

Custom e-Commerce is a complete, customized package of e-Commerce solutions planned around the foundation of expert recommendations and formulas. Kaizen offers a fully customizable e-Commerce software solution for your every business need.

This singular ebusiness management tool is the perfect instrument to engineer better business performance and optimal bottom lines. Our Custom e-Commerce solution handles processes such as order management, inventory management, product feed management, return merchandise authorization, email marketing, online auctions and more.

You can manage several e-Commerce platforms with Custom e-Commerce, including:

- Custom-Built e-Commerce Stores
- Yahoo Store
- Amazon Webstore
- Amazon Seller Central
- eBay Store
- Facebook e-Commerce Application
- Sears.com
- Buy.com
- BestBuy.com
- NewEgg.com



Custom e-Commerce is a multi-store e-Commerce business management solution that brings unprecedented value addition to your existing online business.

Here are some of the salient benefits of using eSmart:

- Custom e-Commerce solutions are developed on the basis each client's individual requirements, thereby making each package inimitable.
- Custom e-Commerce has development capabilities in ASP.NET, PHP or JAVA technologies.
- Provision provided for using business-specific third-party tools.
- Best technology option on the web, according to the needs and nature of your company and requirements.
- 100% SEO-friendly e-Commerce.
- Customized shopping cart and checkout solutions.
- Customer-friendly e-Commerce services and user-friendly front end.
- Complete support for your business through strategic design and development.
- No hidden transaction charges or monthly fees.
- Advanced reporting and analytical functionalities.



If you'd like to discuss more about our Custom e-Commerce, please call us at +1-929-525-5272 for a free consultation

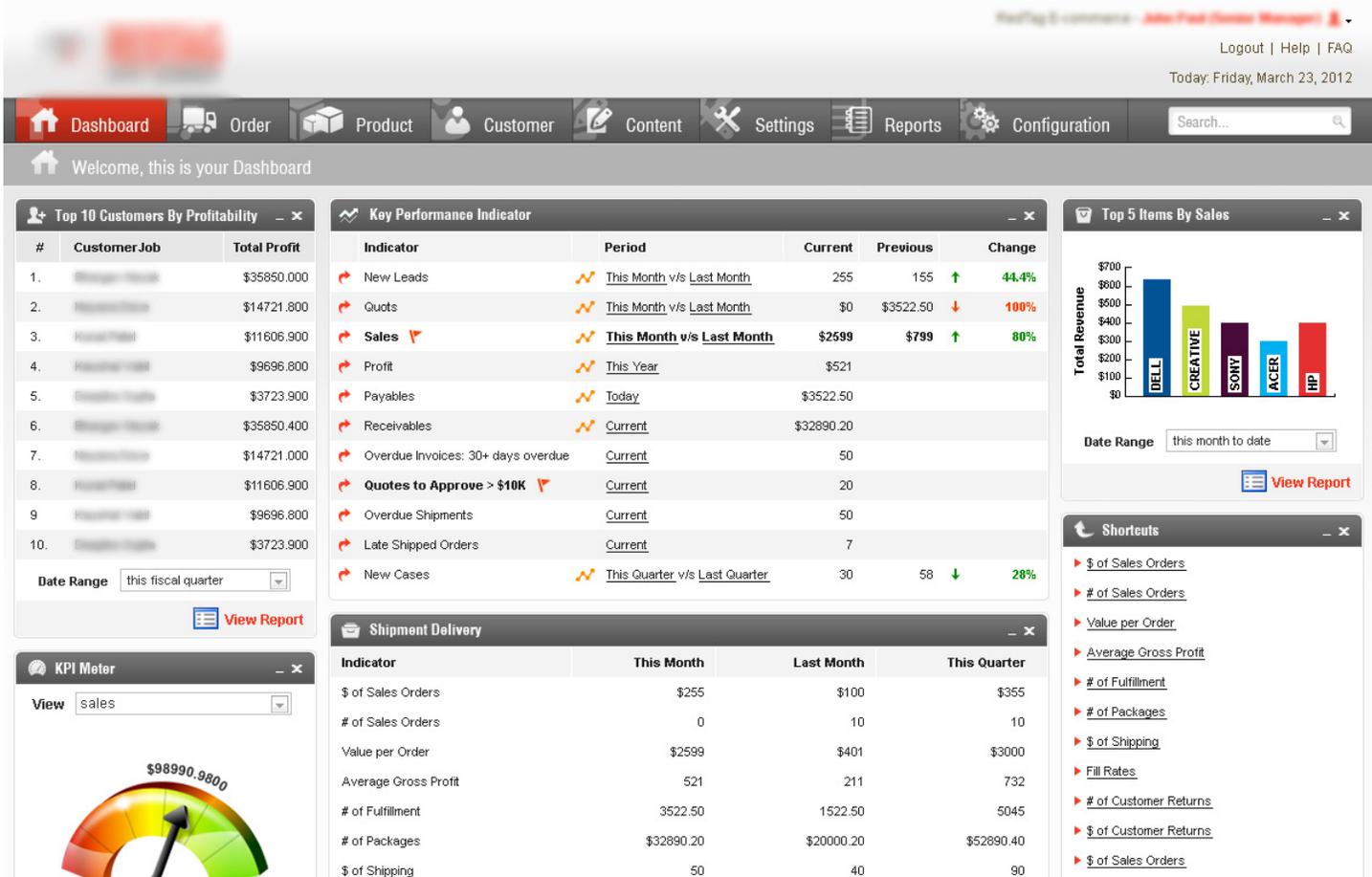
Custom e-Commerce Dashboard:

The Dashboard tab offers insight into the latest orders, recent customers, and latest viewed orders.

The Latest Orders section on this panel includes a View Orders link that takes you to the full Order List, and also has a link at the bottom, to search for individual orders using a form made for that purpose.

The Recent Customer section on this tab consists of links at the bottom of the page that allow you to add customers and also view a list of all your recent and existing customers.

The View Orders link manages and depicts all your customers by order status and number. The Order Details section on this page provides full details for each customer on the list.



Your online presence should embody strength and sophistication in all areas. Your consumers look for this business confidence and allure when shopping online, especially if it's a company they've never shopped with before. Kaizen has dealt with many e-Commerce business owners over the years and we understand your needs - that's how we've developed all the unique and specific features that you will find in our e-Commerce packages.

Our company confidence goes hand in hand with our results. It's not just that we've worked with numerous clients and developed a strong online presence. We are dedicated to making you stand out against the crowd. Our work is never generic, never dull, and always pushes the envelope.

The above figure illustrates the dashboard on our Custom e-Commerce:

Below are Key Features of Custom e-Commerce

Front-end Features

- **Optimal Design Features** - Get that e-Commerce site you've always dreamed of - one that is made for you and only for you.
- **Unlimited Products Management** - Need to add more products to your site? No problem - there is absolutely no limit to how many products you have on your web store.
- **100% Search Engine Optimization** - Creation of meta tags, keywords, and static pages ensure fast "crawling" and high search engine rankings.
- **Marketing and Promotions** - Extensive coupon code functionalities, built-in ratings and review systems, gift registry, wish list functionality, and newsletter emails are just some of the features we offer with Custom e-Commerce. No third-party software integrations required!

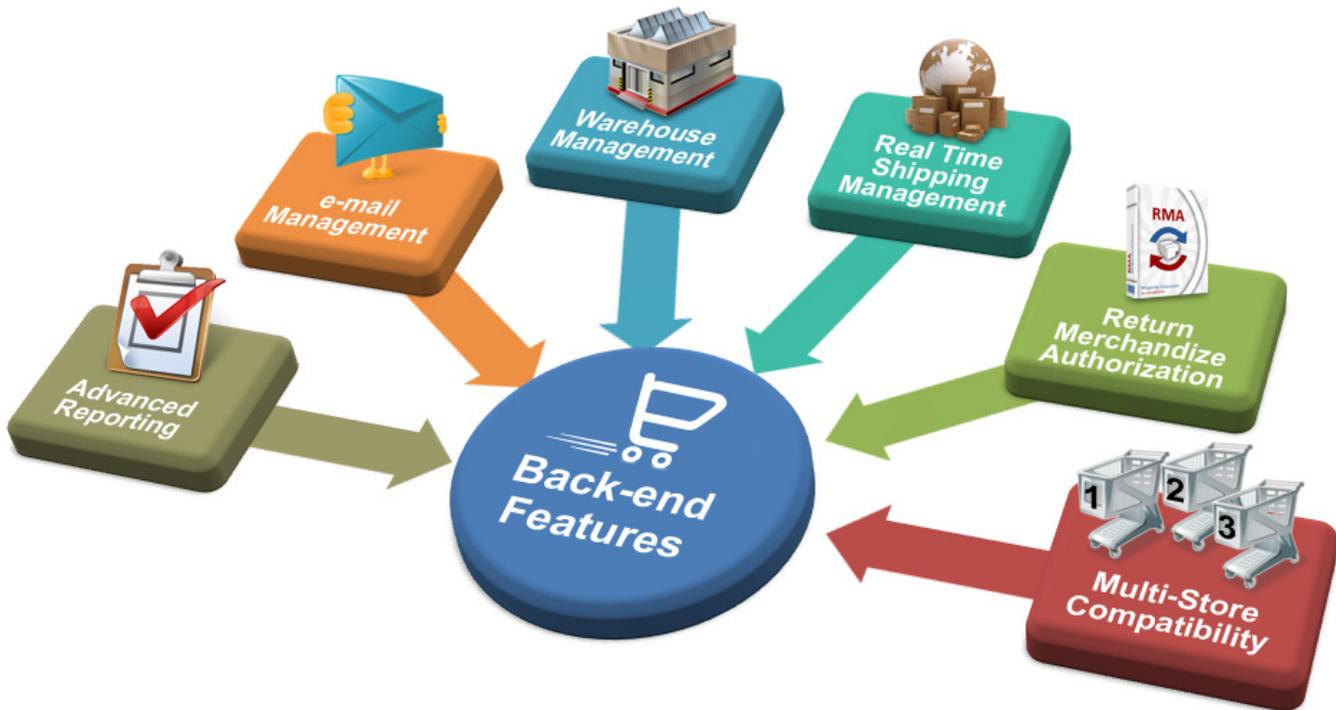


- **Sales** - Top-end features such as product reviews, an up sell functionality, a list of other products purchased by customer (for sales analyses purposes), & affiliate programs to make it simple to reach and target customers.
- **Site Management and Customer Services** - Accurate, efficient site management to ensure customer satisfaction is always our aim. Our trained professionals will deliver a customized web package completely backed by our customer support team.
- **Payment and Checkout** - Placing long orders and going through those intricate checkout carts are reduced to snappy little clicks! A fully custom-built multi-store shopping cart improves the shopping experience, making every purchase an easy cinch.
- **Shipping** - We offer a complete shipping management solution for all shipping functions and ensure on-time delivery.
- **Safety and Security** - The highest standards of security are built into your store to ensure peace of mind for you and your customers.

- **International Support** - Multi-currency support, multiple international payment options, and shipping options enable you to sell to anyone, anywhere.
- **Dynamic Product Catalog Configuration** - This feature allows your customers to easily, accurately, and quickly select new features and options regarding their final products, meaning speedy conversion rates for your company.

Back-end Features

- **Multi-store compatibility** - If you currently have a single store, but plan on adding another store in the near future, no worries - the same system will be compatible with and for all your stores.
- **Return Merchandize Authorization (RMA)** - Accurate management of all the processes related to returned merchandise.
- **Customer Rewards System** - Award your best customers with special incentives to buy more from your store with coupons, discounts, and specialty programs.
- **Real-Time Inventory Management** - Inventory is automatically adjusted every time a sale occurs. Real-time responses from our system help e-Commerce business with the critical automation of inventory management.



- **Real-Time Shipping Management** - All shipping related tasks are managed in real time.
- **Feed Management** - Export your feeds to Google Shopping, Bing Shopping, TheFind.com, and many more destinations.
- **Email Management System** - High-level automation keeps your customers in the loop about your products, announcements, promotions, etc.
- **Email Marketing System** - Automated emails ensure that your customers receive the right message at the right time. Control what you send and when you send it.
- **Advanced Customer Review System** - Control the reviews on your store and benefit from fresh, customer-generated content.

- **Warehouse Management** - This feature provides information that management needs to efficiently control the movement of materials within a warehouse.
- **Centralized Order Management** - For multi-store setups, all orders from all your stores can be managed from a single back-end panel.
- **Centralized Shipping Management** - Shipping management and logistics control is now accessible through a single, central panel.
- **Office Automation** - Easily integrate top-end office automation solutions into eBay, Yahoo, Amazon, & custom e-Commerce stores.
- **Advanced Reporting** - Various in built and customized reports for past orders, revenue, best selling products, and more.
- **Powerful, user-friendly Dashboard** - Configure and manage all your stores using a single dashboard (Software), which allows you to create new web stores, run promotional campaigns, and manage customers with ease. It also includes a top-notch reporting functionality that lets you control all activity across all your online stores.
- **Enterprise-Class Performance** - Built to handle very a very high transaction and visitor volume, Custom e-Commerce lends itself to brilliant performance. You can have an unlimited number of web stores and visitors, using a standard configuration.
- **Faceted navigation for increased conversions** - Your customers will be able to find products faster, using simple selections or filters to narrow down the search results. This tool accounts for a significantly enhanced user experience.
- **Advanced Shopping Cart Functions** - Placing long orders and going through those intricate checkout carts are reduced to snappy little clicks! A fully custom-built multi-store shopping cart improves the shopping experience because it does full justice to the kind of products you offer. Every purchase becomes a cakewalk.
- **SEO-friendly e-Commerce Platform** - The development process for Custom e-Commerce ensures that all codes are optimized for the best possible rankings on search engines. This naturally improves visibility for your store/s - and of course, improved visibility is known to fetch serious customers on the look out for specific products.

Kaizen is well equipped with an impressive team of trained personnel, all of whom thoroughly understand exactly your e-Commerce business needs. We offer a comprehensive range of services and packages, customized or standard. You also have the option to select business features and services that work best for your individual needs, or simply select an entire, complete business package.

Why work with us?

- Experience of development of 500+ e-Commerce solutions
- Expert analysis of your project requirements
- Better understanding of your business goals
- Unique and easily understandable methodology
- Efficient development process and process-oriented work
- Quality assurance with PDCA Model (i.e., Plan, Do, Check, and Act)
- Dedicated project manager for your project
- 24 x 7 x 365 emergency support
- Prioritized future support to existing clients
- Excellent customer service

Contact

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