

### Fully Customizable Web Site & Customizations Based On Client Requirements

At **intellikaps**, Inc. we analyze Your Business Needs and functionality, and then start the E-commerce Front-end Development.

This means that there might be need of custom enhancements to the site, that third party Solutions may not provide, because they have a generic e-commerce solution where you can change a thing or two and get your e-commerce system ready. This may seem fine at the first glance, but in the long run of the business you might need customizations following the trend in the market. In this scenario the third-party ready to use solutions might not provide you what you need, but at Intellikaps we always foresee such scenarios and design your web store so as to facilitate the **futuristic changes**, that might seem unnecessary at preliminary stages of the store.

*For example, consider having promotions and sales on your site, i.e. at times you might want to setup sale and promote promotion on option like, shipping costs free for over purchase of \$100, or buy any two items and get third one of same or less price for free or may be just slashing the products price by certain percentage .*

Yes, we do provide these functionalities if you require and that too with few clicks of mouse buttons, so you don't need a web designer or developer to make changes to the site.

To develop a following of purchasers, we use an **opt-in e-mail** where they can subscribe to your email promotions, plus when they make purchases **you start building your own database** for future sales.

***A static site, without a database behind it cannot take full advantage of the sales and future promotions.***

Our **administration panels** will give you all the functionality, right from adding the product, uploading of images to even generating printable invoices that you can ship along with products. To change a 400-500 page static site is a nightmare and maintenance costs go sky high. Another problem you might encounter in third party systems is getting your database contents from time to time. At times you just might want a local copy of the database for administration and security purposes.

**At Intellikaps we will provide you the database replica whenever you Require.**

We Create separate database for your site, using a separate database we try to reduce the risk of any malicious activity significantly.

**A full product search engine will be developed for your site.** (The search engine can be developed customized to yours requirements if any). All the search results can spanned across multiple pages where there are say more than 20 results. This might not sound as a big option to you, but consider having 500 products in search results and all of these being displayed on the same page, apart from the time it will require to download the page to the browser, the users might not even notice the product they were looking for in this huge listing, though it was there!

***(Point: the product that could have been sold was not sold just because of this small option).***

Marketing gets users to your web site, and yes that's very important, but what is as most important is making the **user feel secure and comfortable** on your site so that they stay on your site, buy products and come back whenever they wish to buy more. The nuts and bolts that we mentioned above help to achieve exactly this.

Of course some of the other third party solutions do offer administration panels, but the thing is to what extent.

- ▶ You tell us your requirements and we develop admin panels accordingly.
- ▶ We provide hierarchical level categorization of products, through our admin panels to an unlimited degree that anyone can setup!
- ▶ The category of a products can be changed just by click of a button.
- ▶ Customizations like, featuring products on the home page can be done in Admin panels so that you can decide and change, on what products to be featured.
- ▶ Customizations based on product type can be done, you can even define attributes of a product and let user what the needs, for example a same item can come in different colors, and here the user can opt for option he wants.
- ▶ You can disable a product online, for example when that particular item is not in stock, rather than deleting the product and then entering all the product data again, when it gets back in stock.
- ▶ You can **update any of your products anytime.**
- ▶ The Intellikaps **e-store keeps track of all the orders** that are processed, pending to be processed. It maintains an order archive where all previous orders are saved and can be retrieved anytime.

- ▶ We help to setup **SSL** (Secure Sockets Layer) on your sites as well as will Integrate the e -store with the **payment gateways**.
- ▶ Apart from just an e -store we also develop other applications for the site that makes the user experience on your site more comfortable & enjoyable ,for example you may opt for a picture gallery, animated banners, customer support etc, depending on yours requirements and budget.

*We just don't sell e-stores **we build them and give control to you**. After all it's **your business and you should have full control of it**.*

We also provide data-entry services for these e-stores and product picture enhancement and optimization.

If required, we can also add **diferent user profiles for the administration** panels, so that you may give admin access to others for just data management,keeping the other sections out of their reach for e.g.: the orders section, and other features.

We ensure that all the form submissions are proper, we do **exhaustive error checking**, and should you have any problem, we are always there to take care of it.

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