

Background

Do you remember what it took to get your business off the ground?

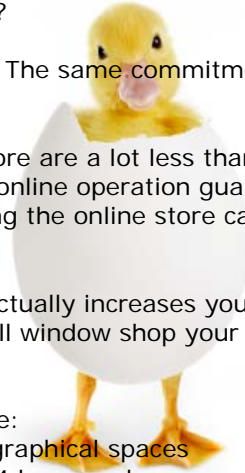
Building a successful business takes money, risk, time and energy. The same commitment is required in building a successful online store.

The required investment and ongoing costs of running an online store are a lot less than the costs of running your bricks and mortar or supplier operation. The online operation guarantees low to no rent, staff, heat and hydro, and vacation days – marketing the online store can be integrated into your current advertising strategy.

In fact, we have found in many cases that having an online store actually increases your brick and mortar or supply outlet traffic and sales as many customers will window shop your online store but visit your business location to make the purchase.

There are so many benefits to opening the door to your online store:

- ❖ build revenue by attracting new customers from other geographical spaces
- ❖ facilitate an easy buying experience with your customers 24 hours a day
- ❖ enable shopping convenience for your customers from their home or office
- ❖ engage customers in new ways to shop based on their preferences
- ❖ support time constraint issues facing today's consumers



Approach

Our approach is simple collaboration.

We have the experience, tools, and know-how to run a successful online store - You know your business. In a sense we become your online sales force for your organization. We work with you to build, launch, grow and prosper your store. The more prosperous your store the better we both do.

We follow a 12 month success lifecycle to get your store online from start to prosper.

Phase 1 - Build the Store

Building the store is the most laborious phase of the success lifecycle. In this phase many activities are undertaken to get the store up and running.

Time Period	Activities
0 – 4 Weeks	<p>iB4e technologies installs online store software onto the web to power your online store. We take care of all of the Internet requirements including registering your domain, negotiating with our vendors, all of our solutions run from designated servers to insure maximum uptime.</p> <p>An iB4e technologies commerce consultant visits your organization, onsite for 2 days to organize all the details required for the store launch.</p> <p>We work with your organization to define and enter the 10- 20 products into your online store that are going to be available for launch, work with you to define your shipping policy, establish your payment partner account, develop your return policy and create the online content required to launch the store.</p> <p>We will train your organization on how to process orders that come via the store.</p>

Phase 2 - Launch the Store

Once the store is built it is time to launch. The first quarter for your online store is a key period of time. The main outcome for this phase is to build traffic to your store through marketing and enriching the products and services that are for sale in your store.

Time Period	Activities
1 – 3 Months	An iB4e technologies commerce consultant works 10 hours per month in the first quarter, implementing and supporting online marketing campaigns, optimizing search engine lookups, adding products and service categories to the store, working with you to integrate your current marketing strategy to build traffic to your online store.

Phase 3 - Grow the Store

The success of your online store involves continuous attention to marketing and building traffic which in turn builds sales. Each month we build, monitor and grow the online operation.

Time Period	Activities
Month 4 + (ongoing)	An iB4e technologies commerce consultant works 5 hours per month ongoing, implementing and supporting online marketing campaigns, optimizing search engine lookups, adding products and service categories to the store, working with you to integrate your current marketing strategy to build traffic to your online store.

Contact us today > info@ib4etech.com for all the pricing details.

