

## Why E-Commerce?

An online store will allow you to sell to people all over the world, potentially increasing your sales.

## Tap into the largest Market in the World



### E-Commerce

Octavo Ecommerce is sophisticated online shopping software that gives you great flexibility over how you run your online shop.

The system is very easy to administrate and very friendly for your customers to use, with easy to remember URLs and extensive search engine features as standard. The whole site is built in accessible code that complies with all recognised coding standards.

The functions and management tools within Octavo E-commerce are all designed to allow you and your organisation to run your shop smoothly and efficiently

### Managed from a beach

The browser based system means that you can manage your site via any Internet browser linked to the Internet; this means that no software needs to be installed on your computer. With a wireless card your laptop is all you need.

### Easy to Use

Octavo Ecommerce is very easy to use and no programming experience is required in order to run your store. The web based installation wizard will get you up and running in minutes.

The system comes with a comprehensive help guide, and a familiarisation course to get users familiar with the system and off on the right foot.

### Shop Design

Octavo is built using the latest technology and fully supports all new accessibility coding standards. The shop is built with CSS templates that make it easy to customise and tailor to your design, and you can manage some aspect of the store layout from the admin panel.

### Navigation

Your store will have intuitive navigation of categories that use breadcrumb navigation for easy browsing through the site. Category and product menus are generated automatically. You have the option to have an integrated search facility, cart content summary visible on every page as well as links to bestsellers special offers, new products and featured products.

### Store Management

Your password protected administrative access, gives you flexible management of your store; allowing you to edit all areas of your store. All changes are displayed on your store in real time.

### E-Commerce Features

- **Run your online shop with ease**
- **Unlimited number of products**
- **Full shopping cart and checkout process**
- **Manage your orders**
- **Customer accounts with order history**
- **Bestsellers lists**
- **Search engine friendly URL's**

The system is built with:

PHP (scripting language)  
MySQL (database)  
XHTML  
XML

# eMeansBusiness

GROUP

e-Business solutions

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## E-Commece Features

### 1. Setup and Support

- No programming knowledge required
- Web-based installation wizard
- Complete store builder package
- Easy-to-use web interface

### 2. Design & Layout

- Fully templated storefront that is easy to customise
- 100% CSS design
- Support for thumbnails
- Category descriptions and thumbnails images
- HTML emails
- Full support for images
- User-replaceable navigation buttons
- Open access to page templates for more advanced design work
- Manage the store layout from the admin panel

### 3. Friendly Store Navigation

- Intuitive navigation of categories
- Breadcrumb navigation for easy browsing through the site
- Integrated search facility and advanced search to find products
- Search on keyword, manufacturer, category and price
- Links to special offers, new products and featured products
- Cart content summary visible on every page
- Optional bestsellers, featured products and special offers summary displayed
- Editable shopping cart can be saved for later completion
- Automatic email confirmation of order

### 4. Powerful Marketing Options

- Generates search engine friendly web sites
- Customise email templates
- Set global or product specific special offers
- Set % or £ reductions for special offers
- Multiple images per product to market the product
- Customise the store home page with special offers, featured products, bestsellers and new products

### 5. Flexible Store Administration

- Password-protected administrative access
- All changes are displayed on your store in real time
- Browser based interface means you can manage your store from any computer linked to the Internet
- Add, edit and delete products easily
- Search products for easy administration
- Unlimited number of categories and subcategories – that can be ordered
- Set custom shipping methods and zones
- Order management: search orders, view orders and edit some order information
- Bulk update of orders status
- Create shipping labels and dispatch notes
- Add, edit and delete manufacturers
- Create featured products list
- Manage payment methods and types
- Reports: orders reports, order value report, product and category report, stock low report
- Customise the display and layout of your store

### 6. Registered Customer Accounts

- Registered customers can access history of their orders
- "Send to friend" section
- Ability to save the customer's cart
- Auto fill of fields during checkout i.e. customers do not have to enter their data again
- Edit customer billing and shipping information
- Registered customers can edit their profile

### 7. Flexible Product Catalogue

- Unlimited number of products
- Set product status
- Set manufacturer
- Set VAT rates, weight, stock, shipping cost, and RRP for each product

- Up to 3 product variations, such as size and colour, and product components
- Featured Products box
- Automated display of bestsellers
- Up to 4 product images

### 8. Stock Management

- Full inventory control
- "Out of Stock" Messages
- Limit minimal order amount
- Stock low reports
- Monitors stock levels during order processing, and updates in real time

### 9. Shipping and Tax

- Set the VAT per product
- Choose whether to display products inclusive or exclusive of VAT
- Choose whether to show the VAT split e.g. £117.50 (£100.00 ex vat)
- Tax and shipping costs are calculated automatically
- Customise the shipping zone countries
- Unlimited number of custom-defined delivery classes
- Flat rate, weight, order total and per-item based shipping
- Different weight limits for different delivery methods
- Mark your products as "free shipping" products
- Handle international, European and domestic shipping
- Taxes & shipping fees depending on client's location

### 10. Payment Gateways and Methods

- Accept payments via credit card, cheque or account
- Real-time credit card processing: e.g. WorldPay or Protx
- If your payment gateway is not included in the predefined list it can be included for a small fee

### 11. Search Engine Friendly

- Pages can be indexed by all major search engines
- Define custom META tags and page titles
- Search engine friendly URLs