

# ONE-STOP SHOP™

## Your one stop shop for marketing & e-commerce solutions



A Program of The Norris Group

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Selling your products on the Internet has never been so **simple, easy, cost effective** and **safe...**

- Unlimited categories
- Unlimited products
- Unlimited sales
- FREE e-commerce site
- FREE secure shopping cart
- \$100/mo. maintenance fee which includes:
  - FREE hosting,
  - FREE domain renewal
  - FREE training

## E-commerce solution-phase 1 FREE E-COMMERCE SHOP

The Norris Group is pleased to offer an e-commerce shop FREE to those hosting with The Norris Group. It is an e-commerce solution specifically for catalogers, retailers, direct marketers, and manufacturers selling their products and services on the Internet.

Term definition: User, is you, the implementer of our free product. Customer or client is your customer or client.

### Summary

Our e-commerce shop was developed with the latest technology available. It has by far the most powerful collection of tools ever created for the web. Utilizing MySQL databases, PHP and Web 2.0 technology it allows you to be interactive as well as having easy user maintenance. No programming skills required by user.

Selling your products on the Internet has never been so **simple, easy, cost effective** and **safe...**

Unlimited categories, unlimited products, and unlimited sales. No hidden costs.

Total Cost Per Month \$100

One-Time Setup Fee - FREE

Customizable Shopping Cart      Included

Real Time Credit Card Processing -  
Included with restrictions

Web Site Hosting                      Included

Custom Shipping Options            Included

Sales Tax Options                      Included

Auto Email Sales Reports	Included
E-mail Accounts	Unlimited
Security Certificate Usage	Included
Daily Tape Backups	Included
UPS Power Backup	Included

### E-commerce Shop Features:

- Complete web-based Management System
- User definable Categories/Departments
- User definable Products
- Upload one photo per product - automatically sized and optimized for viewing
- User definable Sale Tax
- Ship to US mainland
- Sales Reporting
- Multiple Payments Types (based on your merchant card account)
- Secure (SSL) shopping cart

### Management System

- All product management via a secure data entry section
- User definable secure access for reporting and product management

## Product Categories or Departments

- User definable product categories/departments
- Ability to change Category/Department names and associations

## Product Management

- User definable shipping rate per product

## Sales Taxes

- User definable sales taxes

## Shipping

- User definable shipping rates
- Shipping rules for product types
- User definable shipping methods
- E-mails automatically generated to appropriate person (user defined)

## Customer Confirmation

- Order confirmation email automatically sent to customer

## Payment Options

- Credit Cards (based on your merchant account acceptance)

## Customizable Shopping Cart

- User definable quantity
- User definable shipping options ( i.e. UPS, Next Day Air, or pick up)
- Real-time credit card processing to your merchant account

**E-commerce shopping** security is based upon a state-of-the-art 128 bit digital certificate and SSL encryption. No credit card information is kept for user and user client's security. This means the credit card informa-

tion is never exposed to the web.

## E-commerce shopping – Stability & Backbone Specs

We host your e-commerce store operating in a state of the art Internet environment employing the latest hardware and software technologies. Our Internet servers run Linux Kernel 2.4.xx, an open source operating system. Apache 1.3.xx is our WEB server software, Bind is our name server software and qmail and sendmail are our email software.

Our hardware consists of Cisco Routers and Dell Poweredge servers, IBM servers, and NexCom blade servers. Our connectivity is based on DS3 circuit lines connected to our uplink provider's on-site fiber optic lines with an overall immense GIG capacity. We provide a comprehensive backup solution including daily automatic tape backup, along with standard security, including firewall, UPS, back up environmental controls, and a secure physical premise.

The Power is "Always On" capability is crucial to any web hosting center. Our network operations center is equipped with redundant power supplies to ensure always-on operation through two separate power sub-grids, an uninterruptible power supply and two back-up diesel generators.

If our power isn't enough, we have the ability to increase the power service, as well as, additional back-up generators.

**Monthly maintenance** \$ 100 / mo. (required)

## Also includes:

- SSL (secure checkout and credit card handling with your merchant account - if available)

- Free domain renewals
- Free hosting
- 2 hours training (additional training at \$100 / hr. available)



## E-commerce solution-phase 2 ADVANCED SHOP

### Customer Management

- Edit and monitor customer information files
- Customer feed-back and product rating capability

### Expanded Vendor Capabilities

- Drop ship interface
- Use multiple vendors automatically (user defined)

### Customer Convenience

- Multiple ship-to addresses
- Gift messages and special shipping instructions

### Product Up-selling and Associations

- Ability to recommend other products to purchase based upon products chosen for cross selling
- Impulse, discount, relevant buying at checkout

### Expanded Reporting

- Sales Reports by date range
- Product reports
- Product category/department reports

### Expanded Shipping Capabilities

- Real time shipping rates from UPS

Add this module for \$2000.

## E-commerce solution-phase 3 MARKETING TOOLS

### Email Collection

- Collect e-mails for email campaigns, build on your current success

### Customer Product Review Management System

- Customer feedback & scoring system
- Shop owner review and approval capability

### Discount System

- User definable discounts
- Discount tracking

### Google interface

- Track users and buyers of the site by visitor location, number of page views and page views per visit, time of day, length of visit, number of new visitors, bounce rate, browsers used and much more

- We will build and monitor a budgeted amount of pay-per-click advertising (monthly pay-per-click advertising is in addition to this module price)

## Search Engine Optimization

- Increase your visibility with an optimized page
- Increase traffic by researched key words

Add this module for \$2000

## E-commerce solution-phase 4 ADVANCE SHOP MANAGEMENT

## Inventory Control

- Inventory control on a per products basis
- Inventory reports and low inventory warning via e-mail
- QuickBooks integration and inventory control with online store
- Ship from inventory only capability
- Inventory control on a per products basis automatically updated
- Ability to inform customer of shipping date and tracking number

Add this module for \$3000

## Additional Services

### Customize your shop

- Option of color on store page title bars (red, green, blue) Included
- Custom color/images available @ \$100/hr
- Customized header/banner available @ \$100/hr
- Custom front page \$500 with 1 edit (text and pictures must be provided) additional changes at \$100/hr
- Custom photographs \$200/hr.
- Flash \$50 each if text and photos are provided with one edit
- Custom colors or images as part of store \$100/hr

### Print Marketing and Promotion

- Get your customers online through a direct mail campaign \$100/hr plus print and postage costs
- Develop a marketing campaign for reaching new and current customers \$100/hr

### Starter Print Marketing Campaign for the Web

- Business card discount campaign - get your out-of-state customers to continue to purchase when they have gone home
- Follow up with buying customers via printed cards and catalogs
- Find new customers through direct mail campaigns.

Quote available based on specifics of campaign

## ABOUT THE STAFF

**Vickie Norris** is an artist/entrepreneur who owns and operates **The Norris Group** in Sonoma County, CA, and serves on the boards of the Healdsburg, Windsor and Geyserville Chambers of Commerce. She is also past President of the Windsor Chamber of Commerce and Visitors Center. The Norris Group, is an Honor Roll member of the Better Business Bureau since 2004. (www.TheNorrisGroup.biz) It has been serving Sonoma County and beyond with marketing, graphic and web development solutions since 2000.

Norris has been creating marketing and graphic solutions for her clients since 1993. Her love of art and design lead her a number of years ago to developing web sites for her marketing clients. Now The Norris Group is pleased to be able to offer MySQL data based web sites with secure e-commerce shopping carts, Web 2.0 solutions in blogs and on-line communities.

Additionally we offer high quality photography through our partner **Rick Tang Photography**. Rick Tang has been professionally photographing products, sites, events and people for 30 years. Well known in the area for his exactness and artistic eye.

**Mark Elo** is an extremely experienced web technologist was hired to provide leadership in developing the e-commerce systems. He has an MBA and nineteen years of experience with a globally branded high tech company bringing new products to the global marketplace. He has extensive experience in product development, as a program/project manager and marketing as a departmental manager. He has been responsible for designing and taking many new products to the global market place. He has assisted Vickie Norris, with designing the web system for their own site MyFineWineLife.com a wine accessory site established in 2006.

The dynamic team of The Norris Group can take your business to the next level in an pleasant and affordable manner.