

It's the 21st Century and shopping as we know it is changing fast!

The Market is Global!



A Guide to Selling Online

from

**CRD Associates (UK) Ltd.
E-Commerce Section**

The £7 BILLION Marketplace



E-commerce in the UK has come a long way in the past few years and now shopping over the Internet is considered normal. Last year UK online Christmas sales were predicted to increase by 40% to £7 billion, up from £5 billion in 2005. The increase in online shopping is likely to continue at an alarming rate and it is obvious that the online marketplace cannot be ignored.

Why Sell Online?

Online shopping provides new opportunities allowing traders to reach a far wider customer base and increase revenue by selling products 24 hours a day. Online shops never need to close and provide benefits to traders and customers alike.

Retailers who already offer online shopping have seen major benefits in increased sales and wider market coverage. As the online marketplace grows, retailers will be under pressure to offer products online as well as through the shop door. Achieving the right balance is essential for long term business survival.

Online shopping can be particularly useful to smaller shops who are suffering a drop in passing trade as shoppers drive out of town to major supermarkets or who are in rural locations rather than town high streets. Offering regular customers the benefits of online shopping, provides a feel good factor for customers and builds on the goodwill between shopkeeper and shopper because there are benefits to both.

Online Shopping Benefits

Retailers offering online shopping reap a number of benefits not only for themselves but for their customers. Not only does online shopping allow retailers to compete with larger businesses in a wider marketplace, but can provide the opportunity to enhance the customer experience for already established customers.

For the retailer

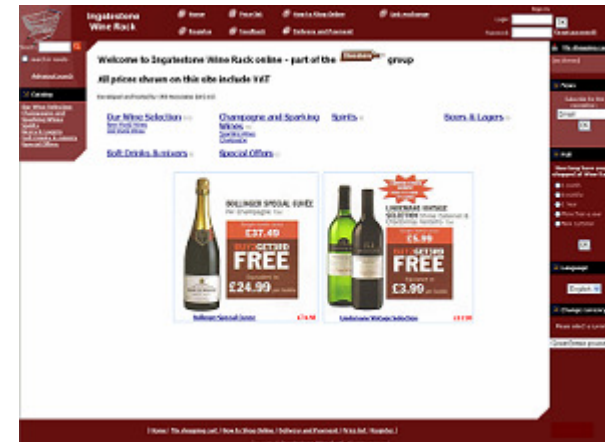
- Offer products to a wider range of customers
- Consolidation of existing customer base through enhanced service
- Increased volumes of sales and higher turnover
- Reduced overheads and administrative costs
- Gaining a better understanding of your customers needs and tailor service accordingly
- Compete with larger companies on a more level playing field

For the customer

- Can easily see all the products on offer
- Shop at any time of the day or night and from the comfort of home
- Goods can be collected or delivered straight to the door
- No crowds in the shop
- No queue at the checkout
- No travelling and parking problems

How does our online shopping solution work?

Customers use the internet to visit your online shop. No special software is required. Customers can access the shop via a link from your web site or browse to the online shop directly. Once at your shop, customers can view your products and select items to purchase just as they would if they walked through the door. These are added to a 'shopping cart' just as in any shop and when ready, the customer moves to the 'checkout' and completes the purchase.



As part of the purchase completion, the customer can choose to have the items delivered (if the retailer offers a delivery service), posted or simply request a date when they can collect the goods.

The customer then selects a method of payment. These can be charge to an existing shop account, COD if items are to be delivered, credit card or whatever method offered by the retailer.

Once this has been completed the retailer receives the order by email and the customer receives a copy as confirmation of the order.

Online Shopping Strategies

Online shops range from large stores with many departments and goods such as Tesco's or a simple shop selling only specialist items to a niche market. Before entering the online marketplace it is important for any retailer to decide exactly what their strategy will be. Some of the things to consider are:

Who do I want to sell to?

Will the shop be open to anyone to purchase goods or only accessible to existing customers?

What do I want to sell online?

Some shops offer their whole range of stock to online shoppers while others choose to offer a limited range of specialised or more popular stock.

What methods of payment will I accept?

These can be pay on collection/delivery of goods, debit an existing customer account, despatch goods after receiving a cheque, online credit card payment or a combination of methods

How will I dispatch the goods?

Goods can be delivered by courier, post, delivery within a limited distance, or collection from the premises at the retailers discretion.

How long will it take to me to fulfil the orders?

Turn around time is important. It is essential to offer a realistic rather than optimistic turn around time so that orders are not fulfilled late.

How do I manage my online shop?

Do you have the time to keep the range of goods and prices up to date or do you want someone to build and manage the shop for you?

Online Shopping services from CRD Associates (UK) Ltd.

There are a wide variety of options for retailers wishing to offer online shopping. A number of 'do-it-yourself' packages are available but that means some expertise in the internet is required and they are time consuming to set up. Few E-Commerce companies offer managed shop options. Those who do, tend to be expensive and charge a high fee whether you make a profit or not. This means that managed shops have not been not a viable option for smaller retailers until now.

The E-commerce section at CRD Associates (UK) Ltd. offer a range of online shop options tailored to small and medium size business which means we can have your shop online quickly and at a price you can afford.

We offer simple 'Managed Shop' options for retailers wishing to sell online. We will help you structure the shop to the best effect and enter the products for you. All you need to provide is a description of each product, a picture if needed and a price.

We can tailor payment and delivery methods to your needs so that the shop fits your online shopping strategy. CRD Associates (UK) Ltd are already accepted by Worldpay for online credit card processing and we ensure that the shop conforms to the legal FSA requirements for credit card payment. Prior to acceptance by WorldPay the sites have to be approved by them and we will guarantee acceptance of your shop.



As your shop grows we can provide stock control facilities, regular customer emailing and entry into appropriate search engines so that your shop gets the best possible exposure in the online retail market.

Our Online Shop features at a glance

All shops

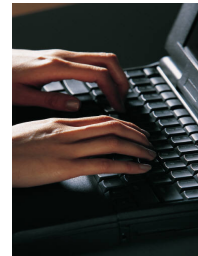
- Easy to navigate shopfront for customers
- Goods catalogued to your needs
- Special Offers highlighted in shop window
- Product search facility for customers
- Simple Customer Check out
- COD, account customer, cheque in the post payment options
- Courier, post and collection/delivery options
- Discounts for Large orders
- Caters for VAT and non VAT Items
- Regular customer logon facility to speed up purchase
- Customer Newsletter option
- Latest News Items displayed in shopfront
- Monthly sales reports

Optional Extras

- Links to Paypal and Worldpay for credit card transactions
- Buy one get one free options/product discounts for bulk purchase
- Stock Control
- Complex customer search facilities
- Customised sales reports

What do you need to start selling online?

With our managed shop options, you have very little outlay, if any, on computer equipment. All you need is a PC with a printer and internet access plus an email account. A basic knowledge of PC use and email is also essential. If you are intending to use online credit card processing a little more expertise is useful but not essential. If necessary, we would be pleased to train you in the basics of PC use, Email and the Internet.



When you are trading, the detail of each order placed at your shop is sent to you via email together including the name, address, telephone number and email address of the person ordering. The email includes details of the order and the method of payment. You simply print out the order and prepare the goods for collection or delivery after you have received payment.

During the setup of your shop it would be useful to have product details sent to us via email in the form of a spreadsheet, particularly if you have a large number of products to sell. If not, we will enter the information by hand for a small charge.

Each month we would like to receive price changes, product updates, newsletter content by email so that your shop can be quickly updated. If you change your strategy or products or prices, our staff are on hand to ensure your online shop responds to changes in market forces as rapidly as you do.

Shop Options with CRD Associates (UK) Ltd.

1. The Starter Shop

We offer a simple 'Managed Shop' option for new retailers. We will set up an online shop for you to provide internet shopping to your regular customers or customers who have an existing account with you. It is the simple way to enter the online retail market and a quick way to improve your service to existing customers.



We will build the shop to your requirements using one of our templates and we will host it for you on one of our servers. For those without a web site already we will provide a single-page website advertising your online shop and acquire a web address for you. If you have an existing web site, we will send you the link to the shop for you to include.

As part of the initial shop set up we will load up to 50 products to give you a head start in the online shopping market and increasing your selling power at the outset. We would prefer to receive product information electronically via spreadsheet but we can enter information by hand.

Each month you provide us a list of new products, price changes, news and newsletter material for distribution to your customers. In the case of stock discontinued stock or urgent price changes we provide immediate response by telephone hotline.

We will also provide you with the artwork for a 'How to shop online with us' leaflet for you to use to promote customer interest in your online shop.

Shop Options with CRD Associates (UK) Ltd.

2. The Online Store

If you are ready to offer a wide range of your products to the global market then we can build an online shop that takes credit card payments via Worldpay or through Paypal as well as any other payment options you choose including Google checkout. Selling worldwide is no problem since our shops can cater for any currency.



We will setup your store with your complete stock if you can provide the stocklist electronically. Monthly emails to customers and news items come as standard features.

Our shops are secure, we do not hold financial information such as credit card details of customers so our shops are safe and so no risk to the retailer or customer. If you offer products for download such as music or software then our shops can do that as well..

Size is not an issue – our shops can handle up to 100,000 products in up to 10,000 categories.

Moving up to an online store from a starter shop is easy, so if you wish you start small and grow then CRD Associates (UK) Ltd. will manage that for you.

Costs and Payment

At CRD Associates (UK) Ltd, we recognise that investing in an online shop with no experience of the market sounds risky. For that reason we are prepared to offer a low initial outlay and easy payments for our services if you decide to sell online. We will advise you on the best approach, work with you and we will not hold you to a 12 month commitment contract.

Our philosophy is simple – if our clients profit – we profit.

Contact us for Starter Shop options and prices.

The cost of setting up a larger online store will depend upon a number of factors including

- **How many products do you want to sell?**
- **What is the market you want to enter?**
- **Do you want to take Credit Card payment online?**

Contact us for advice and a price.

Take a look at what we offer by visiting our web site for links to one of our live shops at <http://www.crdassociates.co.uk>

If you would like access to a sample shop so you can see before you buy, please email us at ecommerce@crdassociates.co.uk

Whatever your needs, contact us for or an initial discussion and a realistic, affordable proposal to help your online business take off in the modern marketplace.

Contact CRD Associates (UK) Ltd.

Our Contact details are:

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**CRD Associates (UK) Ltd.
E-Commerce Section**

HELPING BUSINESS TO COMPETE ONLINE