

Silver Merchant Plan



advanced Internet solutions

The Silver Merchant Plan provides you with the fastest and simplest way to go online

Now you can **project a professional corporate image** for your company.

Showcase your products and services and describe in detail each service you provide for all to see. Eliminate unwanted calls that ask repeated and time consuming questions...Just refer them to your website!

Collect enquiries and build up mailing list to keep your existing and potential members informed about your new products and/or promotions.

Benefits

- ▶ Increase Awareness for the company
- ▶ Increase Awareness for the products and services offered
- ▶ Professional Online Presence that is accessible 24/7 days
- ▶ Additional lead and sales generating channel
- ▶ Maintain customer interest with new products and information
- ▶ 24 Hour Sales Personnel

FEATURES

Instant Web Site Setup

No separate hosting is required. From the moment you register online, your website will be available instantly with a free Go-direct URL address. You can then create your own web contents, such as, company profile page, about us page, contact us page, map directions page, products and services page, enquiry page, mailing list page and more, all in an easy to use step-by-step manner. Your web page can be up and running immediately.

Central Administration Menu

You will be provided with an administration menu where you will find an easy to use interface for all the required web design tools.

Easy to use Interface

The form filling interface lets you easily build and preview your web contents directly from anywhere in the world. All changes will be reflected immediately on your webpage.

No Programming is Necessary

Because espioneer.com does all the work, there is no need to learn how to program in HTML or any other design and scripting tools.

Online Web Content Update

All web contents can be updated anywhere in the world. You do not need to perform changes at a specific PC with the web editing tool. No File Transfer Protocol (FTP) knowledge is required and no passing of work to expensive third parties. You can make change as often as required, anywhere and anytime.

e-Marketing tool

An added feature for the webpage created under ESPioneer.com is the ability to capture visitor name and email for future follow-up purpose. A database maintenance function allows you to maintain a member listing in the SQL database that can be used to broadcast newsletters, notices or product mailer to a selected group of people easily.

Gold Merchant Plan

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The Gold Merchant Plan provides you with more ways to showcase your products

Now you can **publish an online e-catalog** and maintain it easily.

Categorise your products and services and describe in detail of each product and services which you provide for all to see.

Provide a search engine to allow easy searching and locating of the right products and services.

Eliminate unwanted calls that ask repeated and time consuming questions...Just refer them to your website!

Collect enquiries and build up mailing list to keep your potential clients informed about your new products and/or promotions.

Benefits

- ▶ Increase Awareness for the company
- ▶ Online Catalog to display more products and services
- ▶ Comprehensive product display with search engine facility
- ▶ Create more publicity for your products and services
- ▶ Maintain customer interest with new products and information
- ▶ 24 Hour Sales Personnel

FEATURES

All the Most Wanted features of the Silver Plan Plus the following

Automatic Product Classification

Product Category and Brand information are automatically inserted into the search engine for easy product identification.

Product Search Engine

Once the product information is updated, the system will automatically register your products with the espioneer.com search engine for smooth shopping experience both in your own webpage, and at the espioneer.com home page.

E-Catalog

You can post your products online with multiple-view pictures, descriptions, pricing, specifications and all details easily. You can View, Edit and Delete your products using the built-in product maintenance tools.

More Product Items

You can maintain up to 500 products on your webpage with an interactive form filling data entry screen. You can upload up to 500 product pictures on the fly while you are editing your product information. No FTP is required, you can make all these changes anytime and anywhere in the world.

More Publicity

All your products maintained in your own webpage will be linked to the espioneer homepage automatically. Therefore, besides your own customers who have access to your website, all visitors of espioneer will be able to locate your website easily via the shopping and product search facilities.

Platinum Merchant Plan



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The Platinum Merchant Plan brings more business to your doorstep.

Now you can **start an online shop front** and have the ability to perform e-transactions over the internet.

Activate an **ADD TO CART** button for all items in your product catalog

Collect Orders online through and order form or a shopping basket and receive your orders via email.

Track Orders online and update the shipment details

Suitable for any business that has capability for online sales collection, such as Flowers, Books, CDs, DVDs, Hardware, Consumer Electronics, Electronic Products, Training Courses, Definable Services, Antiques, Collectibles, Showroom items.....virtually any business.

Benefits

- ▶ Increase Awareness for your company
- ▶ Give your clients the convenience of making a purchase anytime
- ▶ Provide a wider range of items without taking up more physical space
- ▶ A choice of collecting your payment online OR upon delivery
- ▶ Sell Your Products globally to virtually anywhere in the world
- ▶ 24 Hour Sales Personnel

FEATURES

All the Most Wanted features of the Silver Plan and Gold Plan Plus More....

Integrated E-Shop

Shopping cart takes care of all your orders easily.

Online Web-based E-Order Management

View all the orders placed online from the e-order system. Manage your order and shipments easily. Keep close tab of all your e-orders. Buyers will also be able to view items ordered online.

Online Credit Card Processing Ready

Just indicate at time of registration your need for online credit card processing and this feature will automatically be integrated to your shopping cart and e-order system. No costly customization and delays in your implementation.

More Product Items

You can maintain up to 1000 products on your web page with an interactive form filling data entry screen. You can upload up to 1000 product pictures on the fly while you are editing your product information. No FTP is required, you can make all these changes anytime and anywhere in the world.

More Publicity

All your products maintained in your own web page will be linked to the espioneer homepage automatically. Therefore, besides your own customers who have access to your website, all visitors of espioneer will be able to locate your website easily via the shopping and product search facilities.

Product Comparison



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The following chart shows the difference between the **ESPioneer** Service and traditional web page design

ESPioneer Developed Site	Traditional Web Page Design
<p>IMMEDIATE ACTIVATION Almost immediately subject to your own content update and data entry</p>	<p>SLOW IMPLEMENTATION About 8-12 weeks for a fully functional e-commerce site.</p>
<p>COST EFFECTIVE SOLUTION Development time is substantially reduced and no extra manpower allocation is necessary. Cost savings are transferred to the client.</p>	<p>HIGH INVESTMENT Because of extensive development time and manpower allocation, investment is normally in the range of SGD60K to SGD100K.</p>
<p>SELF/USER MAINTAINABLE Using the advanced web content management engine, changes to the text, images, layout, design, products can be done easily.</p>	<p>NON USER MAINTAINABLE All changes have to be done by the web designer. The merchant is not able to make changes easily.</p>
<p>USER FRIENDLY ADMINISTRATION No technical or IT programming knowledge is needed to maintain the contents. Content experts can maintain it anytime and anywhere.</p>	<p>IT/ PROGRAMMING KNOWLEDGE NEEDED Requires understanding and familiarity with HTML editors, FTP software, javascripts, forms, CGI Scripts and HTML skills</p>
<p>NO SOFTWARE PURCHASE Just a PC with internet connection is needed to manage your contents.</p>	<p>NEED TO PURCHASE SOFTWARE Required purchase of software licenses for HTML editors, E-shop modules, FTP clients, etc.</p>
<p>CONTINUAL ENHANCEMENTS Get to enjoy new features all the time.</p>	<p>CHARGEABLE ENHANCEMENTS No automatic enhancements to the system. Have to spend more on system enhancements.</p>
<p>FAST CONTENT CHANGES Make changes to your content anytime, anywhere, anyway you need immediately.</p>	<p>SLOW CONTENT CHANGES Have to rely on external vendors or assistance to make changes.</p>
<p>UPGRADABLE Start with the most basic plan and upgrade to the e-commerce plan easily, anytime.</p>	<p>NON UPGRADABLE Re-development work is needed and hence more re-investment.</p>
<p>AFFORDABLE E-SHOP FACILITY Immediate activation of e-Shop and e-Payment for on-line transaction.</p>	<p>COSTLY E-SHOP FACILITY Costly and time consuming to implement e-Shop and e-Payment for on-line transaction.</p>
<p>E-MARKETING FACILITY Collect opt-in mailing list information and perform periodic broadcast of mailers, promotions, newsletters, etc to keep customers up to date.</p>	<p>NON-EXISTENT Just a website. No e-marketing facility available</p>
<p>COMMUNITY/FORUM/AUCTION MODULES Have to option to addon these modules to make your website more interactive.</p>	<p>NON-EXISTENT Just a website. No community functions available.</p>