

Web Shop

When considering the growth of your business

Would it be helpful

To be able to grow 15% faster than other businesses in your sector?

When considering setting up a new store

Would it be helpful

To be able to create a store that turns over up to 10% of your business with no premises, stock or staff?

When considering a web shop

Would it be helpful

To know that your back office would support sophisticated management of orders and customer fulfilment?

Management 2000 supports Web Shop Integration right out of the box

At the Retail Directions conference (Chicago May 2004) it was published that Multi Channel businesses in the USA are growing at a compound rate of 15% faster than single channel equivalents.

Web sales are not dominated by pure-play retailers anymore – retailers such as Amazon.com and others that only sold goods online. It became clear that this business model does not cater to the needs of customers, just as the traditional retailer with a shop front only, does not cater to the more technology-aware customer. As multi channel retailers started to fine-tune their service to their customers, sales for this group grew by 59% in 2002 over 2001, and held strong at 32% growth in 2003 in the USA. Of the top 100 retailers in the USA, 66% currently sell online, with average sales hitting the \$100 to \$250 million range. (Source: Forrester's Consumer Technographics Q4 2003 North American Study)

What does Management 2000 offer?

- **Web shop presence (IWS recommended)**
 - Updated with current offered inventory (need not be all inventory)
 - Web Service supports real time allocation to customer and Credit card pre approval
 - Management 2000 processes orders through picking, confirmation, payment and packing
 - Track & Trace is attached and shipping manifests may be prepared
 - Customer is able to view order status, edit own details, pay charge account if there is one

- **Retail operation from 5 to 150+ stores**
 - Retail inventory is different from most other inventory in the low value and detail requirements
 - Once a business has more than 5 stores inventory management becomes systematic or guesswork
 - Most warehouse systems do not support store picks and individual customer orders concurrently

Management 2000 is the YES option. YES I can do what I want to do. YES I CAN do what I want to do.

- Retail only succeeds by having the right stock in place – before the customer enters the store
- Multichannel extends this by supporting ordering for pickup or delivery
- Support for Indent purchase – ship from supplier direct to customer

- **Telephone/Mail Order and call centre**
 - Based on membership or catalogues
 - Inbound or outbound call centre operation
 - Inhouse or outsourced call centre

- **One view of the customer**
 - Pick the right customer to make an offer to
 - Full view of all history (Sales, Orders, Returns, Financial transactions)
 - One source for all responses and full history of each contact
 - Ability to use the actions of this customer and similar others to predict response and target offers

Multichannel offers a lower cost operation, more correct stock instore when it is selling and the customer wants to buy, access to new customer profiles, extended hours and the ability to sell stock not currently in stock.