



## **OBJECTIVE**

Online Purchase of Ship Stores and Spares  
Through State of the Art user friendly website

## TARGET CUSTOMER

**Phase 1:  
East & West  
Coast of India**

**Phase 2:  
Indian  
subcontinent**

**Phase 3:  
SE Asia to  
Middle East**

**Phase 4:  
Europe and the  
rest of the World**

**shipstorespares.com unveils never seen before features for  
Online purchase of all types of Ship Stores & Spares**

We bring you the Online world of ordering Ship Stores and Spares under one roof, while improving the ship supplies you need most to order from the ship, office or home. We aim to enhance your customer experience and save you the logistic costs and headache of looking for specific products physically from shop to shop and travel inter-city or appoint agents at the port of call. With a focus on providing targeted stores and spares for various ship types, we are excited to unveil new features added to the Online catalogue of Ship Stores and Spares.



# INTRODUCTION

There are many different types of e-commerce websites, however the two most common ones are:

- **Business-to-Consumer (B2C)** - typically designed for selling goods and services to consumers.
- **Business-to-Business (B2B)** - used to build strategic relationships with other businesses, and to ease the supply and procurement processes that characterize trade among those organizations.



## Continuous improvement and Optimisation in [shipstorespares.com](http://shipstorespares.com)

The online product catalogue will be continuously improved and optimised so we can deliver the best experience for our customers. We welcome any feedback to make this tool as useful as it can be.



## FEATURES OF THE WEBSITE

Single site can provide several functions. EPiServer Commerce is a flexible platform allowing for seamless integration with external systems such as financial, CRM, inventory, warehouse and customer service systems.

Depending on how you chose to work with your online store administration and product content, you will define your user roles and groups, and give them access rights to the different parts.

Example of user roles in EPiServer Commerce are content editors, marketers, business owners, and store and system administrators.



### Online shopping process in [shipstorespares.com](http://shipstorespares.com)

A "typical" B2C shopping workflow involves a number of interactions between a visitor on the website, EPiServer Commerce, and any integrated external system.

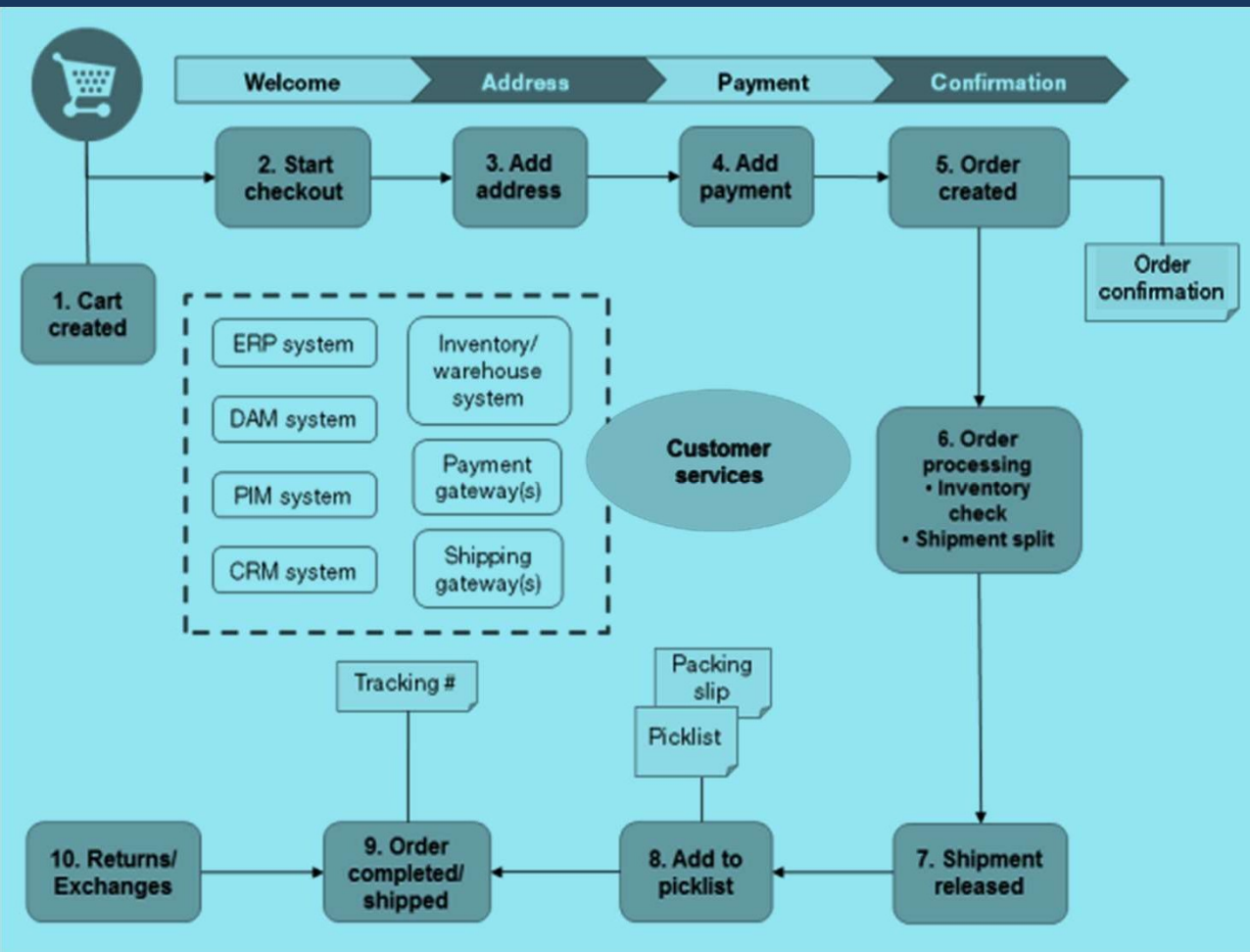
Depending on how the system is set up, the shopping workflow can be fully automated so that it requires little manual attention. However, a purchase order can always be monitored, accessed and handled manually from the Orders system if needed.

Online Advertising by suppliers, chandlers, manufacturers will also be provided at the appropriate place for free trial period initially and based on customer experience can be continued on subscription.



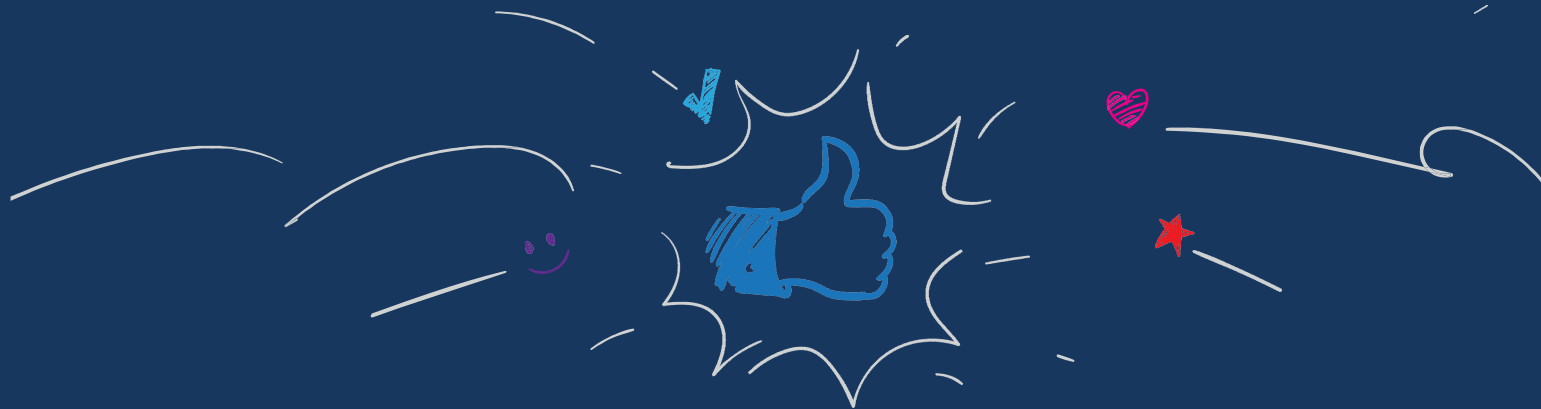
## INTEGRATION WITH EXTERNAL SYSTEMS

EPiServer Commerce is a flexible platform built for integration with other business systems needed in an e-commerce environment. These systems are typically integrated with various parts of the shopping workflow, for exchange of data with EPiServer Commerce.



## Online shopping process in shipstorespares.com

- **Financial system** - for instance invoice management, payment refunds, and sales reporting.
- **CRM (Customer Relationship Management)** - for management of customer profiles and contact information.
- **ERP (Enterprise Resource Planning)** - central system for managing pricing, warehouses/inventories, customers and similar.
- **PIM (Product Information Management)** - for managing product details for output to different online and print channels.
- **DAM (Digital Asset Management)** - for managing various types of product related assets such as images and videos.
- **Payment gateways** - the setup of different payment solutions for instance credit cards and PayPal.
- **Shipping gateways** - the management of shipping providers and exchange of tracking information.
- **Inventory/warehouse system** - exchange of inventory information in connected warehouses.
- **Customer services** - exchange of for instance order status information.



THANK YOU