



3STEPS.ASIA



Online Shop : SMB Accelerator



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## What is SMB?

- For any business looking to grow, e-Commerce represents one of today's single greatest opportunities to target new customers and increase sales. Selling your products or services online is like having a shop that's open 24 hours a day, 7 days a week, all year round.

## Is e-Commerce for you?

- Whether you stock only one product or thousands, your Internet Consultant has e-Commerce solutions that can help you sell more and simplify your back office operations. Imagine how much time you'd save with automatic credit card processing and shipping calculations, automatically generated invoices, a dynamic catalogue that knows what you have in stock and can tell you when it's time to reorder, plus in-depth sales tracking and reporting.

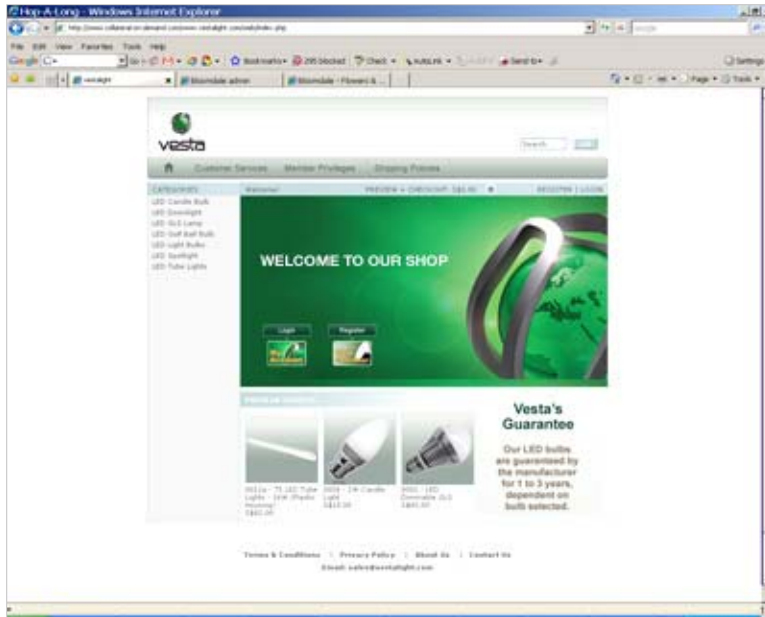


# Introduction

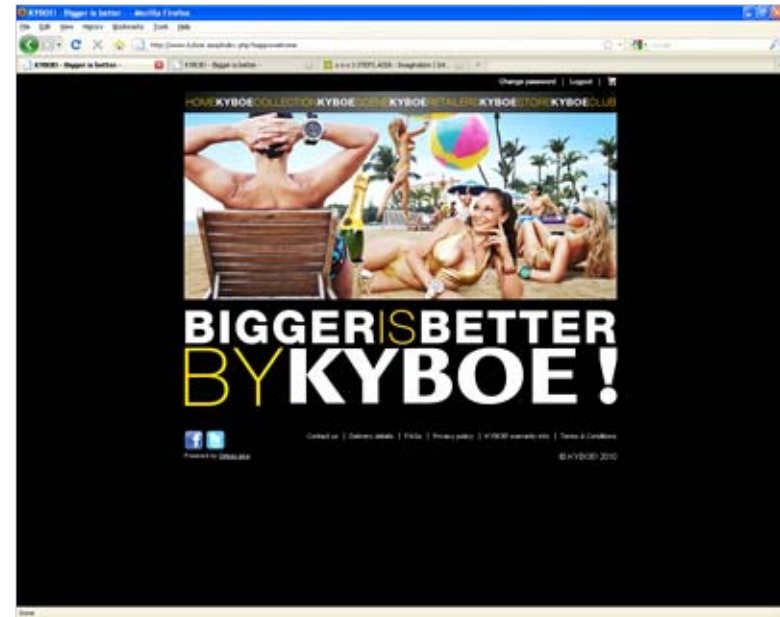
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- The team at 3STEPS believe in the use of technology to provide transparency, control and measurable results.
- Reflecting the economic and technical reality of today’s business environment we provide effective solutions for Companies to self manage their online presence.
- As no-one likes difficult to use applications 3STEPS developed and user tested easily deployable applications to ensure maximum user acceptance and application adoption.
- This enables are clients to effectively service their customers using a “One Stop Shop” solution for online product sales, merchandising and communication.

# Site Structure & Layout

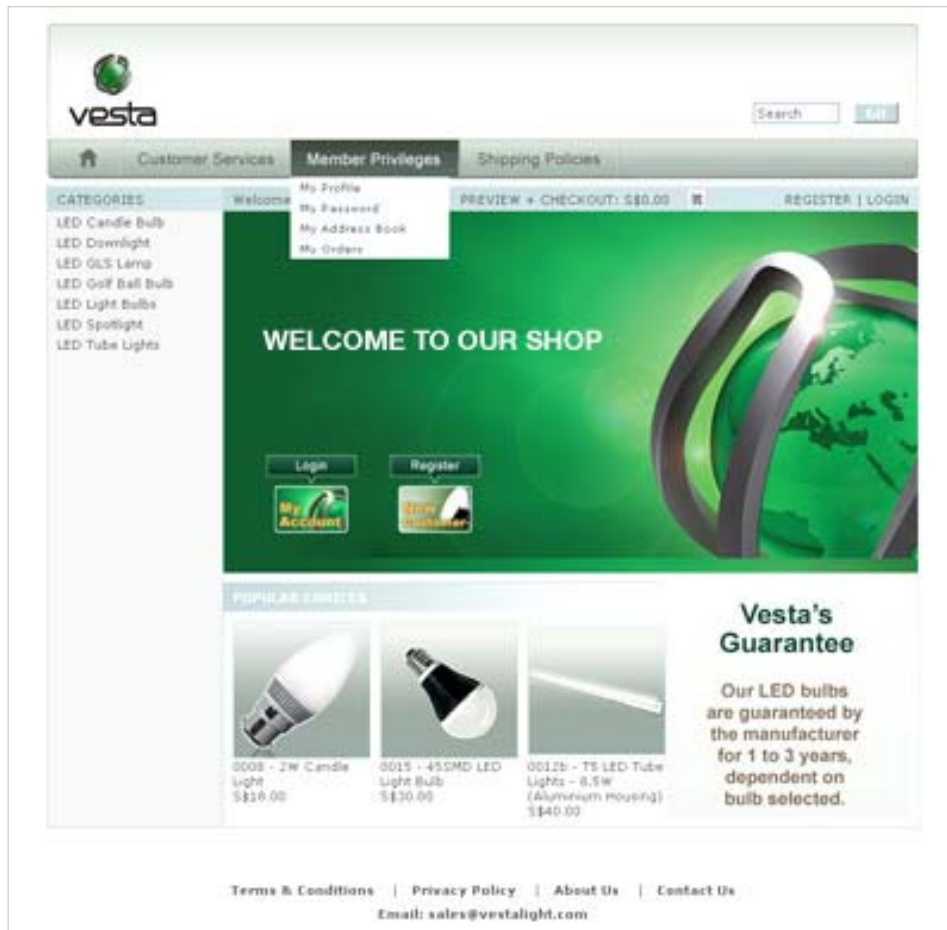


Standard Template Layout



Customized Design Layout

## Standard Template



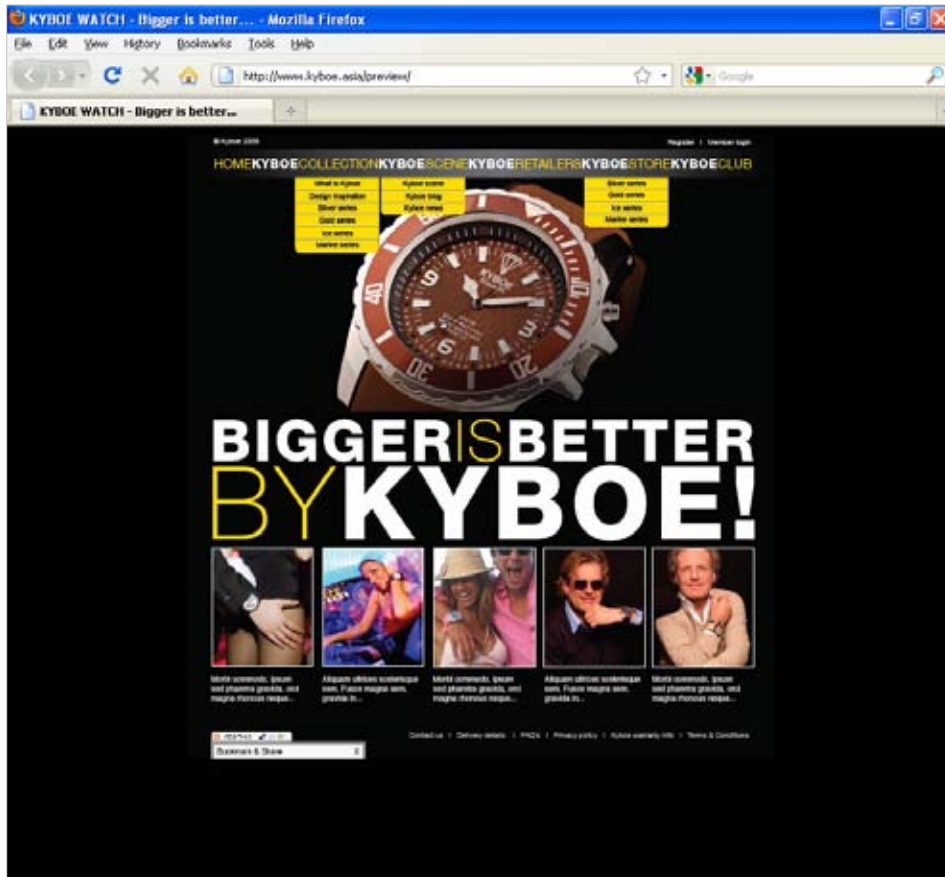
- The structure of each page should be uniform for the entire site, the primary and secondary navigation tabs are fixed.

- The font, font size, font colour and image size must conform to the original layout.

- Main picture can be edited for promotional/event/seasonal update.

- There are thumbnails for the latest products.

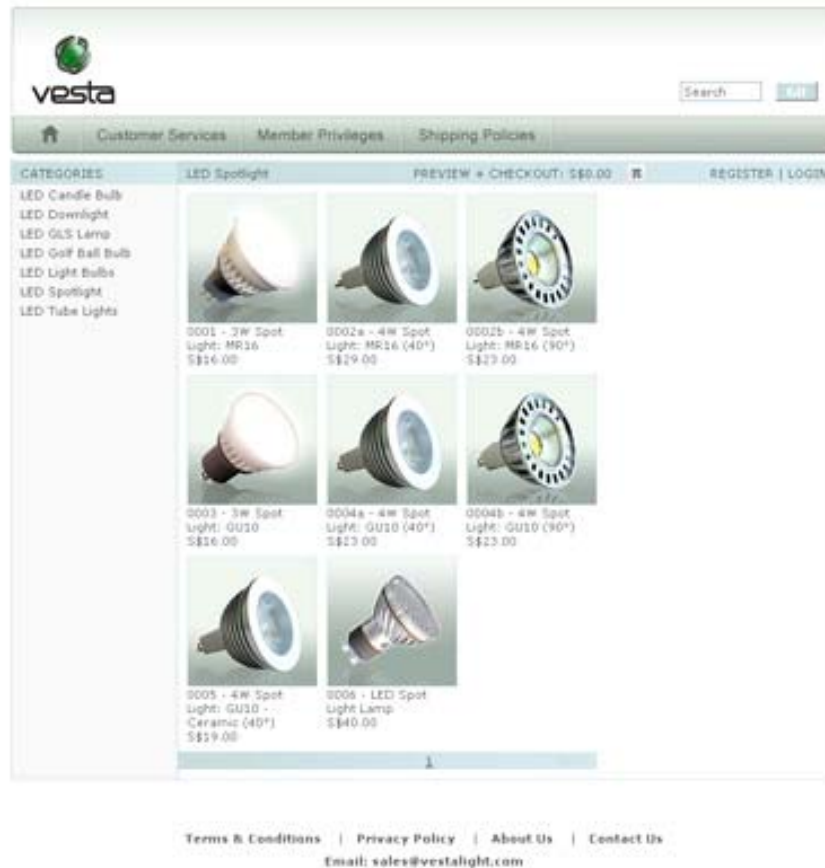
## Customized Design



- The structure of each page should be uniform for entire site, the primary and secondary navigation tabs are fixed.

- The font, font size, font colour and image size must conform to the original layout.

- The system enables site administrators to change placeholder images and text on agreed pages via a content management system.

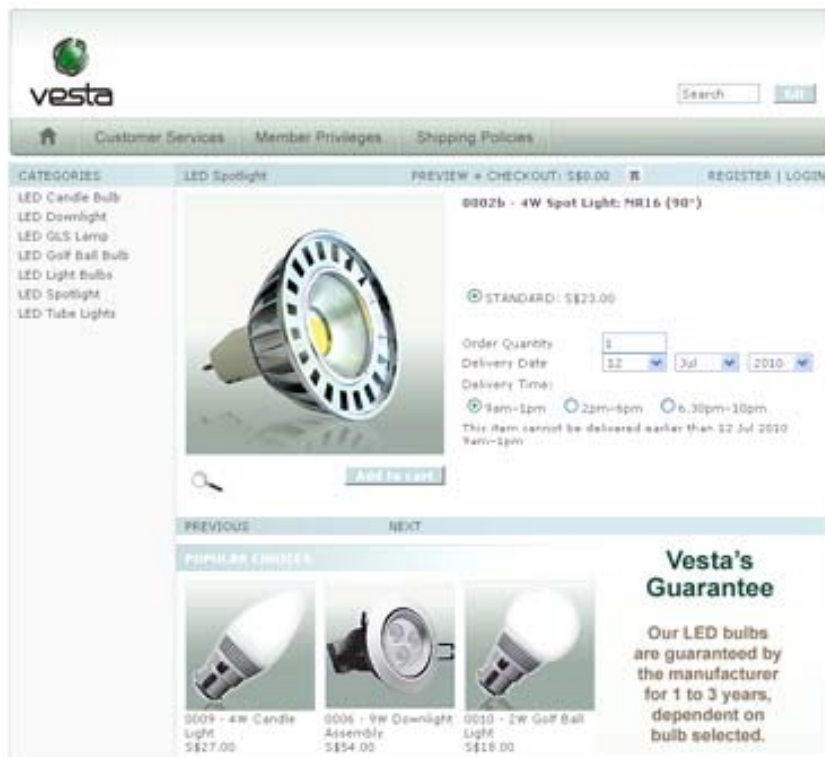


## Standard Store

An online shop to be incorporated in each portal which enables customers to select, view details and add products to their shopping cart.

The system stores client details and their orders so that on future visits they can shop with ease.

A loyalty program gives administrator the option to reward frequent users.



**vesta** Search

Customer Services Member Privileges Shipping Policies

CATEGORIES LED Spotlight PREVIEW + CHECKOUT: \$80.00 REGISTER | LOGIN

LED Candle Bulb  
LED Downlight  
LED GLS Lens  
LED Golf Ball Bulb  
LED Light Bulbs  
LED Spotlight  
LED Tube Lights

**0002b - 4W Spot Light: MR16 (90°)**

STANDARD: \$823.00

Order Quantity:   
 Delivery Date:     
 Delivery Time:  9am-1pm  2pm-5pm  6.30pm-10pm  
 This item cannot be delivered earlier than 32 Jul 2010 9am-1pm

PREVIOUS NEXT

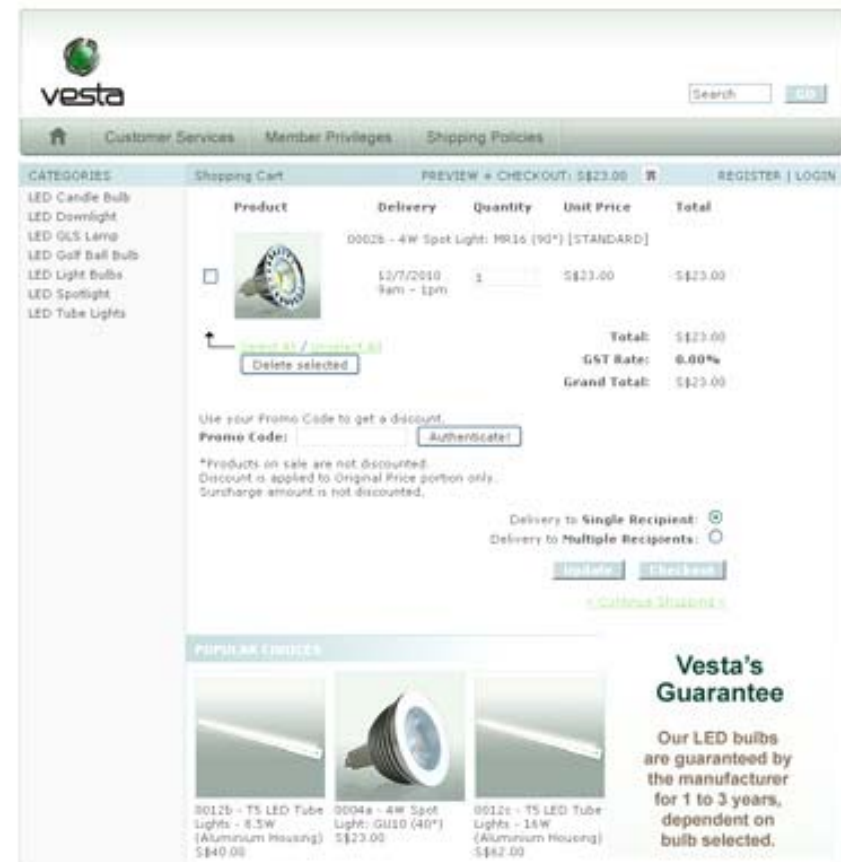
POPULAR CHOICES

**Vesta's Guarantee**

Our LED bulbs are guaranteed by the manufacturer for 1 to 3 years, dependent on bulb selected.

0009 - 4W Candle Light \$827.00  
 0006 - 9W Downlight Assembly \$854.00  
 0010 - 2W Golf Ball Light \$818.00


Terms & Conditions | Privacy Policy | About Us | Contact Us  
 Email: sales@vestalight.com



**vesta** Search

Customer Services Member Privileges Shipping Policies

CATEGORIES Shopping Cart PREVIEW + CHECKOUT: \$823.00 REGISTER | LOGIN

Product	Delivery	Quantity	Unit Price	Total
<input type="checkbox"/>  0002b - 4W Spot Light: MR16 (90°) [STANDARD]	12/7/2010 9am - 1pm	1	\$823.00	\$823.00
<b>Total:</b>				\$823.00
<b>GST Rate:</b>				0.00%
<b>Grand Total:</b>				\$823.00

Use your Promo Code to get a discount.  
 Promo Code:

\*Products on sale are not discounted.  
 Discount is applied to Original Price portion only.  
 Surcharge amount is not discounted.

Delivery to Single Recipient:   
 Delivery to Multiple Recipients:

[View Cart Summary](#)

POPULAR CHOICES

**Vesta's Guarantee**

Our LED bulbs are guaranteed by the manufacturer for 1 to 3 years, dependent on bulb selected.

0012b - T5 LED Tube Lights - 8.5W (Aluminum Housing) \$840.00  
 0004a - 4W Spot Light: GU10 (40°) \$823.00  
 0012c - T5 LED Tube Lights - 16W (Aluminum Housing) \$462.00



**vesta** Search

Customer Services Member Privileges Shipping Policies

CATEGORIES Store | Sender's Details PREVIEW + CHECKOUT: \$223.00 REGISTER | LOGIN




LED Candle Bulb  
LED Downlight  
LED QLS Lamp  
LED Golf Ball Bulb  
LED Light Bulbs  
LED Spotlight  
LED Tube Lights

**1. Sender's Details** 2. Recipients 3. Payment

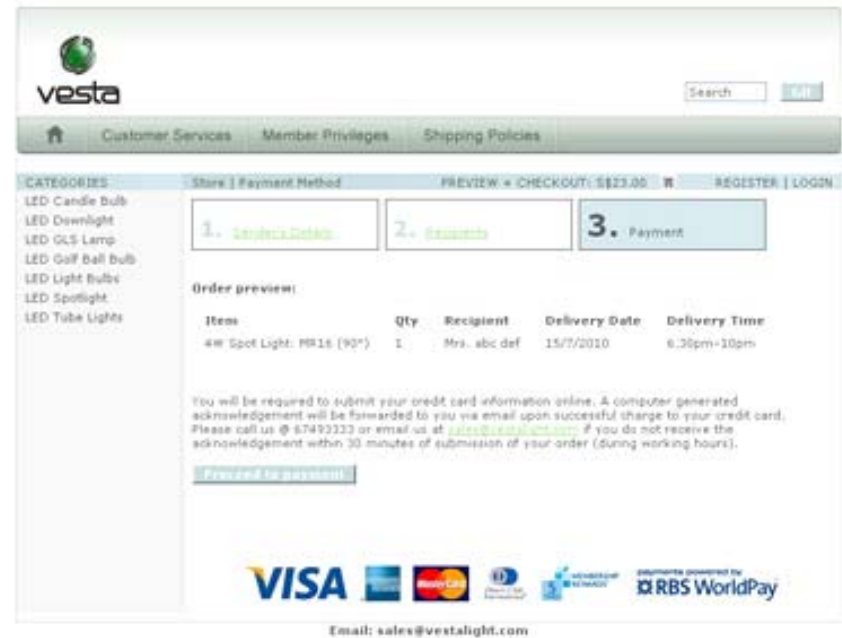
Please complete the form below with your billing details. If you are a registered member and you logged in, the form is prefilled with your details. If you need to log in now, please [click here](#).

Fields marked with an asterisk \* are required.

\* First Name   
 \* Last Name   
 \* Salutation   
 \* Email Address   
 \* Billing Address   
 \* Address Line 2   
 \* Address Line 3   
 \* Telephone   
 Country Code-Area Code-Telephone   
 Mobile   
 City   
 Province / State   
 \* Country   
 \* Postal Code

**VISA**     payments powered by **RBS WorldPay**

Email: sales@vestalight.com



**vesta** Search

Customer Services Member Privileges Shipping Policies

CATEGORIES Store | Payment Method PREVIEW + CHECKOUT: \$223.00 REGISTER | LOGIN





LED Candle Bulb  
LED Downlight  
LED QLS Lamp  
LED Golf Ball Bulb  
LED Light Bulbs  
LED Spotlight  
LED Tube Lights

**1. Sender's Details** **2. Recipients** 3. Payment

**Order preview:**

Item	Qty	Recipient	Delivery Date	Delivery Time
4W Spot Light: PR16 (90°)	1	Mrs. abc def	15/7/2010	6:30pm-10pm

You will be required to submit your credit card information online. A computer generated acknowledgement will be forwarded to you via email upon successful charge to your credit card. Please call us @ 67493333 or email us at [sales@vestalight.com](mailto:sales@vestalight.com) if you do not receive the acknowledgement within 30 minutes of submission of your order (during working hours).

**VISA**     payments powered by **RBS WorldPay**

Email: sales@vestalight.com



## Customized Store

An online shop to be incorporated in each portal which enables customers to select, view details and add products to their shopping cart.

The system stores client details and their orders so that on future visits they can shop with ease.

A loyalty program gives administrator the option to reward frequent users.

Register | Member login

HOME KYBOE COLLECTION KYBOE SCENE KYBOE RETAILERS KYBOE STORE KYBOE CLUB

## BIGGER IS BETTER BY KYBOE!

SILVER SERIES

STUFF THE CLOUDS - GET LINING YOUR WRIST

[View cart](#) | [My account](#)

**KYB01**

- Japanese quartz Miyota movement
- 48mm and 55mm stainless steel curved case
- Stainless steel screwdown crown
- Stainless steel case back
- Uni-directional turning bezel - Black
- Luminous hands and numbers
- Water-resistant 100m (10ATM)
- Rubber band - Black
- Stainless steel decoration
- Black dial with yellow numbers

Select your size:  48mm S\$588.00  55mm S\$588.00

Order Quantity:



Light up when moved over. < prev 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | next >

[Contact us](#) | [Delivery details](#) | [FAQs](#) | [Privacy policy](#) | [KYBOE warranty info](#) | [Terms & Conditions](#)

© KYBOE! 2010


Register | Member login

HOME KYBOE COLLECTION KYBOE SCENE KYBOE RETAILERS KYBOE STORE KYBOE CLUB

# KYBOE! STORE

MY KYBOE SHOPPING CART

MY KYBOE ACCOUNT

	PRODUCT	QUANTITY	UNIT PRICE	TOTAL
	KYB01 [48mm]	<input type="text" value="1"/>	S\$588.00	S\$588.00

[TOGGLE ALL](#) [DELETE SELECTED](#) [UPDATE](#)

**PURCHASE DETAILS**

Total: **S\$588.00**

GST is included in price. Delivery within Singapore and across all major cities in Asia is FREE of charge. For more information see [Delivery details](#).

[CONTINUE SHOPPING](#) [PURCHASE](#)

[Contact us](#) | [Delivery details](#) | [FAQs](#) | [Privacy policy](#) | [KYBOE warranty info](#) | [Terms & Conditions](#)

© KYBOE! 2010

Register | Member login | 

HOME KYBOE COLLECTION KYBOE SCENE KYBOE RETAILERS KYBOE STORE KYBOE CLUB

# KYBOE! STORE

MY KYBOE SHOPPING CART      MY KYBOE ACCOUNT

**1** PURCHASER'S DETAILS    **2** DELIVERY DETAILS    **3** PAYMENT

Please complete the form below with your billing details. If you are a registered member and you logged in, the form is pre-filled with your details. If you need to log in now, please [click here](#).

Fields marked with an asterisk \* are required.

First Name\*

Last Name\*

Salutation\*

Email Address\*

Telephone\*

Country Code Area Code Telephone

Mobile

City

Province / State

Country\*

Postal Code\*

Change password | Logout | 

HOME KYBOE COLLECTION KYBOE SCENE KYBOE RETAILERS KYBOE STORE KYBOE CLUB

# KYBOE! CLUB

MY KYBOE ACCOUNT

Fields marked with an asterisk \* are required.

Email Address\*

Salutation\*

First Name\*

Last Name\*

Date of Birth\*

Mobile\*

Country\*



**THE WAY TO  
MY KYBOE ACCOUNT  
IS KYBOE ACCOUNT BOOK**

Billing Address

Address Line 1

Address Line 2

Telephone

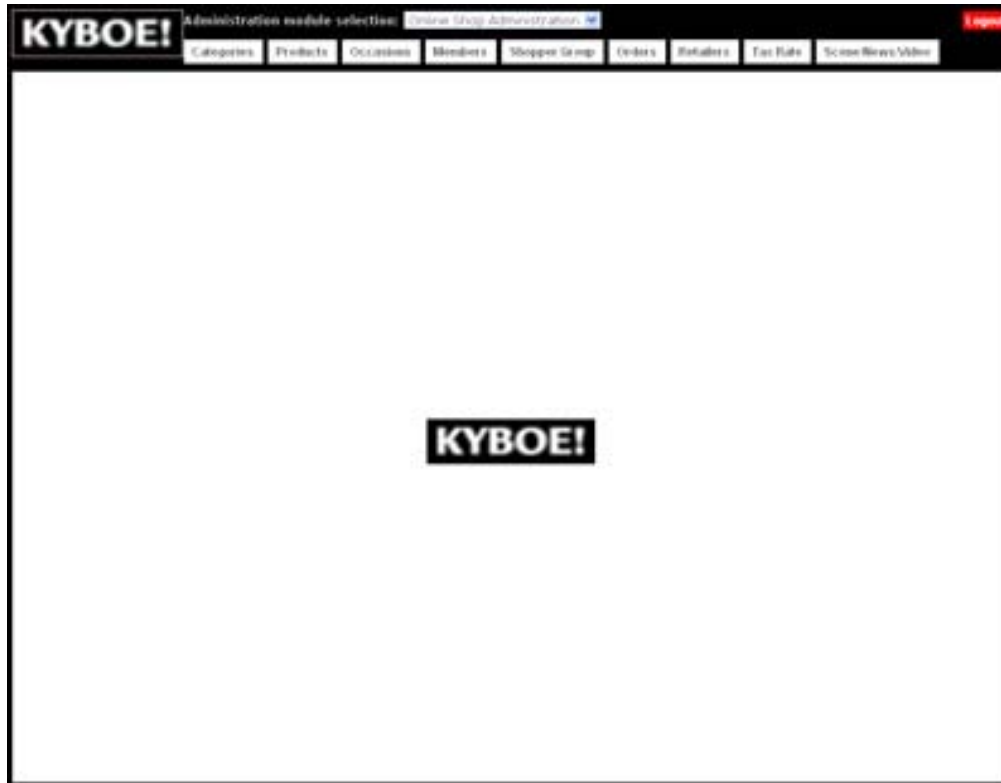
City

Province / State

Postal Code

Receive latest news and Promotions

# Backend Administrators



## Standard Store

The administration interface contains all the tools to enable administrators to run their shop, secure password protected.

- Create/edit categories
- Add/edit products
- Manage members & mail list
- Create user groups
- Manage orders
- Set delivery times
- Create peak periods
- Set local tax rate
- Change page content
- Emailing tool

# Backend Administrators

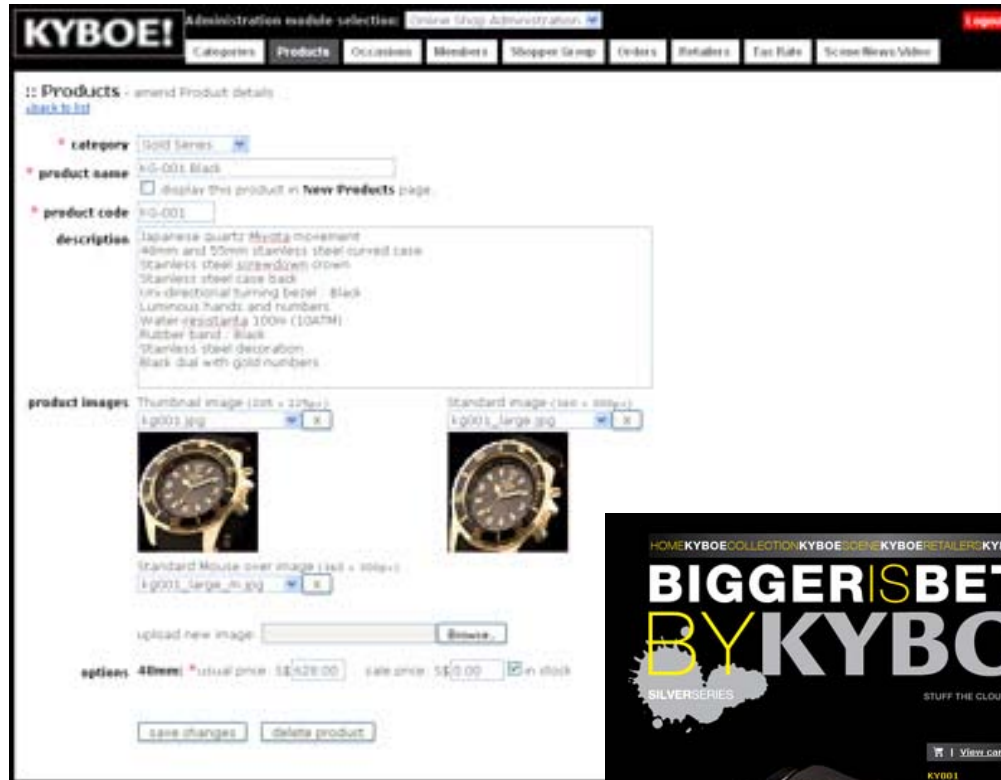


## Standard Store

- Categories





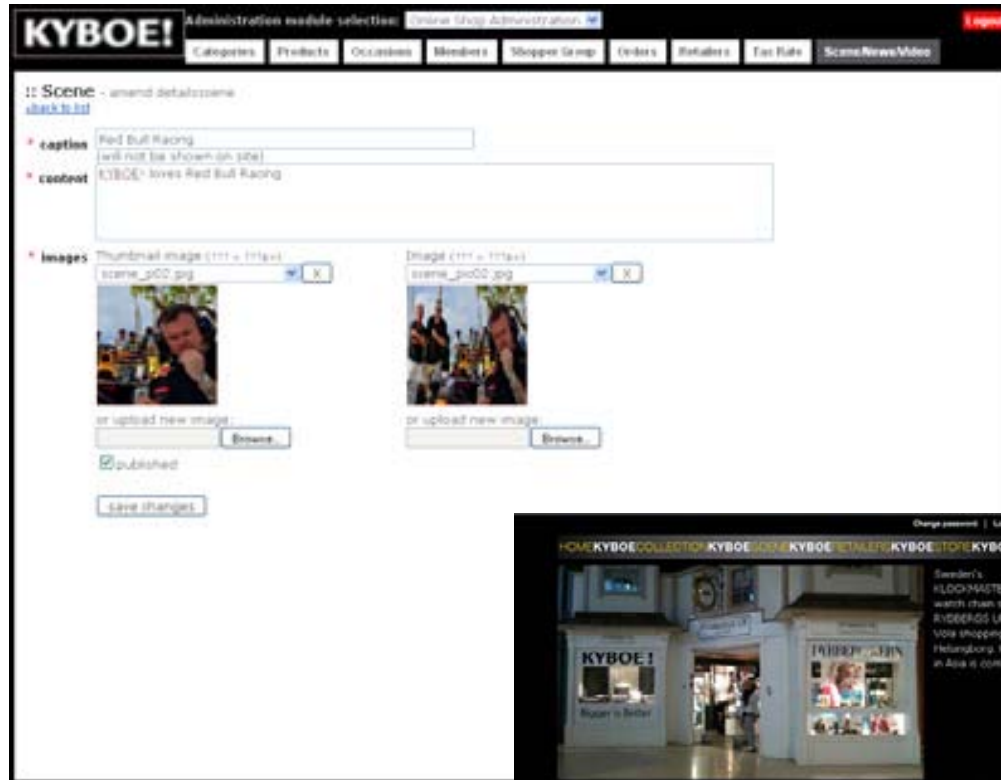


## Standard Store

- Product Details







## Customized Store

There are all same features as the standard store with more additional features.

- Create categories
- Add products
- Manage members & mail list
- Create user groups
- Manage orders
- Set delivery times
- Create peak periods
- Set local tax rate
- Change page content
- Emailing tool
- Content management system (CMS)

## Branding

Will create brand consistency

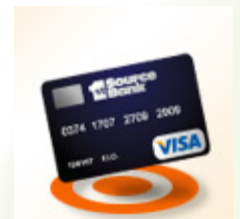


## Profile

Elevates the Company profile globally

## Orders

Take online orders automatically 24/7



## Email Marketing

Reaches you key customers around the world



## Advertise

Instantly advertise specials or offer sales-generating online discounts

## Client servicing

Automatically respond to customers without additional staff.



## Server

We can maintain all global portals situated on one dedicated server

## Lower hosting costs

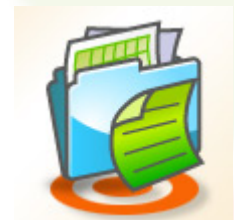
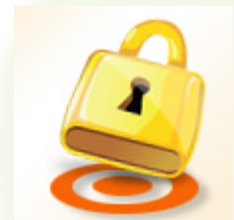
By having all portals on one server reduces hosting costs significantly

## Security

A dedicated server offers more security than shared server hosting

## Maintenance and Portal Integration

By having all sites and shops in the same environments reduces set up and maintenance charges



## Keywords and Meta Tags

Key words and Meta tags will be placed in the source code of all pages on each of the sites so that Search engine robots can find and list each one.

## Search Engine Positioning

We will register each site with all the major search engines

## Tracking

We will integrate into each site tracking strings for Google Analytics

## Reporting

We will set up accounts for all sites with Google Analytics so that each ones performance can be monitored for traffic through the site



## Site Implementation

It will take 5 working days to set each site on the server with relevant domain names, sites requiring translation will be assessed on each request.



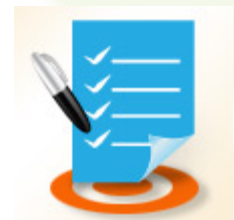
## Design Implementation

The standard shop will take 10 working days for navigation and contents setup. The customised shop will take more additional working days up to design details.



## Testing

A further 2 working days are required for each portal



## Email Accounts

These can be set up in 1 working day

## Help Requests

We endeavour to respond to all requests within 24 hours

## Programming

- Create and integrate the standard web site with "SMB Accelerator" shopping solution into third party server and configure.

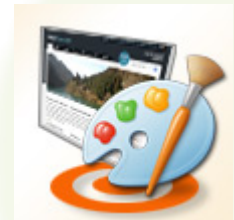
*S\$4,000.00*



## Text and Graphical Changes

- Change all relevant text on Static pages and navigational tabs to suit local market language variations. (standard web design & layout)
- Change all relevant text in Administration interface to suit local language variations. (contents must be provided by client)

S\$1,000.00 – S\$3,500.00



## Project Management and System Integration

- Up to project details

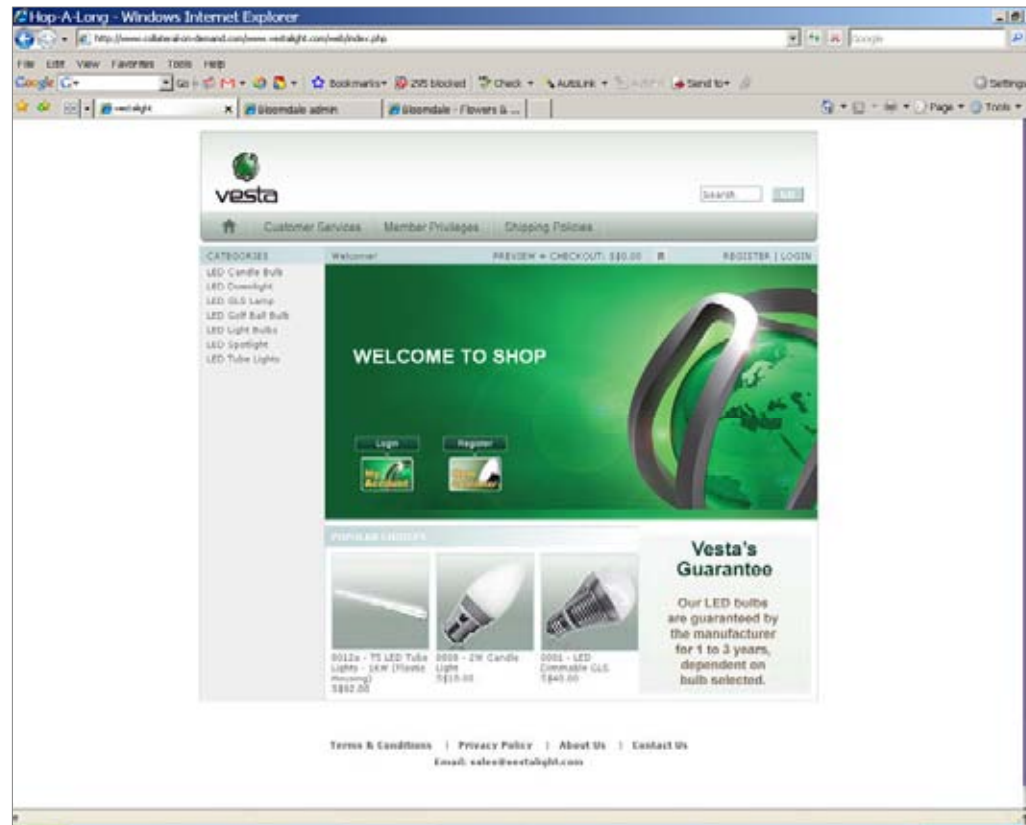
## Dedicated Server

- Up to project details



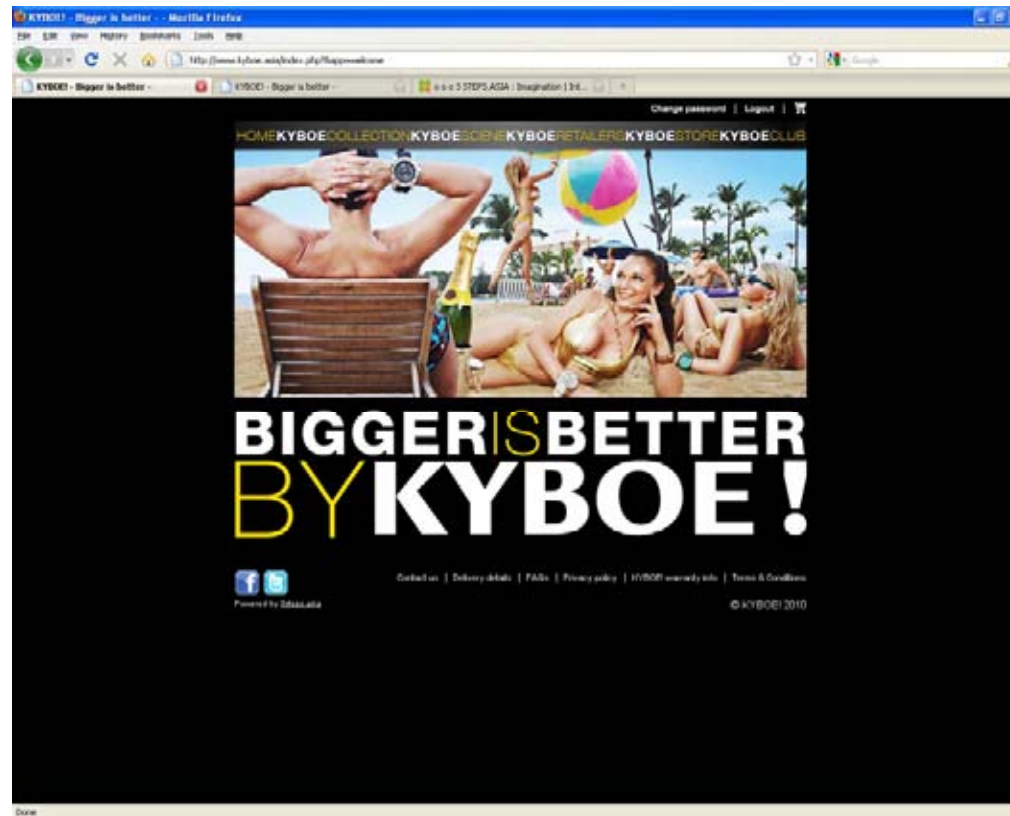
## VESTALIGHT

<http://www.collateral-on-demand.com/www.vestalight.com/web/index.php>



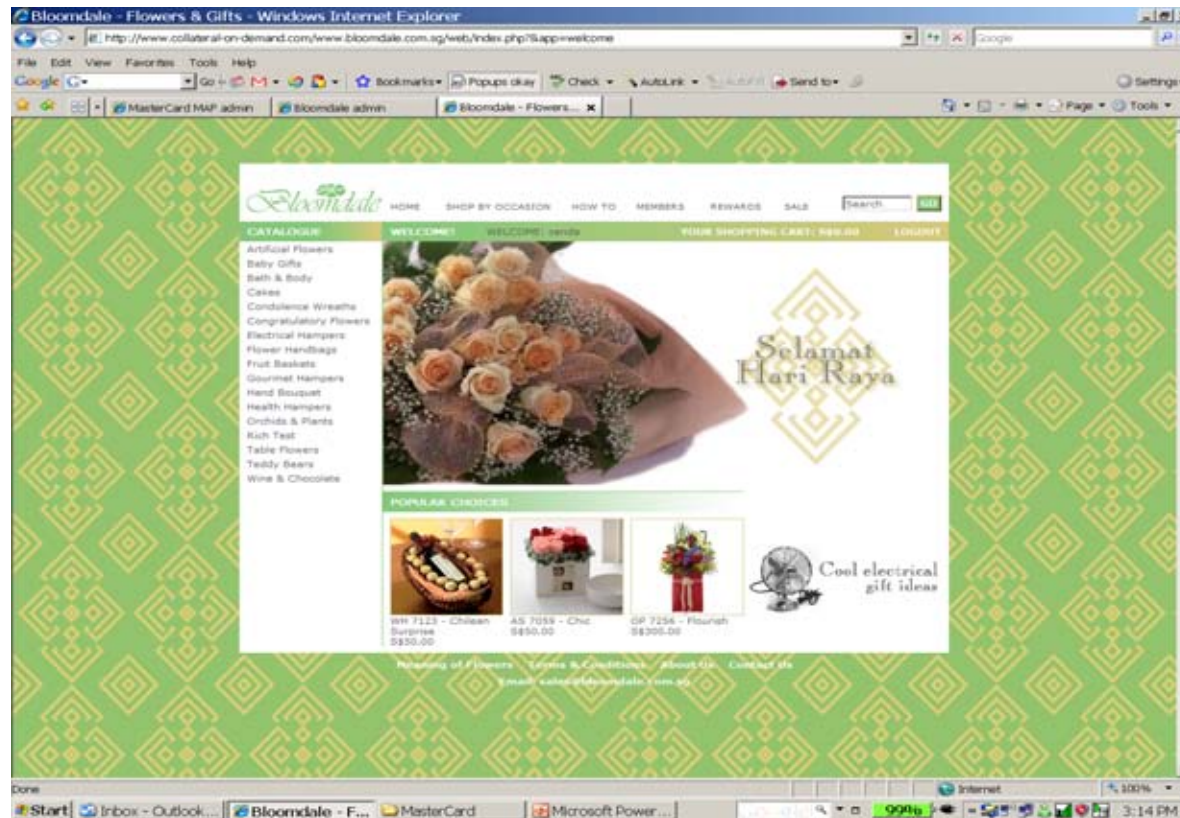
KYBOE!

<http://www.kyboe.asia>



## BLOOMDALE

<http://www.bloomdale.com.sg/>





# Project Showcases

## HOP A LONG

<http://hop-a-long.com/shop/web/>

