

eCommerce Development

Information about our eCommerce Development and our Required Information Form required for us to get started.

I. Advanced eCommerce Development - Information

Niki Media Group has developed the most ideal eCommerce solution that can be used for businesses of any size – and are used today by businesses that range from \$500,000 to \$50 million dollars in annual revenues. Let us explain why.

Most of the eCommerce platforms that are offered on the market today are inflexible, short-term solutions that leave their owners stuck with what they have. Furthermore, should their owner want to use another development company for any reason (and this will happen all the time), it is extremely difficult and/or costly for other development companies to work with them. By doing this, the original development company “traps” their customers and in a way forces them to do continual development with them.

Our eCommerce platform negates this entire strategy. Instead, we have a unique and highly advanced version of the most popular eCommerce platform in the world – which is called “OsCommerce”. “OsCommerce” is an “open source” platform that any web developer can customize, fix, enhance, etc.

This means a few key things to you and your business:

1. You are using a tried and true solution that has been used and is used by millions of other people across the world.
2. You have maximum flexibility to customize your store to make it do whatever you want it to do and/or need it to do.
3. You get to take advantage of the millions of dollars of development Niki Media Group has put into customizing the most advanced version of OsCommerce available on the market today at only a fraction of the cost, and at the most competitive rates available. With Niki Media Group you get a reliable eStore that has proven its ability to do hundred of millions of dollars of business with multi-million dollar companies. You will never have to invest in a better technology as your business grows.
4. If you do not want to use Niki Media Group in the future for any reason, you don't have to nor need to. This flexibility ensures that you are receiving the most competitive prices on development since we do not have a monopoly on this technology.

By ensuring these key aspects to our customers, we provide the most comprehensible, competitive, and cost-effective solution for serious businesses and entrepreneurs.

A. Key Features - Here are some key features that are included in our eCommerce solutions:

- Unlimited Products and/or Service items that your business sells
- UPS real-time shipping integration
- Custom Order Email Confirmation/Invoice to Customer
- Sales Reporting by day, month, year
- Products "Most Viewed" Reporting
- Customer Ranking by Purchases
- Discount based upon quantity purchased
- Customer "My Account" complete functionality
- Storing of all Customer Contact Data
- Export of all Customer Data into Text Delimited file that can be imported into all major contact manager programs (Microsoft Outlook, ACT!, Goldmine, Quickbooks, Quickbooks Customer

Manager, etc.)

- Payment Method Functionality (check, credit card, COD, terms, paypal)
 - Unsold Carts – Have the ability to view customers who did not complete the check-out process and specifically what they wanted to buy so that your salespeople can follow up and complete the sale. Unsold Carts allows you to maximize your advertising dollars by making sure that you close the sale on every lead you bring in.
 - Easy Populate – Have the ability to upload massive product lists of any size to eliminate time consuming hand-entering of individual products into the store. This also provides you with the ability to make massive changes to the products, such as pricing changes, almost instantaneously.
 - Complete Inventory Management
 - View in-depth customer information and web site activity

*NOTE: Our quotes include complete integration into your existing web site so that transactions are being made without any problems. We are not just setting up your store; instead, we are working alongside you until the store has been online for two weeks without any problems.

B. Additional Features - Here are a few examples of some additional features that CAN BE INCLUDED NOW OR IN THE FUTURE in our eCommerce solutions:

- Synchronize your eStore with Quickbooks accounting software so that you do not have to hand-enter in your orders or your customer information.
- Vary shipping options and payment methods based upon your customer's geographic location
- Send fancy emails and newsletters every month to all of your eStore customers
- Implement a trouble ticket system for support issues, RMA's, and any other related issued. Give your company the appearance of a big corporation with a professional customer service department
- Points and Rewards System – customers receive points for their orders that can later be redeemed.

II. eCommerce Implementation – Required Customer Information

Please take some time to thoroughly fill out the following information requested in this form and email or fax it back to Niki Media Group at (949) 209-1836. This information is required to begin building your eCommerce store.

1. Company Information

A. Company Name: _____

B. Company Address: _____

C. Company Phone: _____

D. Company Email Address for your eStore (not your personal email address):

2. Your Web Site and Hosting Information

To get this information, you will need to know where you purchased your domain name (i.e. www.yourdomain.com is a domain name) and where your web site is being hosted. If you didn't do this yourself, you will need to contact whoever did this for you. We will not be able to determine this for you. Once you have this information please fill out the following fields:

A. Where did you purchase your web site (i.e. www.godaddy.com)?

What is your Login Name & Password? _____

B. Where is your web site being hosted (i.e. www.yahoo.com)? NOTE: If you host your web site with the same company that you purchased your domain name from, leave this blank.

What is your Login Name & Password? _____

3. Merchant Information

You will need to contact your bank, or your merchant bank (a merchant bank is the company that has set you up to accept credit cards) to get this information. If you do not have a merchant account, you will need to set one up and you can do this by contacting your bank. If you don't want to start a merchant account, you can simply just use a paypal account. Although the transaction fees are high, Paypal accounts can be set up in minutes.

A. Name of Merchant Bank _____

B. Web Address of Transaction Gateway Company _____

C. User Name/Password of Transaction Gateway Company _____

D. What methods of payment do you accept? Please circle all that apply.

Visa/Mastercard American Express Discover eCheck Paypal COD

4. Shipping Information

If you are unsure of this, please take a moment to think about your business in order to determine how you want to approach shipping. It is standard for customers to always pay for the shipping cost when they purchase products. Furthermore, many businesses add a nominal fee per order for "handling" in order to recoup packaging costs. Please determine how your business will deal with shipping and then answer the following questions.

A. Do You Charge for Shipping? Y N

B. Do You Charge Handling Fees on top of Shipping fees? Y N

If YES, please explain _____

C. Do you ever allow for free shipping based upon a total dollar amount purchased? Y N

5. Product Information

A. How many products do you have in your store? _____

B. Do you ever charge sales tax? Y N

If YES, what is your tax rate? _____

Who gets taxed? (i.e. all customers in California) _____

6. Product List

This is the most critical aspect of your eStore, and it may take some time. Please create and email an excel document that contains the following in an organized manner:

- a. Product Category (optional)
- b. Product Name
- c. Price (Before Tax)
- d. Taxable / Non-Taxable
- e. Product Shipping Weight (when completely packaged – overestimate if necessary)
- f. Product Model Number (optional)
- g. % Discount if bought in specific quantity (i.e. 15% discount if buy 3) – (optional)

NOTE: Once you have completed this document, double-check it for errors. Once you have submitted this document to us, we will begin a very intense development process that cannot be reversed. Therefore, to avoid any extra charges it is crucial that this document is 100% accurate. Niki Media Group offers extremely competitive prices to our customers and these prices DO NOT take into account time required to repair careless errors made by our customers. We greatly appreciate your attention to this matter.