

## OAKTREEWEB E-Commerce Plans 2008



(use this information for planning purposes only; prices are subject to change without notice)

Description	3 E-Commerce Plans		
	1 - BASIC CART	2 - PREMIER	3 - ENTERPRISE
	<b>\$29.95/month</b>	<b>\$39.95/month</b>	<b>\$49.95/month</b>
Set-up fee	\$750	\$1125	\$1500
Design Style	<b>Turnkey</b>	<b>Custom</b>	<b>Custom</b>
- Splash page	static optional, \$49	Flash, free	Flash, free
- Regular web pages	5	8	15
- Cart functionality	Categories, Results, Deatils, Showcart, Checkout	Categories, Results, Deatils, Showcart, Checkout	Categories, Results, Deatils, Showcart, Checkout
- Photo gallery		1	2
Domain name	\$9.95	inc	inc
E-Commerce Software	inc	inc	inc
Max items	250	unlimited	unlimited
E-mail accounts (FREE)	250	250	250
128 bit SSL Certificate (provided by 3 <sup>rd</sup> party)	\$80/yr	\$80/yr	\$80/yr
PayPal (no monthly fees or set up fees, small transaction fee)	Yes	Yes or your own	Yes or your won
Merchant account (provided by 3 <sup>rd</sup> party)	na	Your bank	Your bank
Payment provider, your choice (\$29/mo estimate)	na	AuthorizeNet or other	AuthorizeNet or other
MySQL/MS SQL upgrade	\$150	inc	inc
Search engine submit/monthly/optimization	\$49/\$12.50/\$750	\$49/\$12.50/750	\$49/\$12.50/\$750
<b>Products set-up :</b>	Yes	Yes	Yes
Populate items-lds, names, SKUs	<b>10</b>	<b>25</b>	<b>50</b>
Set-up categories	Yes	Yes	Yes
Descriptions (short/long)	Yes	Yes	Yes
Prepare/enter images(2/4)	Yes	Yes	Yes
Enter up-sells & related			Yes
<b>Business rules set-up:</b>			
Discounts codes/amounts			Yes
Shipping tables	Yes	Yes	Yes
Taxes by jurisdiction	Yes	Yes	Yes

E-Mail messages	Yes	Yes	Yes
Policies & privacy			Yes
<b>Store settings:</b>			
Admin users & passwords	Yes	Yes	Yes
Company info, addresses	Yes	Yes	Yes
Credit cards	Yes	Yes	Yes
Country info	Yes	Yes	Yes
Shipping options	Yes	Yes	Yes
<b>Support/Other:</b>			
Support – E-mail	unlimited	unlimited	priority, unlimited
Support – Telephone	30 days	30 days	unlimited
Support – Chat	na	na	na
Support – Online/HELP	Yes	Yes	Yes
Monthly maintenance after 1 <sup>st</sup> 30 days	\$75/hour	\$75/hour	\$75/hour
E-mail Marketing – newsletter and campaigns	Custom	Custom	Custom
WebSite Traffic Analysis	Yes	Yes	Yes
<b>Plug-in features:</b>			
Sell digital products	\$140	\$140	\$140
HTML Editor for Product Data descriptions	\$95	\$95	\$95
Promotional video	quote	quote	quote
Coupons/Gift Certificates	quote	quote	quote
Upsell images	quote	quote	quote
Customer Order History	quote	quote	quote
Advanced images/file upload, doc, pdf, other	quote	quote	quote
UPS Shipping (real time)	quote	quote	quote
Photography	\$75/hour	\$75/hour	\$75/hour
<b>Special offer</b>	none	none	none
	<b>PLACE ORDER</b>	<b>PLACE ORDER</b>	<b>PLACE ORDER</b>

#### Notes/Other Tasks

1. PayPal can be use in any of the three cases as a Payment Processor.
2. 128 bit SSL Security Certificate, Merchant account and Payment Provider services are available by 3<sup>rd</sup> party services.
3. Domain names are purchased as a business courtesy for all plan options 1, 2, or 3.

4. Domain names are free for the first year. You can have additional domain names associated with your primary domain name and IP address.

5. Plans 1, 2 and 3: Basic, Small Business Premier or Custom Enterprise Business – the Internet address of your store would be in the form [www.yourstorename.com](http://www.yourstorename.com) (web site and cart software are included in set-up and hosting fees)

6. General Information - The first two plans 1,2 are “turnkey stores” based on existing designs. You can choose your banner and logo colors. The “Enterprise Plan 3 ” option is a “full custom designed” web site and store.

7. The store administration section provides the merchant a large set of store management options. These include adding products, long and short product descriptions, uploading thumbnail and large product images, adding prices, weights, colors, sizes, styles or custom options, up-sell product option (unlimited number of associations), customer profile management, shipping costs and methods, taxes, main categories (unlimited number), secondary categories (unlimited number), keyword search, category search, store settings, email addresses, user id and passwords, and a help section for online assistance. Plus a few more...

8. Getting started scenario – download screenshots:

(1) [Company settings](#)

(2) [Main Categories](#) and [Secondary Categories](#)

(3) [Product Data](#) (name, short description, long description, main categories, secondary categories)

(4) [Shipping methods, weights, ranges, rates](#)

(5) [Taxes](#)

(6) Product pictures (see 3, above)

(7) Reports (na)

(8) Upload product information from spread sheet files if available (CSV files)..

9. Use [Froogle \(by Google\)](#) to make direct product links from Google to your products.

10. Establish procedures for order management.

11. Establish procedures for telephone order entry.

12. Payment - Annual payment or monthly payment are options available as subscriptions. We use PayPal which is fast, easy and secure. All services \$500 or less are paid in advance. Services costing over \$500 can be paid in parts by arrangement or contract.

13. Prices, Terms & Conditions -- Prices are subject to change without notice. All services are subject to our "terms & conditions" outlined on our web site and can be downloaded here, [download Terms & Conditions](#).

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