



inovicastore

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**WE WANT YOU TO BE
SUCCESSFUL**

inovicastore

The Right Choice

In choosing Inovica Store as your ecommerce platform you have a powerful, flexible and proven system to run your online business.

Inovica Store provides you with a completely bespoke ecommerce store, tailored to your needs and requirements. You can manage your store easily - retrieve orders, update inventory and manage every other aspect of your online business. All from one easy to use system.

We also run our own sites that are powered by Inovica Store so we know what works and just as importantly, what doesn't. The Inovica Store platform powers millions of transactions per year.

We would love to help you and to show you what Inovica Store can do for your business.

A Total Service

You're in good hands with Inovica Store. We provide you with the help and guidance you need.



Selling with style

We don't just make your site look good. It also needs to be effective. Providing a great customer experience is paramount to the success of your site and we work hard to achieve this and to maximise your sales.

Our professional design team work with you to achieve a design that is appropriate to your audience. With Inovica Store, there is power in its flexibility and you can have more than one design assigned to your store.

Not just a pretty interface

Behind the scenes, there is a comprehensive and powerful system so you can manage every aspect of your online store. Uploading your products only takes seconds and keeping track of your orders is a breeze. You can also run promotional campaigns, view reports and many other functions - all at the click of a mouse.

Don't panic though! The management system may be comprehensive, but it's also easy to use. You also receive free training in every aspect of managing your store. Running a business is hard work enough, so we like to keep things simple.

There's no time like the present

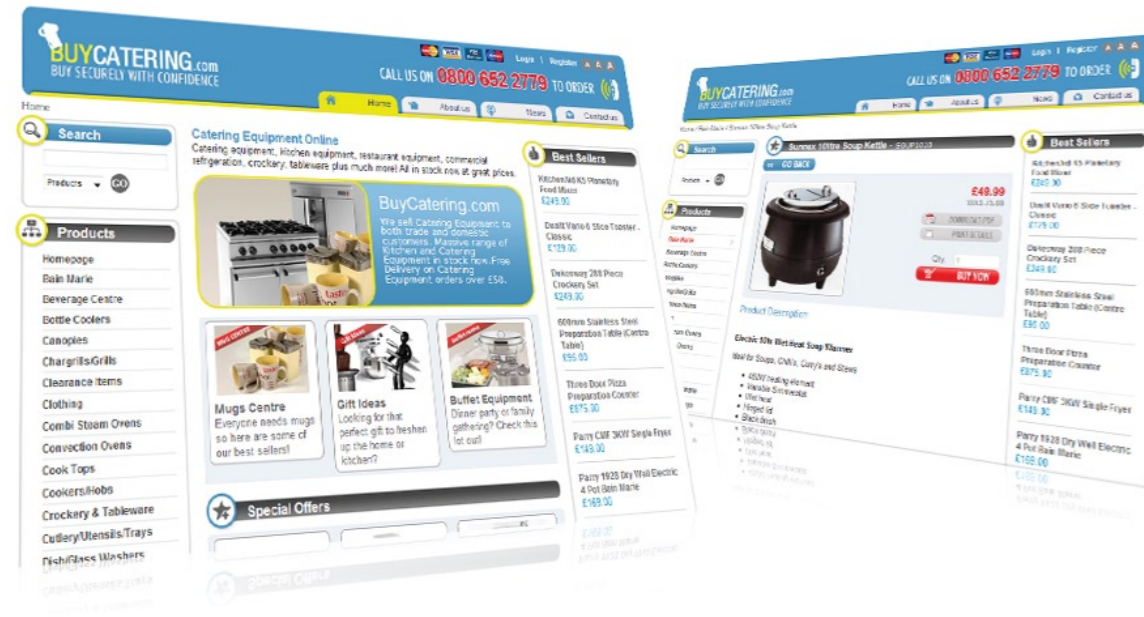
Inovica Store has been designed as a robust, scalable and flexible ecommerce platform where we build sites rapidly. We'll create a perfectly designed site for you, but we will have a standardised template version up and running within a matter of days. You can then familiarise yourself with the system by adding products and other content. Following this, we then embed your custom design and help you to enter your content into the store.



A supporting hand

The Inovica Store difference is that we truly, genuinely want you to do well. We help our customers from the start and provide support until after the site is launched. We pride ourselves on our support, advice and guidance, and we will be with you every step of the way with your new store.

Real Results



Buycatering.com

Buycatering was created by an existing company that had been trading for 40 years. In a bid to enter the digital age, they approached Inovica Store to create a direct sales site to sell their catering equipment. The site was launched in 2008, complete with over 1000 products. Since the launch, buycatering.com has significantly increased sales and is planning further online ventures.

Previously being bound by the physical limits of their premises, BuyCatering are now free to sell to a national audience with the ease and confidence of an experienced online retailer.

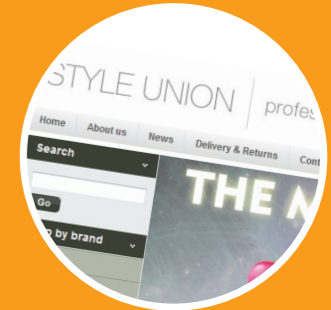
Rugby-Store.com

Started by Tom May, a premier league professional rugby player, Rugby-Store.com is a site selling rugby clothing, equipment and teamwear to other players and fans alike. As an off-shoot to his EverythingRugby.com site, this store was only launched in February 2009 and already has substantial sales. Rugby-Store.com is fulfilling Tom's initial ambitions and he has plans to grow the site, and the number of products it contains, over this coming year.



StyleUnion.co.uk

Style Union stocks a large range of professional hair care products that are usually only available through leading salons. Created on behalf of Newcastle-based online marketing agency, Silverbean, the Style Union site has been developed to make it easy for customers to find exactly what they are looking for, according to their hair type, required product or preferred brand.



AstonParts.com

As an online store selling Aston Martin parts, AstonParts.com provides a simple, clean design for browsing parts for this iconic brand. This site attracts a substantial number of orders from around the world and has featured in both car magazines and enthusiast websites.



PlantArt.co.uk

Artificial plants have benefited from recent advances in technology to the point where they can be virtually identical to real plants. PlantArt.co.uk is a new site specialising in contemporary artificial plants and a clean, modern site to match these was required.



All the Tools You Need

At Inovica Store we try to keep the technical aspects to a minimum when discussing your store, but we have produced the following as a list of your store features. This list is not meant to be comprehensive, but will give you an overview of the standard features:

Entire System

- Templated designs to choose from
- Bespoke designs can be embedded
- Search engine friendly pages
- DDA (disability) compliant pages
- Full training and support
- Help guides and manuals

For Your Visitor

- Browse by categories or brands
- Detailed product information
- Full search facility
- Unlimited number of product pages
- Products with multiple images
- Complimentary and similar product tagging
- Brand and manufacturer pages
- Registration and secure shopping cart
- Featured products section
- For Sale section
- Customer service and contact information
- Promotional banners
- eNewsletter sign-up and management
- Articles and news
- Shipping information
- Unlimited pages
- Customer account downloadable invoices

For Your Management

- Feature rich administration
- Add thousands of products
- Set up multiple categories
- Assign products to brands
- Real time visitor and sales reporting
- Comprehensive product management
- Bulk uploading and updating via spreadsheets
- Multiple product options
- Flexible multi-level categories and sub-categories
- Automatic email notifications for you and the customer
- Email marketing with powerful filtering
- Customer orders account history
- Customer address information and profiles
- Payment gateway integration including Credit Card, Google Checkout and PayPal
- Printable invoices and packing slips
- Online news facility
- Currency settings
- Time zone settings
- Tax settings

- Flexible shipping options and order status management
- Discount and promotional codes
- Built in affiliate link capabilities
- Full automatic backups to protect your data
- Different administration permissions
- Add news, articles and testimonials



The Next Step

There is nothing better than a real demonstration for us to show you just how powerful Inovica Store is and how we can help you.

We are a "no pressure" company though and we will be happy to come and see you, but will definitely not bombard you with sales calls!

Call us on
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or email
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