

Gain *competitive advantage* by making effective use of the Internet and making your website work!

By displaying and marketing your products online, your company will be able to reach new markets, increase sales, personalize relationships with customers and accelerate time to market. Your website can become a profit center!



E-Commerce is all about transforming your key business processes with Internet technologies. For it to be effective, E-Commerce must be totally integrated into every area of your business.



It's everything you need to sell your own products or resell a catalog of products direct from your web site. It can also be everything you need to connect employees, partners, suppliers, resellers, buyers, and others so that you can do business more efficiently via the Internet.

What's more, IMScart® enables companies to manage their own online store through a user-friendly Web interface, which considerably reduces maintenance costs.

Merchandising is key to the success of all stores and IMScart® has the capability to implement a variety of programs that will increase your sales.

Global Millennia Marketing offers a number of e-Commerce solutions with IMScart® that enable merchants, wholesalers and manufacturers to sell their products directly to consumers, resellers or B2B via the Internet, in a completely secure environment.

The Merchandising administration section facilitates dynamic product offerings to online customers.

This section also manages the product master file including its associated content, product attributes and purchasing functions such as price, cost, retailer/manufacturer data, style matrices, personalization, product bundles/kits, product picture, retailer/manufacturer specifications, up-sell/cross-sell copy and return policies.

- With IMScart® you can associate complimentary products to give shoppers the opportunity to purchase others that are similar.
- Create an up-sale process when shoppers' meet pre-defined criteria such as purchasing specific products, or exceeding specified dollar amounts.
- Pricing groups can be used in combination with select shopper availability groups to qualify them for discounts on any or all products in the store.

