

E-Commerce Solutions

Consumers spent a record \$117 billion online last year buying products and services over the internet. Do you want your share?

Overall, online consumer retail spending grew by 26 percent over the \$93.2 billion * spent in 2003. During the holiday shopping season alone, which includes November and December, consumers spent \$23.6 billion, a 28 percent increase over the \$18.3 billion spent the previous year.

* 1/10/2005 InformationWeek Online Spending Sets Record In 2004

When considering an Ecommerce website:
Search for your competition on the Internet.

How does their website look? A catchy design is good, but design alone doesn't sell product on the web.
How easy is their site to use? This is an important factor in the success of your Web site even if it's not an Ecommerce site.

Does it seem like the competition is successful? One way to tell is to place a test order every couple of weeks and keep an eye on their order numbers.

Market Identity: Who is going to buy your products? How are they going to find out about you?

Costs: Can you buy stock, will you have time for packaging, shipping and tracking it? What will your return policy be?

How will you track inventory? How and where will you store your products? Do you have an advertising budget?

Talk to a business advisor. Learn about the potential pitfalls you hadn't thought of.

Cost effective!

NOLAGraphics can help develop cost-effective, Ecommerce shopping cart Web sites that work and provide a Secure On-line Shopping experience for your customers! Our developers understand today's state-of-the-art website development techniques that will help your Ecommerce website succeed on the Internet.

Our shopping cart is highly customizable, flexible, easy to use, scalable, search engine friendly and packed with features! Call NOLAGraphics today and we'll be glad to help figure out how we can assist your E-commerce needs.