



ePet Cart - Software Features



We programmed a custom shopping cart application that would allow for product searches, purchases and many more features. The shopping cart interfaces with Authorize.net, PayPal, and UPS to transfer funds and quote shipping rates, in real time.

We also added a special module to allow for live animal purchases. This makes it easy and quick for an administrator to update animal inventory. There is a unique shipping charge assigned to all live animal purchases, so the dry goods, live animals, and insect feeders are all separately charged for shipping.

The entire sites inventory, information and reports are available through a backend gateway that is **accessible from any web browser**. This streamlines the process for adding new products and updates/editing inventory.

Feature list:

- a. **Multiple Payment Gateways** – Authorize.net, Cyber Source, PayPal and various other payment gateways that will handle the transaction of funds from the customer to your bank account.
 - Real-time payments ensures that the money is immediately added to your bank account.
 - Studies have shown that accepting all major credit cards, checks, and direct debit increases revenue by 10%.
 - Automatically handles all the payment issues, no need to collect credit card numbers.
- b. **Secure Ordering** – The website will be 100% secure, meaning every transaction is encrypted for assured security measures.
 - Studies show many customers will not buy a product from a non-secure site.
 - On line sales are increased by 20% when the payment is secure.
- c. **Affiliate System** - Lets you create accounts that are for selling your products through different sites. The affiliates can then earn money through their referrals to your site. Can also track click-through to the site via affiliate links.(i.e. Partnering & advertising with related sites.)
 - Incentive for other websites to advertise your products.
 - Increases exposure by giving partner sites affiliate links to your products.
 - Track the results of link exchanges and advertising campaigns.
- d. **Site Statistics** - A graphical statistic chart for page views on products as well as sales.
 - You will be able to increase revenue by knowing the products that are viewed. This trend analysis is crucial to fine tuning the prices based on site statistics.
 - Easy access to the site hot spots and slow spots.
 - Learn where the customers are going on your site.
- e. **Related Products** - much like Amazon.com, related products help to group similar products for easy ordering
 - Great for selling complete packages.
 - Creates more sales by associating several similar products.
 - Adds exposure to less viewed products by displaying them with higher viewed products.
- f. **Opt in Newsletter** - Using technology that verifies the customers request for a newsletter, the software creates a legitimate list of users to send out monthly coupons, sales and industry specific information to every month.
 - Creates a marketing database that will lure customers back to site to make more purchases.
 - Keeps customer updated on the progress of the site.
 - Email is the second most productive means of internet advertising.
- g. **Live UPS Shipping** - allows you to get live shipping costs from the UPS web site. During the checkout process, various information (such as the weight of the items in the basket, the address of the shop and the destination address) is passed over to UPS, which then works out the various shipping methods (and corresponding prices) it can offer.
 - Automatically configures next day shipping procedure for live animals.



- Customers can verify the location of their packages via UPS.
 - Cuts out the hassle of having to calculate shipping prices for each item.
 - Integrates with the payment gateway for seamless operation.
- h. **Frequent Customer Discount** - a special program that gives customers that shop consistently a way to save money off their orders.
- Each repeat customer can be given a special discount rate for every product he/she purchases.
 - Great for large accounts and private breeders.
 - Lets you enter the percentage discount for each customer.
- i. **Coupons** - In addition to the Customer Discount, special coupons, incentives or sales can easily be created.
- Will help track successful advertising campaigns.
 - Give new customers a reason to shop with your store.
- j. **Inventory Manager** - can keep track of how many items you have in stock.
- Low-level warnings.
 - Prevent users ordering more items than you have in stock.
 - Alerts you to when you need to order items.
 - Printable list can also help manage store merchandise.
- k. **Customer Account Section** - customers can view their full order history (including the full item break down), see saved baskets and change their password. They can track their orders with a link to their UPS shipment.
- l. **Print Invoice** – allows back end administrators to print invoices for shipments.
- Works with template system.
 - Provides a quick and efficient way to ensure shipments are correct.
 - Helps create brand identity through printed logo.
- m. **Image Automation** - automatically thumbnails your pictures to provide the user with an option to view a larger image.
- Saves time by cutting the procedure of cropping and resizing every photo into one easy step.
 - Gives the customer the option to see a larger picture if needed.
 - Makes adding pictures to your products easy and fast.
- n. **Product Image Watermarking** – automatically places your logo on each uploaded image so they cannot be stolen and reused on competitor sites.
- Ensures copyright infringement is eliminated.
 - Helps create brand identity.
 - Protects product catalog.
- o. **Mark up Weights** – this feature allows the site administrator to markup product weights. This module can be batch run by product category, or on a per product basis.
- p. **Mark up Prices** – this feature allows the site administrator to markup product prices to the nearest cent, dime, or dollar amount. For example a product price of \$5.00 can be rounded down to \$4.99 or 5.10, \$5.09, etc...This module can be batch run by product category, manufacturer, or on a per product basis.
- q. **Photo Album** – add unlimited pet pictures to your own business photo album system. This allows customers to get an in-depth look at your store, animals, and employee pictures.

New Enhancements

In addition to the above mentioned features, the following new enhancements have been added:



Search Engine Optimization – this module creates a directory of your sites pages, and creates special re-direct scripts so search engines can better index your site.

- Ensures your entire site is indexed within the top search engines.
- Creates higher placement of your product pages in search engine results.
- Increases web site assimilation into search engines by 400%.
- Increases unique hits by 70%.

Unlimited Webpage's – an new feature which allows you to create care sheets, frequently asked questions, articles, and other types of information pages, without the shopping cart feature! Add grooming information, pet care sheets and other articles to educate your customers.

Live Hidden Product Display –an added value component which would make it easier to locate hidden and live products. This makes it easier for you to activate and hide products and their inherit version. If the item is out of stock, on order, etc..., you can temporarily take it off the site. You save time, which saves you money.

Exception Report – this value added component allows you to verify the sites product catalog and check the weights, images, price and other such attributes to make sure they are consistent and that they conform to your business rules. For example, each product needs to have a weight specified, if the weight is not specified, the software will error. An exception report will flag those products whose weight is not entered, so you can update them.

Live Animals Scenario – We created a completely custom display for live animal sales, which allows your customers to get a fully comprehensive view of each animal's specifications. Using custom coding we developed an application that is not offered anywhere else, and sets your site apart from the rest. This means more purchases, as you are the exclusive provider of detailed information (and images) for every animal on your website.

Animal Form Updates – we also regularly update your website with new animals, and make sure that each animal entered conforms to the business rules set forth in the original development of the site. Using the Animal Form, we have created a quick and easy way for you to create animal profiles.

Shipping and Handling – we created a custom module for defining shipping and handling charges for live animals, dry goods and live insect feeders. This allows you to specify a flat rate shipping costs for live animal delivery.

Removing States from Sales/Shipping – this feature selected state customers from making purchases on your website.

Enhanced Search Feature – we added a custom search elements which makes it easier for customer using the search feature on your website. This also creates more sales, as the customer can quickly find what he/she is looking for.