

















## The ICELAB SHOP – SO EXACTLY WHAT CAN IT DO FOR ME?

The ICELAB Shop is a tried and tested web shopping cart framework which can be customised to your precise selling needs. The solution is therefore a 100% match to your business, unlike the 30% to 70% match from other shopping cart products available off-the-shelf.

The core ICELAB shopping cart product consists of all of the following features plus lots more: -

-  **Design** - a site design that is tailored specifically to your branding, logo, fonts & colours.
-  **Product Showcase** - a scrolling area where you can draw attention to specific products.
-  **Additional Pages** - you can update these yourself at anytime. e.g. Delivery Information.
-  **Product Ranges** - there is a clear menu list of your product ranges on the left-hand side.
-  **Product Options** - you can sell products that have up to two options of say sizes or colours.
-  **Terms and Conditions** – a page that contains your online legal policy details
-  **Shopping Basket** - this displays the visitor's current basket contents and prices.
-  **Secure Checkout** - the checkout is an editable list of the items in the basket.
-  **Credit Card Processing** - a third-party payment solution is an integral part of the checkout system. (We can recommend a payment supplier or implement your preferred option.)
-  **Delivery Charges** – if your delivery charges vary per product or weight of combined products we will work with you to meet your specific requirements.
-  **eVouchers** – store lists of eVoucher numbers that can either be used as many times as you want within a certain date range (e.g. 10% off for one week only!) or one off 'gift certificate' vouchers that only have one use.
-  **Related Items** – if you want to 'up-sell' and recommend that if your customer is buying product X then they might like product Y as well, then this is the feature for you!
-  **Search Facility** - a search box that is placed on every page that allows the visitor to enter a search word and it returns a page listing every product that has that search word in its name, description or specialised search fields
-  **Search Engine Optimised** – our shop is carefully designed to promote your products and industry keywords on the search engines.



**Special Offers** – Do you have January Sales? Spring Offers? Summer Clearances? We will work with you to promote and manage these offers on the site. You have promotional areas on the home page which can be changed regularly and reused in different seasons.



**Stock Control** - optionally let the customer see how many products you have left – either way the system will email an alert to you to tell you when the web-recorded stocks are low. Warning – if you have a physical shop as well, this requires a significant admin overhead.



**Hosting & Email** – web hosting and email are included in the monthly support fee for clients who are on ongoing support.

## SO WHAT SHOULD I EXPECT?

We will work with you to get our standard web shop solution up and running for you within three months.

The project plan is always very flexible and tailored specifically to your business objectives however the following represents the typical project objectives for the first three months: -

**Month 1:** Agreeing the overall project scope & requirements.  
Building the standard web shop site in your company brand and colours.

**Month 2:** Loading in your catalogue of products – descriptions, prices and photographs.  
Setting up online credit card payment facility.

**Month 3:** Launching the live website.  
Focusing on Search Engine Optimisation and promoting the website.

From there on we will agree exactly what the priorities for your web shop are on a month by month basis so you know exactly what you are getting each month for your monthly budget. We aim to work closely with you to ensure that you get a return on your investment over time. Experience has taught us that it will take at least three or four months to start achieving noticeable results. We can then add in extra features and do additional web promotion activities over time out of the monthly payment to spread the cost for you and manage your risk. After six months you are free to break off the ongoing support agreement at any time – we just require one month's notice.

## SO HOW MUCH DOES IT COST?

We charge a fixed rate of **£500+vat** a month for our ongoing proactive support service. New clients do need to commit to at least 6 months but after that if you do not wish to take advantage of our ongoing proactive support service you are free to continue to use your version of the shop and just pay a minimal **£50+vat** monthly retainer to cover hosting, admin and minor incidentals. In this instance any subsequent ad-hoc web support will be quoted for at our standard hourly rate of **£75+vat**. Please note however that we always aim to give priority support to clients who are signed up to our ongoing support service before those on ad-hoc support.

Any other costs? – The only additional potential costs to be aware of are for setting up your account with 3<sup>rd</sup> Party Payment Providers and Bank Charges for processing Internet Transactions.

## SO WHAT CAN I DO NEXT?

Interested in discussing your specific requirements for your web shop?

Just give us a call now on **01304 382170** or email us at [info@theicelab.co.uk](mailto:info@theicelab.co.uk)