

Ollwin Online-Store 1.0

Ollwin International Ltd.

Part II: Complete Web-based Administration

Our Net.Core solution offers a wide range of tools and features specifically designed to make the site administration as easy and user-friendly as possible. We also offer three different access levels to the administration suite to help you manage the different tasks that will keep your web-store up-to-date and running smoothly. These levels of access match the functions of a marketing manager, sales manager and inventory manager. Our goal is to provide each one with a maximum of flexibility and autonomy to shape the store to your vision – your web-store.

There is a fourth level of access which is reserved for the store owner. This access level grants full rights to the complete set of administration functions.

Here are the three main roles and a brief listing of the tasks each one is assigned.

1. *Marketing Manager*

- Adjust product retail prices statically or dynamically using functions based on your current cost
- Select products you would like to promote
- Select products to be bundled and sold together
- Create product combinations and set the prices for each one
- Review statistics reports on sales and promotions to plan your marketing strategy
- Target your clients using different mailing lists

2. *Sales Manager*

- View and manage all orders
- Get client listings as well as detailed information on a per client basis
- Manage your list of suppliers
- Manage the mailing lists

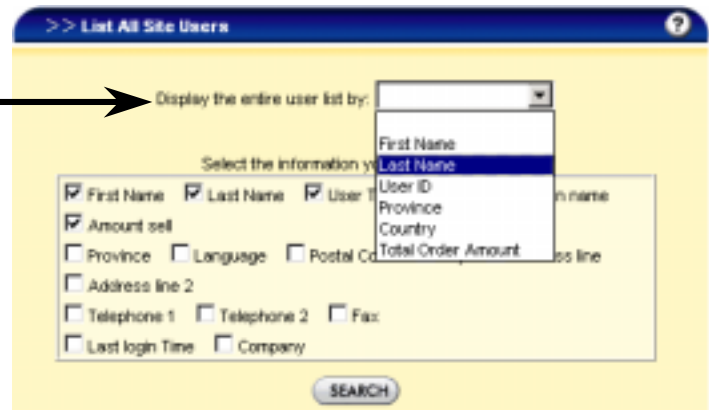
3. *Inventory Manager*

- Upload new products
- Update cost information
- Maintain your current product list

Below is a brief listing of all the functionalities included. The details of the system are outlined in a later section.

1. **Client Management Center**

- Add new user
- List users
- Search users
- List deactivated users



2. **Supplier Management Center**

- Add new supplier
- List suppliers
- List deactivated suppliers

3. **Price Control Center**

- Add new price rule
- List price rules
- Edit/Modify price rule
- View current price rule



4. **Product Information Management**

- Add new product & information
- Search product
- Bundle Management Center
 - Add new bundle
 - List bundles
 - Edit existing bundle
- Combo Management Center
 - Add new combo
 - List combos
 - Edit existing combos

5. **Order Information Management**

- List all orders
- List pending orders
- List orders in process
- List today's orders
- List cancelled orders

6. **Mailing List Information Management**

- Add email address
- List entire mailing list
- Search mailing list
- Send newsletter

7. **Statistics Report**

- Payment method report
- Shipping method report
- Sales report
- Top Clients report
- Suppliers report
- Promotion sales report

TOP CLIENTS REPORT

Rank.	Name:	Amount:	# of order:	I.
1	Bugs	301432.51	8	
2	Eleonor	85741.41	9	
3	John	21014.89	16	
4	Speedy	2058.25	1	

The section below summarizes the details of the different management functions listed above.

1. Client Management Center

Add New User: Adds new user along with all available customer information. This is your key to increase your customer database and mailing list content. The more users you have, the wider your audience for direct and targeted advertising, the farther reaching your publicity campaigns.

List users: Displays all your users and selected user information sorted as per chosen criterion. Once the list is generated, the options to view the account details and to activate/deactivate accounts become available. Knowing your users is the key to knowing what they want.

Search Users: Searches the user database as per selected criteria and returns user information sorted by chosen criterion. Once the list is generated, the options to view the account details and to activate/deactivate accounts become available. This gives you full and complete control on each and any user account in your database.

List Deactivated Users: Displays all user accounts that have been deactivated and allows you to review the user information, reactivate the account, or delete the account. For those troublesome ones, measures are built-in to protect you and your web-store.

Display 10 out of 10 results

Company Name	User Type	First Name	Login Name	E-mail	Details	Status
okstore Inc.		Harry	potter	harry@potter.com		Locked
oney Ltd.	G	Eleonor	magoo	mrmagoo@blind.com		Locked
:ME Inc.	S	Bugs	bbunny	bbunny@looney.toons		Locked
tcore Ltd.	S	Speedy	gonzalez	spdgon@arriva.mex		Locked
IC Corp.	H	Mickey	mickeym	mmouse@disney.net		Locked

All locked accounts

2. Supplier Management Center

Add New Supplier: Adds new supplier along with all supplier information. Diversifying your products and improving availability will allow you to satisfy even the most demanding customers.

List Suppliers: Displays all your suppliers. Once the list is generated, the option to view their information and your account details with them and to activate/deactivate the supplier account become available. Review your payment and shipping terms with each supplier and make sure they are giving you the highest service level you are entitled to.

List Deactivated Suppliers: Displays all supplier accounts that have been deactivated and allows you to review the supplier information, reactivate the account, or delete the account. This is a very powerful function that will allow you to control the quality of products and services you bring into your web-store.

3. Price Control Center

Add New Price Rule: Adds new price rule and allow you to specify different sub-rules limited to a hardware category or sub-category, brand and/or product within the new price rule. Create different price schemes for each of your special events, follow market trends and update your pricing on all products in only a few clicks of your mouse, have full control over your margins for every single product in your web-store.

List Price Rules: Displays all your available price rules along with the currently active one and allows you to view their details, apply a different rule, or delete an outdated rule. Is it year-end promotion time again? Just apply your Year End Sale price scheme!

Rule name in **red** means this is the rule currently in use.

Price Rule Name	Command
Normal Pricing (not in use)	Details Apply Delete
Spring (active)	Details Apply
Year End Sale (not in use)	Details Apply Delete
Christmas (not in use)	Details Apply Delete

Price rules for every season!

ADD A NEW RULE

Edit/Modify Price Rule: Displays all the available price rules and allows you to select a specific rule and edit/modify it. You can add new category, sub-category, brand or product-specific sub-rules or directly modify the default price function that will be applied to all products that are not affected by a sub-rule.

View Current Price Rule: This is a direct link to the price rule currently active. It allows you to review all its details and sub-rules and make sure all is in proper order for the current market situations and pricing levels you wish use.

4. Product Information Management

Add New Product & Information:

Adds new product along with all its product information. Products and information are usually obtained from your distributors and content management partners, but you can use this feature if you wish to add a specialty product exclusive to your web-store.

Search Product:

Searches the product database for the selected criteria and returns products and desired product information sorted by chosen criterion. You can easily update product profiles as per manufacturers' and distributors' modifications. You can even compare product prices across your different distributors!

Select the Product Category, Sub-Category, or Vendor and compare the pricing distributors give you!

Retail price as per your various price rules

Product Name	Main Category	Sub-Category	Vendor	Vendor Part Number	Retail Price	Techdata Canada Inc	IngraMicro Canada Inc	Details.	Ban.
Wheel Mouse V1.0 Serial & PS/2 W/3.5" Disk	Input Device	Mouse/Trackball	Microsoft	062-00003	25.67	22.18	21.39		
Wheel Mouse V1.0 Serial & PS/2 W/3.5" Disk Fr/Eng	Input Device	Mouse/Trackball	Microsoft	062-00017	25.68	21.4	21.4		
Mouse V2.0 Serial & PS/2 for Win 32	Input Device	Mouse/Trackball	Microsoft	365-00084	72.59	62.87	60.49		
Mouse V2.0 Serial & PS/2 for Win 32 5-Pack	Input Device	Mouse/Trackball	Microsoft	383-00003	290.29	241.91	241.91		
Intellimouse V3.0 2 Button W/Scroll Serial & PS/2 W/In95	Input Device	Mouse/Trackball	Microsoft	673-00089	39.26	33.76	32.72		
Intellimouse V3.0 2 Button W/Scroll Serial & PS/2 W/In95 French	Input Device	Mouse/Trackball	Microsoft	673-00145	39.02	32.52	32.52		
Intellimouse V3.0 2 Button W/Scroll Serial & PS/2 W/In95 5-PK	Input Device	Mouse/Trackball	Microsoft	673-00338	156.11	144.86	130.09		
IntelliMouse Trackball V1.0 W/In 95/98 Serial & PS/2	Input Device	Mouse/Trackball	Microsoft	858-00015	39.46	32.88	32.88		

Determine which distributor is strongest in each product line. Knowing your suppliers will give you power of negotiation!

Price each distributor gives you. The best one or the one you have chosen to use is highlighted in green.

Bundle Mgmt.
Center:

This section gives access to the bundle management tools that will allow you to create bundles and offer an exclusive, value-added product to your customer. What better way to show them your commitment than to offer them great bundles at promotional prices?

List all your available bundles and activate/deactivate them. You will never have to recreate your great bundles again!

Add or remove items from the bundle at any time. Don't be caught by your distributors' shortage issues!

Bundle Name	Retail Price	Details / Change	Delete
IBM Notebook w/ Carrying Case	\$5000.0		
Ultimate Gaming Sound System	\$5000.0		
Home Networking Kit	\$10000.0		

Create a new bundle

Add new product bundles and specify the item you want to include in them. Assign your special retail price to make sure you have the best bundles of all web-stores!

Only offer the best and most recent bundles to your customers.

Combo Mgmt.
Center:

This section gives access to the combo management tools that will allow you to create combos of related products and allow your customers to pick and choose which item they want and which item they do not want before adding the combo to their shopping basket. You have full control over the monetary amount each item adds to the combo, adding a premium for the very high end product or giving reduced pricing for the product you wish to promote.

For each category, select how many and which items will be available in the combo, set the default item to be included, set the price of each individual item!

The screenshots illustrate the following steps in the Combo Mgmt. Center:

- Update A Customized Combo: Step 3:** Shows a table for selecting categories and their quantities. The table has columns for 'Category Name', 'Number Of Products', and 'L'/'E' buttons.
- Update A Customized Combo: Step 2:** Shows a list of categories with checkboxes. 'Entertainment Software', 'CD/DVD/CD-RW', 'Video', and 'Speaker' are checked.
- Configure The Speaker Category:** Shows a detailed configuration for a specific category. It includes a table with columns for 'Product Name', 'Price', 'Def.', and 'E.'. Items listed include 'Fourpoint Surround FPS2000 Digital 4 Speaker 1 Subwoofer' (Price: 232.43), 'Cambridge SoundWorks SW310 Speakers' (Price: 103.51), and 'SoundMan S-1 Speaker' (Price: 26.22). There is also a 'More Choices Of Products' list with an 'ADD' button.
- Update Customized Combo: Step 1:** Shows the final 'The Combo Name' field set to 'Home Theater Combo' and a 'NEXT' button.
- Combo Configuration Panel:** Shows a table of created combos with columns for 'Configurable Combo Name', 'Basic Price', and 'L'/'E' buttons. The table lists 'Home Theater Combo' (Price: 190.11) and 'St-Valentine Gift Kit' (Price: 76.19).

Identify judiciously your combos

Select which category of products should be included in the combo

Create as many combos as you want

5. Order Information Management

List All Orders: Displays all selected information on historic and current orders sorted by chosen criterion and allows you to view order-specific information. Depending on the order status (in process or pending), you also have the option to cancel the order, which gives you full control until the order is finally shipped out to the customer.

List Pending Orders: Displays all selected information on pending orders that are awaiting fulfillment and allows you to cancel any one order. Pending orders include back orders, current business day unprocessed orders and orders having missed the shipping cut-off time and are only eligible for next business day processing.

List Orders In Process: Displays all selected information on orders being currently fulfilled and allows you to cancel any one order. This cancellation will be subject to the capacity of the distributor to hold the shipment in time.

Found #37 results | [Search again or display more information](#)

▼ Order Number	▼ Order Status	▼ Client Login Name	▼ Total Amount	Info.
00001	P	Bugs	12511.18	
00002	P	speedy	12511.18	
00003	P	magoo	12511.18	
00004	P	bond	20093.91	
00005	P	johndoe	12511.18	
00006	P	potter	9536.64	
00007	P	cicora	2447.43	
00008	P	cerby	2447.43	
00009	P	dmrc	1431.82	
00010	P	gouvca	37155.12	

1 2 3 [▶ NEXT](#)

All orders in process are tracked

List Today's Orders: Displays all selected information on orders placed during the current business day and allows you to cancel any pending or in process order, have a clear idea of your daily sales, project which products are currently hot, and much more!

List Cancelled Orders: Displays all selected information on cancelled orders as per the criteria specified. You can list cancelled orders between a range of dates, from a specific type of clients, from a specific client, for a specific product, etc. Find out why your customers cancel orders and remedy to the situation to increase the number of satisfied customers.

6. Mailing List Information Management

Add Email Address: Adds an email address to your mailing list database. Addresses are usually submitted by clients and added automatically to the database. Yet, you can manually add any desirable addresses of the decision makers of companies. A highly well targeted newsletter will certainly inflate revenues for your web-store.

List Entire Mailing List: Displays all email addresses included in your mailing list. You then have the option to update/modify any specific email address or delete invalid ones. Regular maintenance of your mailing list will ensure the continued effectiveness of your advertisement campaigns.

Search Mailing List: Searches your entire mailing list for a specific string of an email address or of an entire email address as per a selected topic. You then have the option to update/modify any of the resulting addresses or delete an invalid one.

Send Newsletter: Sends an email newsletter to all users subscribed to your mailing list. This is a very powerful tool to reach your best customers with relevant and well-targeted information for increased web-store traffic. Tell them what they want to hear, you can only benefit from it!

7. Statistics Report

Payment Method Reports: Generates different comprehensive reports and analyses thereof on your customers' preferred payment methods. With such volume statistics in hand, you can negotiate better discount rates from credit card companies or lower transaction fees from financial institutions.

Shipping Method Reports: Generates different comprehensive reports and analyses thereof on your customers' preferred shipping methods and use those findings to obtain better service levels and shipping rates from distributors, transporters and freight forwarders with tangible numbers showing them the business you bring to them! To be continued partners of your success, they will have to show their commitment and good will.

Sales Reports: Really, those are the only reports that count! Generate different exhaustive reports and analyses thereof on your sales on different time frames (monthly, quarterly, yearly, etc.), customer type (government, corporate, individuals, etc.), region (province, city, etc.), payment methods, shipping method, and more. Calculate your margins on different product types or specific products. Evaluate the economic value of carrying a specific product line. Track the sales trends of revenue generating products and draw projections of future sales and product demand...

Top Clients Reports: Generates different exhaustive reports and analyses thereof on your top customers of all or specific types, regions, time frame, etc. Track your best customers and show them your appreciation with specials and promotions. Monitor what they are purchasing and suggest to them complementary products. Those reports will allow you to achieve a higher level of commitment towards your customers, and happy customers are repeat customers.

Suppliers Reports: Generates different detailed reports and analyses thereof on your suppliers, their delivery timeliness and accuracy, stock availability, pricing levels, total purchases, etc. Those concrete numeric analyses will give you great leverage to negotiate better terms and services from your top suppliers. Use your sustained buying rate as a weight for increased credit with distributors. You can now accurately assess their commitment to you in the importance they give to your business.

Promotional Sales Reports: Generates different detailed reports and analyses thereof on your promotional campaigns and their effectiveness. You will be able to identify what really arouses your customers' interest and what type of promotional offers will result in successful campaigns. Coupled with the sales reports, you can identify the hot products and further promote them for inflated sales. Advertising dollars are valuable, spend them wisely to achieve maximum revenue growth.