



Shop²:

Efficiently turn visitors into customers

Provide an enjoyable retail experience

Increase sales opportunities

Re-assure customers and increase sales



According to UK online for business, online sales have almost doubled in the last 12 months, with over £1 billion a year being spent over the internet in the UK. Small businesses without an adequate virtual payments system could be losing out on a slice of this fast-growing market. Exactly how the internet can benefit your business depends on a number of factors, such as the nature of the goods or services you offer, the make up of your customer base, the size of your business and your existing distribution channels.

www.luminointernet.co.uk/shop2

An online shopping experience should be little different to that of a traditional one. If a solution is designed around how a customer likes to shop, treating them like a real person, then the goal of transferring the idea of "retail therapy" to the web, becomes very real indeed.

Customers should be made to feel welcome and safe in your shop, without fear of using their credit card or divulging personal information. The route from shop entrance to purchase should be as short and simple as possible with products packed with supporting and reassuring information, that lots of other people are buying them too.

A Shop² e-commerce solution provides an entire solution whatever your e-commerce requirements. It is packed with features to let you manage your products and your customers, working with them to create more sales opportunities to improve your bottom line.

Shop² provides an intuitive, secure and well designed shopping cart solution that your customers will find easy to use, ensuring they complete the sales process and return again and again to your shop. Your shop is then wrapped up within the unique Shop² environment to offer you and your customers extra comfort and security – a bit like having your own on-site security guard.

Shop²'s design philosophy is to provide an online shopping experience that not only replicates the positives of traditional shopping, but enhances it with technology. Not only welcoming customers, but remembering their choices, whether they bought or not. The whole solution is packed with features that create sales opportunities at every chance, to keep them coming back time and again and improving your bottom line through customers that say 'Buy' and not 'Bye'. Let's begin to sell more.

Turnover to learn more about the features of Shop2 and how you can grab your slice of internet business.

E-enabling your business with Shop²'s e-commerce module will result in an efficiently managed on-line shop, which helps achieve greater levels of customer satisfaction, cost control and keep your sales and fulfilment operations running smoothly. You will be able to generate return on your investment by providing customer focus, thus giving your customers what they want. It will then be possible to exploit this opportunity to increase productivity and customer service with fewer errors and lower costs. Customer expectations will be exceeded and you will have the capability to respond to changes in your rapidly moving industry, your facilities and your priorities.

Shop²'s additional personalisation features will take your shop to the next level, gaining immediate transaction profitability, customer satisfaction and loyalty.

The ability to manage your own products means that you can transform your ideas quickly into an offering and reduce your time to market. As Shop² is web based you

are not committing to a legacy system, therefore a high degree of future proofing can be assured. Such a system allows you to get on with managing the business, safe in the knowledge that customers can help themselves and similarly, they have peace of mind that they can have access to your team. The potential of exploiting this new found customer confidence will strengthen your relationships and provide you with a more healthy, vibrant and stable trading platform that will ensure a stronger business and an excellent return on investment and a healthier bottom line.

Shop² provides a self-service facility for your customers, allowing you to get on with running and growing your business. By being easy to use and free from the restrictions of geographic location, productivity will improve, aided by a reduction in the number of traditional, routine telephone queries.

Shop² gives you complete control over your inventory and a clear picture of what is going on in your business. It can create high levels of efficiency with virtually paper

less item tracking, timely order fulfilment, accurate validation of all activities and extremely accurate inventory control.

Shop²'s administration module provides you and your team with control, immediacy and accuracy of your information, so that you no longer have to depend on 3rd party intervention and concerns over timeliness and cost implications. Your site remains vibrant, alive and dynamic and able to speed up your company's transaction cycle.

To make the move to better electronic trading, talk to us today, and discover more...

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How Shop² benefits you and your business

Shop² provides a clean and simple environment, with plenty of supporting, re-assuring information, **designed to make the customers entire shopping experience as pleasant as possible**, ensuring that repeat profitable business is order of the day. Not only are you 'trading online' but the entire management of the experience is handles online - from wherever you are in the world.

Customer Care	Customers have the ability to search and browse their personal order history while you as the site administrator can track their activity, set membership levels, send newsletters, provide wish lists, offer special pricing and discounts as well as a range of customisable features designed to offer the ultimate in online customer care.
Empower Customers	Shop ² looks to build on the positives of real world shopping experiences and translate them onto the internet. Shop ² is a fully functional shop cart solution that will put you in control of your online business and allow you to exploit all sales opportunities. Customers are empowered and will return time and again to your shop. Shop ² is designed to take your customer from A to B in as few clicks as possible; with bestseller lists, recommended products, gift vouchers, etc. Drop off rates will be minimised and the return on your bottom line maximised.
Quick to market	Shop ² is built quickly and easily and ready to deploy, helping ensure you miss as few potential trading days as possible.
Ultimate control	You can offer quantity discounts, retail and wholesale prices and limit minimum order amounts. Another key feature is the ability to offer discount coupons and gift vouchers.
Powerful features	You can mark your products as "free shipping" products, handle international and domestic shipping as well as allow your customers to choose delivery methods.
Increase sales opportunities	The ability to set members only categories, create featured products, automated best seller lists as well as increase sales opportunities through pushing up and cross sell products really gives you a complete tool kit.
Sales Analysis & Tracking	Real time management statistics are available which serve to put you in complete control, allowing you to respond immediately to trends and problems. At any point see how many people have come to your shop, what they are buying, but perhaps more importantly, what they are not buying, at what part of the sales process do they leave the shop. By having these details at your fingertips, you can try new ideas and monitor their affect on your bottom line.
ROI	Return on investment, and cost benefit analysis remain the order of the day. Shop ² will leverage significant marketplace trading advantages for your company. As well as helping to ensure that you hold both a commercial and technical advantage.

The information contained in this document represents the current views of Lumino Internet on the issues discussed as of the date of publication. Because of the need to respond to changing market conditions, it should not be interpreted to be a commitment on the part of Lumino Internet and it cannot be guaranteed that any of the information presented after the date of publication can be accurate.

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