



eCommerce Options

Quality eCommerce can be as simple or as complex as your needs predict. For ease of providing information, three common options for eCommerce are provided below. Hybrid and custom solutions to better suite your needs may be available.

eCommerce Options at a Glance

LEVEL 0	LEVEL 1	LEVEL 2
Small Product Range	Small Product Range	Large Product Range
Simple Products	Speciality Products	Generic Products
Home Business	Small / Home Business	Wholesaler or Distributor



eCommerce LEVEL 0

This solution is better suited if -

- Your product range is small and basic
- You want a low-risk solution to experiment with eCommerce

Facility	Available Options
Facility Type	Shared Hosting
Product Presentation on Web Site	Basic Line Display
Selectable Product Options (Eg Size, Color)	No
Product Images	Single icon per product
Updating Products	Performed by myself
Customer Payment Facilities	<ul style="list-style-type: none">• Credit Card Online• Credit Card Over-The-Phone• Money Order• Cheque• Direct Deposit• On-Account (non-login)
New Order Notification	Customer: eMail Merchant: eMail
Smart Web Site Product Search	Not Available
Bulk Order Feature	Not Available
Relative Price	\$ Lowest



eCommerce LEVEL 1

This solution is better suited if -

- You have a limited, well-defined product range
- Your product range does not change greatly over time
- You want to educate potential customers about what they are buying
- Customers think carefully before purchasing your type of product
- Your products are unique or specialty products

Facility	Available Options
Facility Type	Dedicated Hosting
Product Presentation on Web Site	Custom display per product
Selectable Product Options (Eg Size, Color)	Yes
Product Images	Yes / Multiple image possibilities
Updating Products	Performed by myself
Customer Payment Facilities	<ul style="list-style-type: none">• Credit Card Online*• Credit Card Over-The-Phone• Money Order• Cheque• Direct Deposit• On-Account (non-login)
New Order Notification	Customer: eMail Merchant: eMail
Smart Web Site Product Search	Not Available
Bulk Order Feature	Not Available
Relative Price	\$ Medium

* An SSL Certificate is required for the Credit-Card Online payment option. An SSL Certificate helps ensure sensitive information like credit-card numbers are protected during transport over the Internet.



eCommerce LEVEL 2

This solution is better suited if -

- You have a vast product range (100's - 1000's of products)
- Your products and prices change frequently
- Customers are likely to be knowledgeable about what they are buying
- You are a wholesaler or distributor with account clients
- Your products are generic and widely available

Facility	Available Options
Facility Type	Dedicated Hosting
Product Presentation on Web Site	Templated display Custom display for specified products only
Selectable Product Options (Eg Size, Color)	Yes
Product Images	Icon and detailed image (self-updatable) / Multiple images for specified products only
Updating Products	Products are self-maintainable in a spreadsheet using Microsoft Excel or OpenOffice.org
Customer Payment Facilities	<ul style="list-style-type: none">• Credit Card Online*• Credit Card Over-The-Phone• Money Order• Cheque• Direct Deposit• On-Account (non-login or login)• Other options as required (BPay, PayPal, Google, or custom 3rd party)
New Order Notification	Customer: eMail Merchant: eMail / custom notification possibilities.
Smart Web Site Product Search	Available
Bulk Order Feature	Available
Relative Price	\$ Highest

* An SSL Certificate is required for the Credit-Card Online payment option. An SSL Certificate helps ensure sensitive information (like credit card numbers) are protected during transport over the Internet.