

uooBOUTIQUE

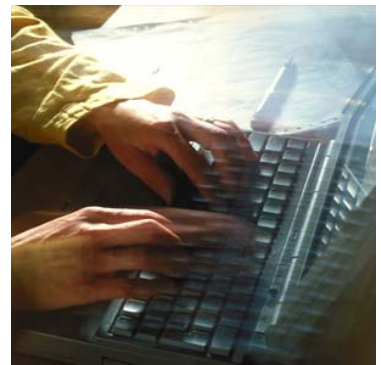
eCommerce Solution

A Business Proposition

- an export opportunity



multi-lingual multi-currency
hosted ecommerce solution



uooBOUTIQUE business proposition



UooBoutique provides multi-lingual multi-currency e-commerce solutions for small and medium sized companies:

- business to business export and domestic trade
- business to consumer international and domestic markets

UooBoutique helps new and established businesses to maximise the return on their on-line trade investment:

- Attract more qualified customers to their web site through a mix of traditional and emerging internet marketing techniques.
- Communicate a clear selling proposition to online customers in their own language and currency, creating trust, desire and value.
- Keep the customer sold, repeat business is still the best business.
- Low start-up and running costs – fully hosted and supported service offers, rapid online shop deployment with a fixed monthly service charge.



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ONID Limited is authorised to supply uooBOUTIQUE ecommerce software by Uootek sp. Z.o.o

uooBOUTIQUE business advantage



All businesses are faced with an increasingly competitive market environment. Prompt action is required to capture new customers, improve relationships with existing customers and reduce costs.

In recent years, leading organisations have implemented e-commerce solutions to meet these challenges, with impressive results.

- Extended reach and reduced sales costs through the use of efficient, professional online channels to market and sell their products and services to consumers.
- More efficient marketing and selling process to business customers and the development of stronger partnerships.
- Lower purchasing costs and shorter processing times through automated streamlined e-procurement systems.

The benefits of e-commerce applications, whether for Consumer Sales, Business Sales, or Electronic Procurement, are undisputed.

However, successful deployment can involve a steep learning curve.

The smart option is to team up with an expert partner. UooBoutique has the skills and track record to provide a solution that delivers on the e-commerce promise.

Small and medium sized companies need a solution that is configured to meet their specific needs now and adapt to the future challenges. A solution that offers rapid deployment which equates to low implementation costs and therefore improved return on investment. A solution that requires low operating and maintenance costs.

The Competitive Advantages for the deployment of an UooBoutique e-commerce solution.

Multi Lingual, Multi Currency: increase online export and domestic sales.

Multiple Shop Dynamics: configure the online shop to suite consumer or trades sales, or both.

Multiple Product Dynamics: configure the online shop to sell volume products, "one-off" products, very high value items or service based transaction, or a mix.

Multiple Web Marketing Functions: Affiliate Programme ready, Pay-Per-Click, Search Engine Optimisation.



uooBOUTIQUE business models



B2C – Selling to Consumers

It is now widely acknowledged fact that online consumer selling is a proven route to market and is the fastest growing channel in retail sales. More interesting is the opinion that consumers are increasingly using the internet to check out products and services prior to making purchases in a brick-and mortar outlet.

This trend has been accompanied by fundamental changes in consumer expectations with regard to online shops. Online shops need to feature extensive functionality, excellent service, professional look and feel, but above all, must be able to communicate in their native language, and trade in their chosen currency.

UooBoutique is fully equipped to:

Communicate with a global customer base

Use multiple and multi-currency online payment systems

Use product associations to cross sell additional products and services

Empower customers to create wish lists for future and repetitive selling

B2B – Selling to Business Clients

E-Commerce offers many ways of lowering the cost of business relationships with other companies and at the same time making these relationships more efficient. Such as automating purchase / sales processes which reduce expensive manual workflows.

UooBoutique is fully equipped to increase, strengthen and streamline:

Marketing – communicating globally through central online catalogues and services.

Sales – configuration for domestic and international trade customers; currency, user discounts, cross boarder VAT issues and shipping calculations.

Payments – use either the company's existing trade invoicing procedures or provide online payment systems as required.



Your Check List

Your Market

- Domestic
- International

Your Customers

- Consumer
- Trade

Your Products

- Volume
- One Offs
- Rent / Hire

uooBOUTIQUE

EU – an export opportunity



500 million potential customers - separated by 23 languages and 12 currencies but connected by a common internet

The European Union (EU) is an economic and political union of 27 member states, located in Europe. It was established by the Treaty of Maastricht on 1 November 1993 upon the foundations of the pre-existing European Economic Community (EEC).

With approximately 500 million citizens, the EU combined generates an estimated 30% share (US\$16.8 trillion in 2007) of the nominal gross world product.

The 27 independent sovereign countries which are known as member states are:

Country	Currency
Austria	Euro
Belgium	Euro
Bulgaria	Bulgarian Lev
Cyprus	Euro
Czech Republic	Czech Koruna
Denmark	Danish Krone
Estonia	Estonian Kroon
Finland	Euro
France	Euro
Germany	Euro
Greece	Euro
Hungary	Hungarian Forint
Ireland	Euro
Italy	Euro
Latvia	Latvian Lat
Lithuania	Lithuanian Litas
Luxembourg	Euro
Malta	Euro
Netherlands	Euro
Poland	Polish Zloty
Portugal	Euro
Romania	Romanian Leu
Slovakia	Euro
Slovenia	Euro
Spain	Euro
Sweden	Swedish Krona
United Kingdom	UK Pound

The core trading objective for the single market involves the free circulation of goods, capital, people and services within the EU. Once goods have been admitted into the market they can not be subjected to customs duties, discriminatory taxes or import quotas, as they travel internally. The non-EU member states of Iceland, Norway, Liechtenstein and Switzerland participate in the single market but not in the customs union.

The EU's population is 7.3% of the world total, yet the EU covers just 3% of the Earth's land, amounting to a population density of 113 km² (44 sq mi) making the EU one of the most densely populated regions of the world.

One third of EU citizens live in cities of over a million people, rising to 80% living in urban areas generally. The EU is home to more global cities than any other region in the world. It contains 16 cities with populations of over one million.

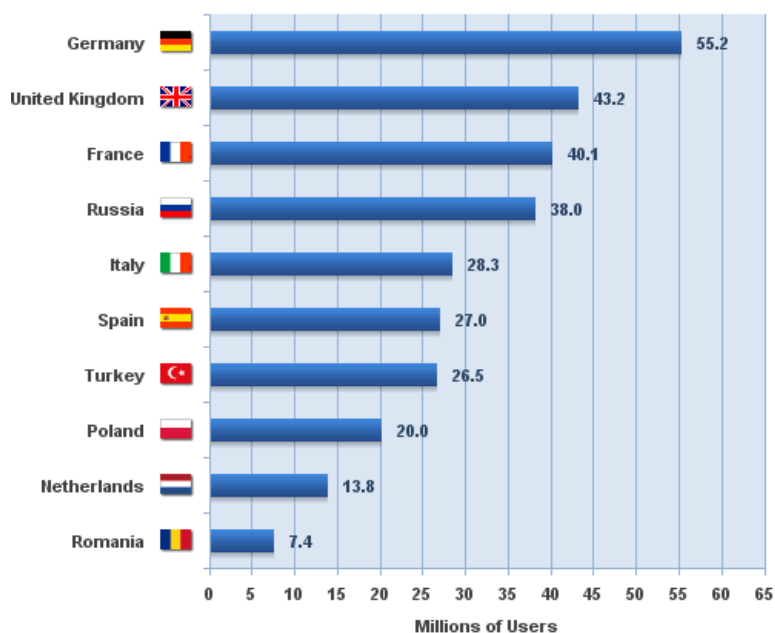
Besides many large cities, the EU also includes several densely populated regions that have no single core but have emerged from the connection of several cities and are now encompassing large metropolitan areas.

Among the many languages and dialects used in the EU, it has 23 official and working languages: Bulgarian, Czech, Danish, Dutch, English, Estonian, Finnish, French, German, Greek, Hungarian, Italian, Irish, Latvian, Lithuanian, Maltese, Polish, Portuguese, Romanian, Slovak, Slovenian, Spanish, and Swedish.

German is the most widely spoken mother tongue (about 88.7 million people as of 2006), followed by English, French and Italian.

Ecommerce internet sites only presented in English, address less than 10% of the possible market.

Internet Top 10 Countries in Europe



uooBOUTIQUE

key features



Multi-Language

All the shop's navigation controls, message, and all email templates are pre-translated into local languages by mother tongue nationals.

All product descriptions are held in a web server database pre-translated into local languages, including local country VAT / Tax rates, and shipping calculations.

Supports all European Languages, plus ROW, and other English variations such as USA, Canada, Australia, New Zealand.

The Online Credit Card Transaction Service is specific to the chosen language / currency used.

Multiple Shop Dynamics

Set shop dynamics for international and domestic trade or consumer sales or both.

Online credit payment

Option for restricted access to pre-registered account users

Account invoiced sales

Complex VAT calculations

Postage calculations include free post threshold

Set Product dynamics for volume products, high value – "one off" products. This incorporates a central wish list function with a timed product reservation-of-interest.

Set product dynamics for "simple" reservation sales. Sell good / services for hire, bookings, rent or letting.

Affiliate Programme Ready

Increase Consumer sales through third-party affiliate programmes.

Rapid Shop Deployment

Shops are hosted on pre-configured servers. Three versions of shop front are available:

Standard – Clean, simple and sharp shop layout. Customise screen colours and fonts.

Style – Designer Style with added images to shop layout. Customisable style sheets.

Flash – Full Flash user interface shop layout. Customisable to shop owner requirements.

Online Payment Systems

Fully integrated to a wide range of secure online credit card payment providers.

Comprehensive Product Database

Free text description

Multiple Images
Index Thumbnail image
Normal image
Large image
Unlimited Thumb-detail images

User definable fields.

Additional URL Links to pdf or html pages – i.e. product technical details.

Simple price option

Complex price options

Special price function

Sale price function with start / end dates

Reservation option at check-out

Various postal charge options

Meta tag description for whole shop and for each product

Keyword search

Multiple and Nested product categories

Products can appear in more than one category

Product ranking – Top selling items

Products cross linked with other products to promote up-selling

Other Functions

Wish list for future purchases

Popup Information Windows
Create and customise pop-up windows for general shop information / topics

Real time notification of sales
Emails sent to clients in local language. Emails can be fully customisable with html / images etc.

Online shopper order history
Users can track all their current orders and view their order history

Stock Control Function

Set stock level

Set minimum stock level

Set different options when out of stock

Hide product when nil stock
Display out of stock notice
Email User when items are back in stock

uooBOUTIQUE product and services



Standard Package Configuration

UooBoutique ecommerce online shops are provided on an annual rental basis. Hosted on shared and dedicated servers, unlimited technical support, downloadable user guides, unlimited web space for product images, unlimited database space for product text description.

UooBoutique online shops are pre-translated for all web page controls, messages and example e-mail templates. In addition to the online product editor, we also provide an off line bulk product up-loader. Available in both MS Excel and MS Access versions.

In-house Shop Owner Administration

- Shop details
- Product / group details and images
- Users / Account details
- Affiliate programme details (if used)
- On Line Payment Processor details (if used)
- Multiple admin user access
- Automated stock control - Option

Additional Services

These additional support services are available at an additional charge:

Web Marketing Consultancy

The successful business, new or existing, that uses the internet to market and sell their products and services has to overcome three major challenges:

- Attract Qualified Customers – this requires a mix of traditional and emerging marketing techniques.
- Present a clear selling proposition – create trust, desire and value.
- Keep them sold – repeat business is the best business.

Outsource Shop Administrator Services

- Full Shop Administration Services:
- Preparing and maintaining Shop Details
- Preparing and maintaining Product / Group details
- Resizing existing product images
- Management of additional translation services
- Management of User / Account details
- Affiliate programme details (if used)
- On Line Payment Processor details (if used)

Additional translation services

- Additional translation to existing web controls
- Additional translation and customisation to existing email templates
- Additional translation to existing example pop-up windows
- Translation of product text

Additional URL Services

- Your Own URL redirected to the online shop if you don't have existing web site
- Unlimited email addresses at own URL

Custom Web Design

- Additional Custom Design to shop front



uooBOUTIQUE pricing plan



5 Languages
Up to 2,500 products
Fully hosted on shared server
Customisable CSS Shop design

12months hosting
Plus 2 months fee hosting

1 live shop database
1 development shop database

1 Wordpress blog installed

Offline Admin Tool
Offline Product Database Tool
Offline CSS Shop Design Tool

£800.00 per month charge



Unlimited Number of Languages
Unlimited Number of Products
Fully hosted on shared server
Customisable CSS Shop design

12months hosting
Plus 2 months fee hosting

1 live shop database
1 development shop database

1 Wordpress blog installed

Offline Admin Tool
Offline Product Database Tool
Offline CSS Shop Design Tool

£1,000.00 per month charge



Unlimited Number of Languages
Unlimited Number of Products
Fully hosted on dedicated server
Customisable CSS Shop design

12months hosting
Plus 2 months fee hosting

1 live shop database
1 development shop database

1 Wordpress blog installed

Offline Admin Tool
Offline Product Database Tool
Offline CSS Shop Design Tool

£1,500.00 per month charge

Prices exclude UK VAT