cart & checkout pages
- Address book function for easy checkout
- Seamless check-out process
- Built in shipping and tax calculation
- Multiple shipping and payment options
- On screen shopping list

STORE DESIGN & LAYOUT

- Attractive fully customizable template designs
- Unlimited main/sub-categories
- Create up to 4 levels of sub-categories
- Variety of page layouts
- Easy text customization
- Convert your store to other languages
- Add on additional pages
- Upload additional files and images
- Thumbnail, large and blow-up image views
- Built-in WYSIWYG HTML editor

SALES & MARKETING

- Affiliate program module
- Easy newsletter broadcasting system
- Customizable auto generated e-mails
- Run targeted e-mail campaign
- Set quantity discounts
- Issue individual gift certificates or in batches
- Issue discount coupons
- Website survey
- Advertisement tracking module
- Preferential pricing for loyal customers

STORE ADMINISTRATION

- Different access level for multiple store Admin
- Browser-based control panel
- User-friendly graphical interface
- Tour & HELP button to assist you
- All-in-one order viewing mode
- Automated packing slip printing
- Order update
- Automated confirmation e-mails
- Route administrator e-mails to different individuals

MERCHANDIZING

- Cross-sell products
- Bulk pricing module for multiple-unit purchases
- Wholesale selling feature
- Mass wholesale price update
- Currency converter
- One click Featured, On Sale & Front Page products
- Inventory control module
- Unlimited product options (with optional surcharges)

- Easy download of products
- Supplier/Dropshipper module
- Password restriction for suppliers/dropshippers
- Automatic price recalculation for product options
- Product personalization
- Show audio/video presentation
- Products can appear in multiple categories
- Temporarily de-activate products
- Sell downloadable products
- Password protected pages for personal content

PAYMENT OPTIONS

- Accept real-time credit cards
Click to view supported payment gateways
- Accept PayPal payments
- Offline credit card processing
- Accept payment in any currency
- Accept checks, P.O and C.O.D.
- For other payment options not listed, pls contact us

SHIPPING & TAX CALCULATION

- Set up to unlimited shipping methods
- Automatic UPS ship rates calculation
- Automatic USPS ship rates calculation
- Supports international shipping
- Ship by price, quantity or weight
- Set minimum/maximum shipping charges
- Offer free shipping
- Tax calculation (country, state or county)
- Tax exemption for specific customers

SALES ANALYSIS

- Sales report
- Best selling products report
- View your store's top visitor's day of the week
- Traffic reports
- Top payment method used
- View cart abandonment percentage
- Sales by customer report

CUSTOMER RELATIONSHIP MANAGEMENT

- All customers orders stored in database
- Order tracking ability
- Your customers can view their order history
- Repeat customer recognition, ie returned customers will be greeted
- Returned customers do not need to key in their information upon checkout
- Search your customers by demographics
- Password entry for wholesale customers

SECURITY

- Full HTTPS/SSL support included
- Password protected administrative access

RELIABLE E-COMMERCE HOSTING

- Very Fast hosting
 - Multiple OC12 connections
 - 24x7 monitoring
 - Daily back-ups
 - 99.9% uptime guarantee
 - Hosting & Network infrastructure
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