

Newsletter Highlights

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2012 Annual e-commerce survey by ELTRUN / Athens University Of Economics & Business

The 2012 annual survey for e-commerce, B2C and on-line consumer behavior has been completed by the E-Business Research Center, Athens University of Economics & Business.

The growth of B2C e-commerce (business to consumer) has intensively increased in 2012 since 1.9 million Greeks have purchased online 2.9 billion € products or services; they made 20 online purchases, within a year, worth 1.600€.

Therefore, the basic indicators of online purchases, during 2012, have shown 25-35% increase, whereas the overall purchases have shown 50% increase compared with 2011.

The major importance of the online purchases is recorded from the fact that the online consumers, regarding the 50% of their purchases made in 2012, have searched and compared products in the Internet before making any kind of purchase.

A great range of shopping categories has shown that the Greek market has matured regarding the products and services purchased online during 2012. The greater growth has been recorded at travel services (from the 3rd to 1st rank).

Moreover, a significant increase has been reported in clothing and footwear market (from 10th to 5th rank) due to Greek consumers' preferences to famous brands as well as to cheaper products offered by many e-shops.

View the entire research for e-commerce by ELTRUN
<http://www.eltrun.gr/meletes/annual-e-commerce-survey/>.

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Altec Software for e-commerce and Clothing - Footwear

Altec Software enables the companies, with business activity in Clothing – Footwear, to acquire a comprehensive online shop developed to meet their specific requirements. Follow the link for the Demo Site <http://fashion.altecsoftware.gr/> to see some of the e-shop's potentialities, register and create online trial transactions.

The development of an e-shop is the ideal solution for those who want to promote their products, operating 24 hours a day, 365 days a year worldwide.

Design

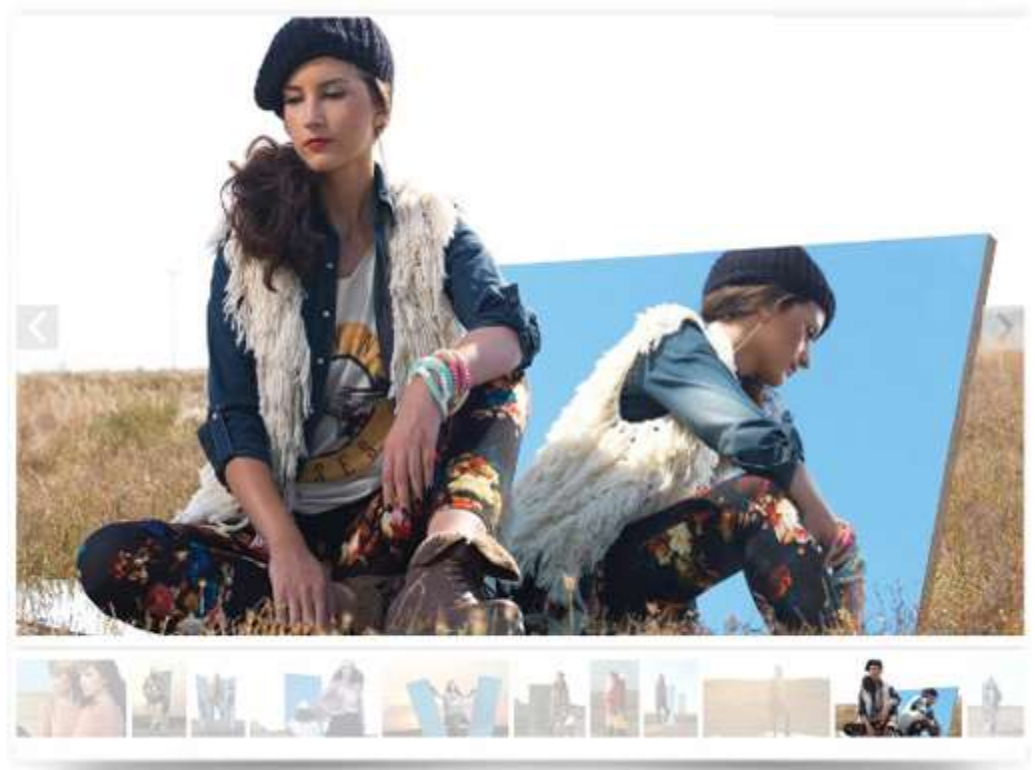
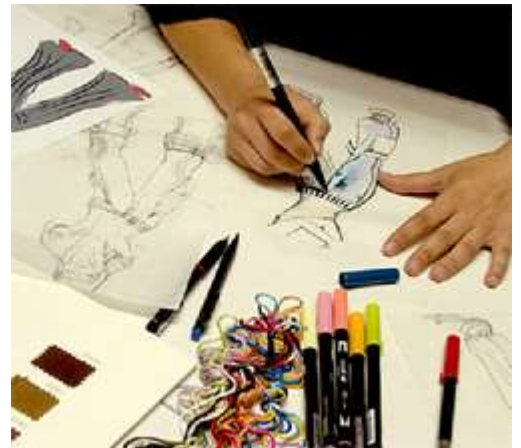
Altec Software's web designers and graphic artists design modern, dynamic and appealing templates of e-Shops to cover your company's needs.

Well-designed, functional and attracting e-commerce sites that make purchases a pleasant experience.

Products & Stock Management

Look Book!!!

Give your customers the opportunity to browse the look book including photos and color combinations of your products.



Get the Look!!!

Suggest color combinations of clothes, shoes and accessories and give them the opportunity to buy them all with a single click.

Colors and texture!!!

Show all colors and texture of your products with an incorporated color sample feature. Assist your customers to browse fast, easy and accurately, thus making the right choice.

Online availability in color - size!!!

Checking the availability of product in color/size, from one or more warehouses, ensures that the customer will receive the ordered items.

Marketing

Competitions!!!

Give your customers the chance to participate in competitions increasing this way your business sales.

Prompt your customers to sign up for the Newsletter to get the latest e-mail notifications.



Social Media!!!

Develop business webpages at Facebook, Twitter etc and promote your company and products in the Internet.

Urge your customers to Like, Share, Send the items to their friends.

Give a reason for your products to be the talk of the internet.

Increase your e-shop's popularity and bring the future customers closer to your products.

Manage YouTube videos!!!

Organize a live fashion show displaying models launching your clothes. You only have to paste the link from YouTube or Vimeo to company's Facebook page.

Shopping bag

Simple order procedure!!!

Facilitate your customers to buy the desirable products with a two-click procedure. The order is completed in four simple steps, having a clear view of products at every stage of the purchasing procedure.

Boost effectiveness by providing convenience, understanding and satisfaction to customer.

Transactions security!!!

Invest in transactions security to earn customers trust.

Altec Software solution is connected with major banks (**Alpha Bank, Eurobank EFG, Piraeus Bank**), making safe and effective transactions with credit cards of the biggest financial organizations (**Visa, MasterCard, American Express, Paypal**).

All transactions with credit cards are made in banks' safe environment.

Mobile website

Approach your customers on the way!!!



Assist your customers to view your products, promotional campaigns and offers in an improved version for mobile phones and tablets.

It functions with the same content as your e-shop using any browser in Android or IOS (i-Phone) and does not require further maintenance.



Hosting

The Web hosting service is provided by Altec Software in a Data Center abroad.

Reliable services are provided for safe operation and availability for crucial business activities in low cost.

e-Shop statistics

Be aware of your business rank!!!



Make the best business decisions utilizing e-Shop's online connection with Atlantis ERP system.

View the most popular products and categories, and generate easily every additional report.

e-Shop advantages

- Unique design (no ready templates are used; every e-shop is designed from scratch).
- Online connection with Atlantis ERP and xLine ERP.
 - Online check of products availability.
 - Online update of site.
 - Online posting of orders from the e-Shop to ERP system.
 - Online monitoring of order's status.
- The entire project is implemented by a single developer. Altec Software's specialists undertake the design and development of the e-Shop Site up to the page hosting and the online connection with Atlantis ERP system.
- The online connection with Atlantis ERP system offers a low maintenance cost.

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