

**NEW RELEASE !**

# flex e shopping cart

e-commerce made easy!



BlueSoap's new release of **Flex-e Shopping Cart** is finally available. How would you like your website upgraded to a fully fledged shopping cart? **Flex-e Shopping Cart** is professional, easy to use and is integrated right into your existing site! Now you can easily upgrade your site and join the many websites tapping into the huge internet market. And the best news is that for a short time only, when you sign up for a year's subscription for the new release of **Flex-e Shopping Cart**, we'll waive the \$299 integration cost! All you will have to do is add your products and a few details and you're ready to start selling!

## View these sample shopping cart sites built with Flex-e Shopping Cart

(click the image to visit live sample site)

### Pretty Pretty

Pretty pink things for girls

### The Book Club

Fine art & limited edition books

### My Garden

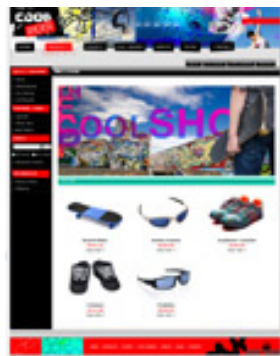
Everything for your garden!

### Cool Rider

Youth culture apparel & accessories

### Tool Ware

The tool specialists



## Subscription to Flex-e Shopping Cart

With **SHARED\*** Security Certificate

\$219/yr for **up to 10 products**  
\$269/yr for **11 to 50 products**  
\$319/yr for **50 to 100 products**  
\$419/yr for **unlimited products**

With **PRIVATE\*\*** Security Certificate

\$269/yr for **up to 10 products**  
\$319/yr for **11 to 50 products**  
\$369/yr for **50 to 100 products**  
\$469/yr for **unlimited products**

\* Your customers will be redirected to [www.onlineshopping.id.au](http://www.onlineshopping.id.au) for secure pages, for example during the checkout process. They will not notice a change other than the URL in the browser's address bar.

\*\* Your customers will stay at [www.yourdomain.com.au](http://www.yourdomain.com.au) at all times, including secure pages such as during checkout process.

## Shopping Cart Features

- Shopping cart theme is fully customisable to integrate with your colour scheme and layout.
- Content Management System: Secure, 24 hour access to update your site.
- Customer registration and checkout kept to the minimum number of steps.
- Multiple currency: auto update and calculation at checkout.
- GST: option to include or not. Auto exclude for international orders.
- Secure customer login with ability for them to update their details.
- Advanced product pricing: set pricing structures per category and/or per customer class. This is done as a calculated mark-up or discount on the set price.
- Advanced order handling.
- Quick Link for order processing approval automation: normal processing of orders involves logging in to the control panel to process them. With *Quick Link*, you can process the order within the order notification email. The email is encrypted for security and allows for faster processing.
- Statistics and order status analysis for all order history.
- Advanced Freight Calculation: choose one of three freight calculation options: by weight, by total purchase price or by location.
- Freight Estimator – Estimates freight prior to registration and checkout
- Search function: choice of *Simple* or *Advanced*.
- Price breaks: also known as quantity breaks. *eg. Buy 5 or less \$40 each, Buy 10 or less \$38 each.*
- Featured products grouping: *Special Offers, What's New* and *People Also Purchased*.
- Product attributes: optional attributes for products such as a pencil that is available in the *colours* red, blue and green. These *colours* appear as a drop down menu when your customer is selecting the item to buy or can be included as part of the text within the description of the item.
- Extra product tag: allows further classification of products. *eg. by brand, manufacturer.*
- Category description and ability to add category image.
- Extended delivery address book: allows customers to add multiple delivery addresses.
- Extra product images: upload up to four images per product.
- Product file attachment: attach files such as *PDF* to an item.
- Stock quantity: manage your stock to let customers know what is available.
- Payment options: cheque, credit card, direct debit, on account, payment on collection or PayPal.
- Customisable pages such as welcome screen, contact and about us. Also the small print pages such as delivery, shipping and privacy policies.
- Update your own important search engine optimisation meta-keywords and description via console.

### Integration – only \$299 inc gst

Flex-e Shopping Cart comes with many customization features to ensure it suits your web site's theme and layout. You will be amazed at the flexibility you have and just how easy it is to use!

### 30 Day Trial

We are so confident in our product that we offer you a 30 day trial. If you find Top e-Shop is not for you then we will remove all traces of it from your website. No questions asked.

**Contact BlueSoap today for more information.**

T | 1300 788 567  
E | sales@bluesoap.com.au  
W | www.bluesoap.com.au

### Website Build – from \$2500 inc gst

If you do not have a website, we can develop a site for you from scratch. Your new site would have a professional and striking theme and as part of this package we will waive the \$299 integration fee.

### Free Training

Each subscription receives a full explanation of the software. You will also receive your trainer's contact details for any support questions you may have. We're only a phone call away. During business hours, you will get to speak to a human!