

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.

IMScart® A Merchandising and Shopping Cart System Built on Internet Technology

This next-generation e-commerce solution brings together analytic and operational customer relationship management (CRM) for the first time in an entry level system, enabling companies to discover the buying habits of interactions with customers, regardless of whether they fall into the business-to-consumer (B2C) or business-to-business (B2B) category.



With IMScart® Global Millennia Marketing offers everything from customized entry-level web site and web store functionality to high-end, sophisticated e-business capabilities, so you'll never need to worry about outgrowing your solution.

You can start small and seamlessly add features as your online business grows, always building on your existing store and never losing any of your previous work.

Three options are available to choose from:



Enterprise Cart: This very affordable solution is ideal for companies in the early stages of Internet marketing. Developed by our specialists in merchandising, retailing and online selling, the Enterprise Cart website incorporates all of the functionality needed to ensure the success of your e-commerce activities.

Professional Cart: Designed for companies with a comprehensive e-marketing plan for their products and services.

Wholesale Cart: Wholesaling, business to business or B2B as its currently known is nothing fancy. Businesses have been communicating with other Businesses since the beginning of time. Allowing your dealers and distributors to order online can significantly reduce costs plus it can demonstrate your product lines to millions of potential on-line buyers.

With Global Millennia Marketing's on-line merchandising solution we can design your business-to-business or business-to-consumer solution to match the look and feel of your existing web site, or design a new web site matching your corporate identity, and host it on our secure, reliable servers.

IMScart® is a customized Internet selling solution offering your customers a dynamic fulfilling shopping experience.

Free Consultation. Not sure which program best meets your needs? Call us toll free! 1-877-827-6451 or via e-mail: sales@globalmillenniamarketing.com