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## Presentation of the internet shop CreativeShop

Internet shop CreativeShop is a complex and flexible application fulfilling even the most challenging requests.

CreativeShop application is constantly developed according to the customer needs and requests. Fully implemented internet shop is constantly upgraded by new features. Internet shop thus grows with your business.

### Functionalities and features of the internet shop

- ✓ B2c and b2b solution possessing high security and modularity,
- ✓ multilanguage and multidomain system, multiple currencies,
- ✓ modules for newest, best selling, top, sales and favorite products,
- ✓ thumbnails and detail product images, multiple images, image watermarks,
- ✓ product attributes, such as color, size, dimensions,
- ✓ batch product editing - prices, inventory, attributes, batch-adding product into categories, batch-adding product to sales and top product groups,
- ✓ internet shop (e-shop) can be used as a product catalog - without online sales functionality,
- ✓ assigning customers to customer groups, setting multiple prices for each customer group,
- ✓ detailed shop statistics (number of customers, sold products, sales, ...),
- ✓ online payment and installment sale support (additional fee),
- ✓ ability to interconnect internet shop with economic software systems and/or stock control system (additional fee),
- ✓ complex shipping and spedition administration,
- ✓ discount coupons, discounts for customer groups,
- ✓ sorting orders by their processing status, managing order statuses,
- ✓ ability to modify orders - modifying items, customer data, discount, shipping method,
- ✓ customers can monitor their orders and order status,
- ✓ e-mail notifications to customers and store owner after each order,
- ✓ assigning different access rights to users,
- ✓ vast options in configuring the application.

### SEF URLs - Search Engine Friendly URLs

- ✓ Displaying search Engine Friendly URLs for all web pages, even in case of multilanguage website (e.g. [www.example.com/home-accessories/livingroom-decorations/](http://www.example.com/home-accessories/livingroom-decorations/))
- ✓ Search Engine Friendly URLs can be sorted into categories, ...

### Fully implemented multilanguage support (optional)

- ✓ Simple management of multilanguage internet shop
- ✓ All language mutations are fully SEO search engine optimized
- ✓ Multilanguage support for HTML meta tags (meta keywords and description, search Engine Friendly URL addresses, title names, ... – for perfect search engine optimization in foreign languages)
- ✓ Multilingual user interface

### WYSIWYG (What You See Is What You Get) Editor

- ✓ WYSIWYG editor allows quick content creation and content editing
- ✓ WYSIWYG editor is similar to MS Word program
- ✓ Allows simple image, flash animation, chart, and link inserting, etc.
- ✓ Allows direct HTML tag inserting
- ✓ Allows full-screen mode

## Modules displayed on websites

### Newest products

- ✓ Module displays newest – latest products

### Best selling products

- ✓ Module displays bestselling – favorite products

### Products on sale

- ✓ Module displays products currently on sale

### TOP products

- ✓ Module displays products marked as TOP

### Random products

- ✓ Module displays randomly selected products

### Shopping cart

- ✓ Module displays customer's shopping cart

### Login

- ✓ Module allows the customer to sign into the internet shop
- ✓ Clear registration of new users who agreed with the terms of use
- ✓ Registered users can be assigned access rights and can enter only certain web pages

### Search

- ✓ Product search using high-performance search system with an option to search by selected attributes
- ✓ Ability to search by product parameters

### Recently visited products

- ✓ Overview of last visited products and categories

## Internet shop application administration

### Administration

- ✓ Configuration of the e-shop application:
  - product catalog only, without online sales
  - product price display configuration
  - user registration settings
  - tax rates configuration
  - use of related products (accessories)
  - activation/deactivation of features - discount coupons, product comments, ...
  - inventory monitoring - if activated, customer can buy products in stock only
  - configuration of order processing procedure
- ✓ Administration of users and their access rights:
  - assigning user into user groups (administrator, customer, ...)
  - detailed information about users
  - accounting information of specific users
  - bank information
- ✓ Country and currency configuration, automatically updated exchange rates
- ✓ E-shop modules configuration



### Shop

- ✓ Shop information configuration
  - ability to set default currency and online actualization of exchange rates
  - configuration of minimum order amount
  - configuration of minimum amount for free shipping and delivery
  - general shop information
  - welcome text for customers
  - terms of sale
  - ability to define information shown to customer after realizing an order
  - company contact information
- ✓ Defining methods of payment



## Products

- ✓ Displaying products filtered according to multiple criteria, such as product category, discount type, part of a title, short description, product code or modification date, ability to display products on sale, Top offer, only products with image or multiple images, etc.
- ✓ Product adding/editing, detailed configuration of product's attributes:
  - Information about a product: name, ID, search Engine Friendly URL address (for search engine optimization) and product category (product can belong to multiple categories), price incl. VAT (price excl. VAT is automatically calculated) or price excl. VAT, VAT rate, brief and detailed product description
  - product inventory status, define product's availability, define if a product is in on sale or in TOP group, configure time frame of when product is on sale or is in TOP offer, configuring product attributes (e.g. size, color, etc...)
  - product weight and dimensions
  - main product image with automatic thumbnail image
  - additional product images - ability to add multiple product images, set display variability and to define description for each image
- ✓ Additional product configuration options:
  - show and add attribute, set the order of attributes
  - set price for selected customer group
  - add/modify types of products
- ✓ File management for image & file uploading and multi uploading into specified categories - upload multiple files at once (into multiple categories)
- ✓ Product catalog and advanced product filters
- ✓ List of products in TOP, etc...
- ✓ Product three view



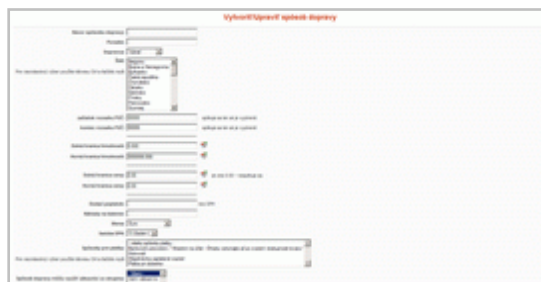
## Product categories

- ✓ List of categories, adding and editing product categories and their subcategories
- ✓ Unlimited number of product categories and subcategories
- ✓ Well-structured categories three view
- ✓ Assigning image for every category. The image will be displayed in the e-shop.
- ✓ Modifying readable URL address for the category (for superior search engine optimization)
- ✓ Configuring title names for categories, even in multilanguage content (for better search engine optimization)
- ✓ Configuring category description (ability to be displayed on the website)
- ✓ Defining specific terms of delivery for product category



## Shipping

- ✓ List, addition, and modification of carriers (e.g. Post, carrier, personal pick-up, ...)
- ✓ List, addition, and modification of delivery methods
  - with an option to configure delivery price based on ZIP code range (based on regions)
  - with an option to define delivery price based on order weight
  - with an option to configure delivery price based on the order total
  - with an option to define delivery fees, packing fees, and their VAT
  - ability to interlink methods of payment with delivery methods (e.g. personal pick-up allows prepayment or cash payment only, no collect on delivery...)



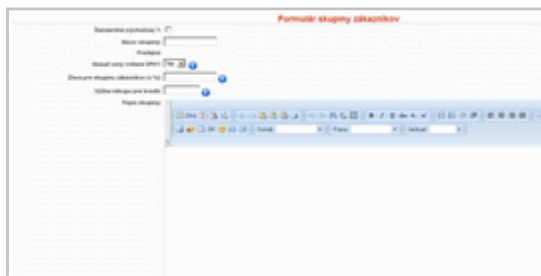
## Orders

- ✓ List of orders filterable by order name or its status
- ✓ Detailed order list with order sorting
- ✓ Ability to edit particular items in the order - add new products, change the number of products, delete products
- ✓ Ability to modify customer information, add discount, and change delivery method
- ✓ Order status change, history of order statuses, ability to add comment to an order and informing customer about change in the order status
- ✓ Summary of general types of order statuses::
  - Order confirmed
  - Product ordered, order awaiting confirmation
  - Order cancelled
  - Merchandize returned, order was canceled
  - Merchandize shipped to customer
- ✓ Ability to add new order status (e.g. merchandise picked up by customer, undelivered, ...)
- ✓ Invoice generating from online orders feature can be programmed (for additional fee) - by one click, invoice can be generated into a specified format and a specified automatic numbering. Feature includes invoices overview within defined time frame, which allows to generate invoices in PDF format, download invoices, send invoices to customer's e-mail. We also offer multilingual invoices for the multilanguage internet shops.



## Customer groups

- ✓ List, addition, and modification of customer groups
- ✓ Option to define discounts and price incl./excl. VAT for customer group
- ✓ Ability to define customer group description (for internal use)
- ✓ In case a customer ordered product with a discount, information about the discount is displayed in the order overview and also email



## Sales reports

- ✓ Sales reports for specified time period
- ✓ Ability to filter sales reports for particular customer within specified time period
- ✓ Ability to display sales reports for specified product categories
- ✓ Ability to display sales reports for certain products
- ✓ Great statistics tool for sales control

date	amount	customer	product
2013-01-01	1000	John Doe	Product A
2013-01-02	2000	Jane Smith	Product B
2013-01-03	1500	John Doe	Product A
2013-01-04	3000	Jane Smith	Product B
2013-01-05	2500	John Doe	Product A
2013-01-06	1800	Jane Smith	Product B
2013-01-07	2200	John Doe	Product A
2013-01-08	1200	Jane Smith	Product B
2013-01-09	1600	John Doe	Product A
2013-01-10	2800	Jane Smith	Product B

## Taxes

- ✓ List, addition, and modification of tax rates
- ✓ Tax rate configuration for particular countries (states)

Príloha: Príloha informácie

Príloha informácie

Príloha informácie

Príloha informácie

Príloha informácie

## Discount coupons

- ✓ List, addition, and modification of discount coupons
- ✓ Discount coupons can be either single-use coupons or permanent
- ✓ Percentage discount or specified amount discount

Nový kupon

Nový kupon

Nový kupon

Nový kupon

Nový kupon

## Manufacturers

- ✓ List, addition, and modification of manufacturers and manufacturer categories
- ✓ Manufacturer information administration
- ✓ Ability to assign manufacturer to each product

Príloha: Príloha informácie o výrobcovi

Príloha informácie o výrobcovi

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## Help

- ✓ Updated e-shop manual
- ✓ Interactive online assistant located at each page of system administration