

shop4support Business



The cost-effective route to your own online store

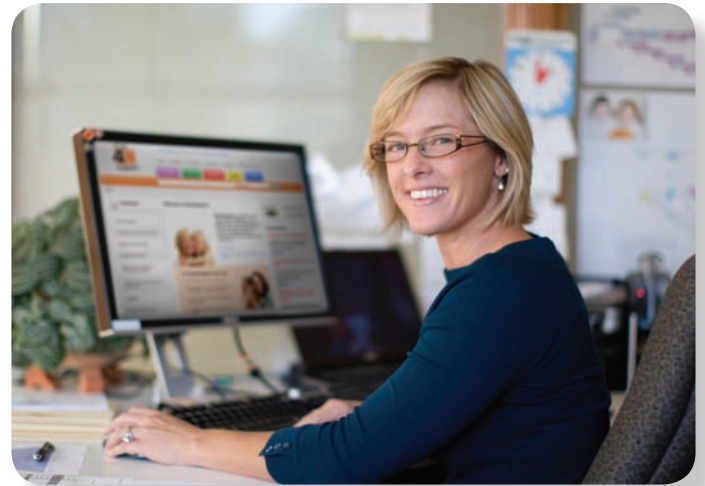
*If you're not sure how to gain access to your customers, or want to increase your sales, shop4support **business** gives social care service providers and product suppliers online access to a vast social care market.*

Read on and find out more about this quick and cost-effective way of developing an additional sales channel – it's just like having your own e-Commerce website, at a significantly reduced price!

Setting up for success

shop4support.com enables you to have your own e-commerce website without having to invest in expensive hardware or software. Whilst stores are tailor made, meaning that the specification will vary according to your chosen package, features include:

- Your own home page and additional customised pages to boost your brand and help you connect with your customers
- A customised web address – your own URL to drive customers directly to your store
- Integration with your own website, financial or case management system should you have them
- At initial set up, shop4support.com's Catalogue Management software system is used to create your own online store and catalogues in which to market your products and services
- shop4support.com co-branding – use of the shop4support.com branding within your own marketing literature
- A full support infrastructure, with a dedicated Account Manager and Telephone Helpline Priority Service.



Your own tailor made e-Commerce store

A number of features allow for the creation of a bespoke store and product catalogues tailor made to your needs:

- Key words can be categorised and defined by yourself, in order to assist customers searching for products
- Your own terms and conditions can be uploaded for each catalogue
- Should your business have a number of branches in different geographical locations, this can be mirrored online with different store branches created from your master catalogue of products and services. The facility to personalise catalogues and product pricing according to different store branches is also available
- Pricing can be tailor made according to individual customers, allowing for the communication of agreed negotiated prices
- Your accepted payment options can be defined and entered into your own marketplace account, to be communicated to your customers
- With shop4support **business** comes automated ordering, receipting and invoicing, resulting in a significant reduction in administration effort and costs.

Reduced debts, improved cash flow

The shop4support **business** electronic processes extend to automated debtor management, including the automatic generation of reminders as well as timely prompts and a logging system for the chasing of debts. Many years' experience in other sectors has shown us that the average debtor collection period can often be reduced from over 60 days to an average of 30 days, improving cash flow by at least 50 percent.

Reduced administration, reduced costs

As an administrative tool, shop4support **business** implements all back office administration, enabling you to track orders and payments, providing you with paperless invoice billing and significantly reducing your invoice queries by automatically matching quantities and prices on purchase orders, delivery notes and invoices. This in turn reduces your administrative costs. Where employees deliver services, costs are further reduced by the service's ability to schedule work and support payroll functions by automatically processing timesheets and managing holidays.

Monitoring results, optimising sales

Feedback is essential to the success of any business. shop4support.com reduces the requirement for costly market research:

- Sales Optimisation Reports allow you to view your sales by product category and therefore help you optimise sales and scale your business
- Website Traffic Reports review and analyse your store traffic to help you improve your sales strategy
- Integrated forums and a shop4support.com vendor rating system aid communication from customer to provider, giving important customer feedback to shape and support marketing and product development decisions
- shop4support.com's Market Management function gives you key data to help you understand your market share, sales and general market information, helping you optimise sales
- shop4support.com also gives you a low-cost way of communicating directly with your target audience. Information on support options can be supplied instantly and email databases easily built up, reducing the requirement for printed marketing collateral and direct mailing campaigns.

Find out more...

To discuss shop4support **business** in more detail or to arrange a free on-site demonstration of the system, please call **01942 614 088** or send an email to info@shop4support.com

We look forward to hearing from you!

To receive shop4support.com's free monthly eNewsletter email info@shop4support.com today