

POSI-LITE WEBSITE GENERATION PACKAGE

Product Overview

POSI-LITE provides a tool where you can easily set up a web site that will display up to 500 different items. A shopping cart and powerful search function is included to help customers order online.

This helps you turn over YOUR products by listing them on YOUR web site and receive customer orders through YOUR email address.

What do you get?

We provide your very own web site with a registered Domain Name, a web based email account with up to three unique addresses and a web site that is ready and able to sell YOUR product to YOUR customer! The initial set up usually takes 2-3 weeks from receipt of your initial payment based on site design.

What does it cost?

The **initial setup cost** is a one time charge of \$199.

The initial cost is used to obtain your Domain Name and configure our server to host your web site. We also obtain an SSL Secure Server Certificate for your web site to encrypt order forms, protecting your customers sensitive data such as credit card numbers. The Domain Name and SSL Certificate are valid for a period of 1 year.

Initial setup includes creating a web site using your preferences for text, content, color and feel. We also provide the search and shopping cart functions for you and your customers use.

There is a **monthly charge** of \$59 for hosting your web site on our servers and processing your email.

There is a **yearly charge** after the first year to renew your Domain Name and SSL Certificate. The yearly charge currently is \$14.95 to renew the Domain Name registration and \$59.99 to renew the SSL Certificate. We pay these fees on your behalf and they are subject to change. Please note that these fees are **INCLUDED the first year in the setup fee.**

How do I Start?

First, you will need your own web Domain Name. We can transfer an existing name to our server if you already have one. If not, we will help you find the perfect name for your business!

Setup is easy! We work with you to design a basic website scheme, color scheme, flow and the text displayed on the site. Logos and artwork may be provided by you or we can recommend graphic artists. We can assist you in minor tweaking to any artwork, but, data backed web sites are our specialty, not graphical designs!

Once the design and implementation is approved, the site will be active as soon as you add your data!

How does it work?

The POSI-LITE package features an online ADMIN function to easily add, update or delete items from your web site. POSI-LITE is set up for up to 500 different items that can be offered for sale. New items can be added, descriptions or prices can be changed and items that are sold out and no longer available can be deleted. When you are finished with the update process, POSI-LITE regenerates your web site interfaces with your inventory.

You simply enter the data for each product you want to sell. Each item can be identified, and the customer can sort attributes such as Manufacturer, Department, Scale and Part Number. An Item Description and a Selling Price is also entered. A picture may also be associated with a specific product.

We will happily provide the requirements to you so you can provide and upload a picture for each

item. If you cannot provide the picture in the proper format, we provide assistance for a reasonable fee.

Upgrade Path

When your business grows to the point that a Point-Of-Sale system is required for inventory management, your POSI-LITE system can be easily upgraded to a POSI-STORE site for \$100.

Costs

General Setup, Text, "Look and Feel"
One Time **\$ 199**

Monthly Usage Fee is a fixed charge. The usage includes the hosting of your web site, email access for three users and full secure shopping cart ordering for your customers **\$ 59**

Billing

Billing will be done monthly and be payable within 15 days upon receipt of the bill.

Customer Trust & Repeat Business

The key to gaining and maintaining the trust of your online customers is making sure that the data that is shown on your web site is as current as feasible. Our experience indicates that one of the main reasons customers will return to your site to shop again is the currency of the data. Your web site shows ONLY items that have been entered.

It is important to react to out-of-stock situations in a timely manner. As soon as you are aware that an item is SOLD-OUT, update the POSI-LITE item as soon as possible. POSI-LITE gives merchants an easy way to mark an item as unavailable.

The volume of sales you have will dictate the frequency that the web site should be updated each day.

Time to regenerate web site after data is loaded to web server 3-4 Min

EMAIL

Three email accounts will be set up using Web Mail accounts at no charge. We will determine the actual name for each email account. Web Mail permits you to access your mail from multiple locations and maintain folders of your messages on the web server.

Ready to order or have a question?

Please contact us by either email or phone.

Please feel free to email us with your phone number and the best time to reach you and we will call you on our dime.

Email: dennis@fluidnetwork.com

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