



### **TECHVILLE OFFERS:**

*Products, Programs, and Services to maximize your business efficiency in order to reach your goals and maximum efficiency.*

### **Techville News**

## **TECHVILLE PROVIDES POS SYSTEM & E-COMMERCE WEBSITE SERVICES FOR JS DIRECT CHINA IMPORT & MATINA FASHIONS**



Techville is currently working with JL Direct China Import and Matina Fashions to develop an advance POS system for their stores and a fully functional e-commerce website to enable shoppers to browse and shop through the internet. Strategically located on Harry Hines Blvd. of Dallas, TX, JL Direct China Import and Matina Fashions are both local distributors of imported general fashion, jewelries, and toys available for wholesale and retail.

Techville is excited to be working as a partner in providing IT solutions for all of our clients needs. We will provide an expert consultation and develop a flexible yet effective solution that will best suit for your needs and fulfill your preferences. We will work with our clients step by step to develop a solution that works. Recently, Techville has been working with numerous clients in web developing and also POS installations and designs. We encourage you to take the availability of this solution to increase your convenience and business growth.

More information about the services or products and packages that we offer, please visit [www.techville.com](http://www.techville.com) or call us now at **(214) 739-7033**.

### ***In this Issue***

- *Techville News: POS System & E-commerce Website*
- *Business Benefits of an E-commerce Website*
- *Tip of the Month: 5 Steps to an Effective E-commerce Website*
- *Special Offers*

## BUSINESS BENEFITS OF E-COMMERCE WEBSITES

There are many different ways to benefit from having a web site, whether it is for personal gain, or to aid your business success. Businesses use a website to promote and market their goods and services, while cutting back on such expenses as postage, couriers and advertising, etc. These are but a few key benefits of owning a website:

**Increased awareness of products and services** – Businesses can now greatly expand their markets, no need to constrain the focus to only the local scene. This dynamically changes the nature and the marketing activities of some businesses, possibly encouraging the business to expand the diversity of its products and services, to meet these new markets. Websites, in their nature, allow hundreds and thousands of items to be on view 24/7; thus encouraging wider viewing, and extended trading hours.

**Freedom** – With the freedom of being able to post your information on your website, hence on the Internet, at any time of the day; available information of all variations is increasing at a huge rate.

**Cost advantage** – Net businesses are extremely aware of how they can profit by being on the Internet; they can advertise their products and services without the huge costs, and delays of printing, publishing and distribution.

For further info on e-commerce website services, call us now at [\(214\) 739-7033](tel:2147397033).

## TIP OF THE MONTH

### 5 STEPS TO A HIGHLY EFFECTIVE E-COMMERCE WEBSITE

**1. Think like a consumer**, and put your products in more than one category. The online businesses that make their goods and services easy to find reap rewards in two ways: People purchase more and they experience greater overall satisfaction with the Web site.

**2. Keep it simple.** Many people cite overly complicated navigation or too many pages in the purchase path as reasons they don't complete their online sale or abandon their shopping cart. Successful e-Commerce sites simplify the checkout process and display clear pricing and shipping information.

**3. A picture really is worth a thousand words**, so use photos of your products and go easy on the text. Online usability studies suggest that people do not read; they scan.

**4. Market your site once it's live.** It's not enough to just build a Web site. You need to make an effort to market and promote your Web site to new and existing customers.

**5. Make payment processing easy.** Online shoppers need a way to give you money online. That's easy these days. You can accept credit card payments with either a PayPal account or an online merchant account.

For more information for this or other IT services that we offer, please contact us at (214) 739-7033 or at [sales@techville.com](mailto:sales@techville.com)

## SPECIAL OFFERS



### NOW \$100 OFF REGULAR PRICE

PL2100XL scanner w/UTA

PL2100XL scanner



### NEW ITEM

Color Business Card Scanner

### \$39.99 ONLY\*

Penpower Diamond Jr.

\*To Redeem, call us and mention this Newsletter.

Offers only valid for the month of September. For more information on the products, please call us at (214) 739-7033 or visit our website [www.umax.com](http://www.umax.com).