

## Internet - e-Commerce



***The Access Retail Site (ARS) is designed to enable retailers to effectively and cost-efficiently have an Internet presence, making it possible for companies to easily interact with their customers and wholesale purchasers.***

The site serves two primary retailing functions: inventory control and marketing duties as they relate to customer activity. Emphasis is placed on central administration to simplify, separate and manage the two functions. The back-end administrative interface allows retailers to manage product inventory using a series of web pages to add, modify and delete large data sets, with batch processing routines to simplify handling of large data sets.

The two data types that make up the back-end of ARS are inventory data and marketing data.

- Inventory data includes product SKUs, inventory quantities and product styles.
- Marketing data consists of what the customer sees: item descriptions, graphics and style variations.

User rights are established at two levels of access, Inventory Manager and Marketing Manager, which are distinguished on the input screens. When a user logs into the system they will see a menu of operations available to their role. The system will populate and highlight special areas that require the user's attention.

### CAPABILITIES

#### INVENTORY MANAGEMENT

- Exception Reports
- Back-order System
- Purchase Order Integration
- Volume Pricing

#### MARKETING MANAGEMENT

- Browsing and Purchasing
- Cross/Up-selling
- Check-out Procedure

### RESOURCES

- Hosting Service
- Retail System (ARS)
- Data Collection Service