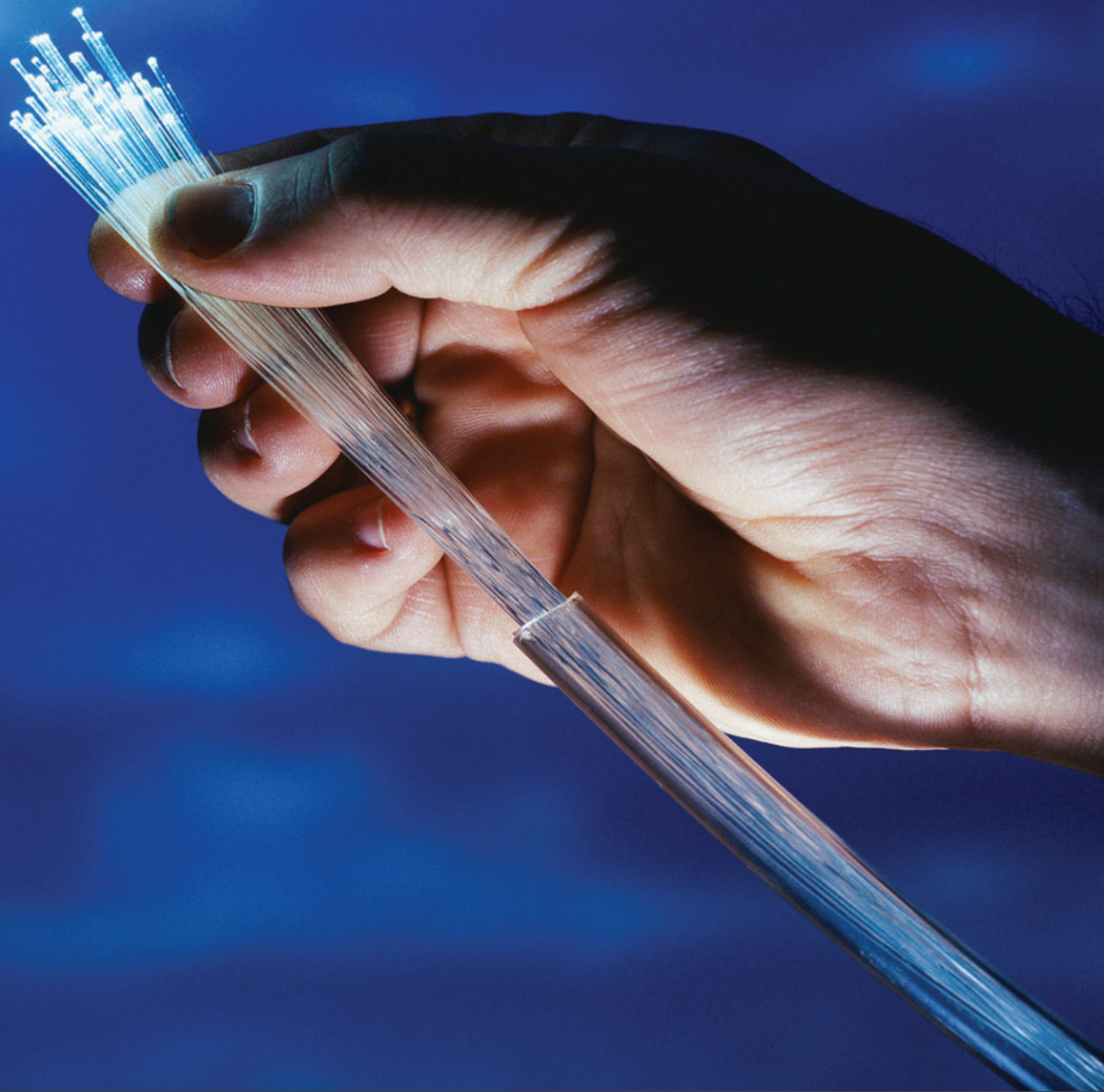


CASE STUDY : E-COMMERCE



An online Product Catalogue acts as a virtual shop-front to your organisation. Users can purchase your products 24 hours, seven days a week.

Online Shopping attracts an entirely new category of consumer, penetrating people's home and work environment, bringing a new meaning to the term "convenience" products.

FOR MORE INFORMATION, CONTACT US ON 1800 632 341

“eCommerce has helped us make inroads into exciting new markets”

- Murray Roberts, eCommerce Manager

As would be expected from a leading electronics company, Jaycar believes it is important to keep up-to-date with cutting edge technology.

Jaycar have partnered with the Vivid Group to not only embrace the latest in e-business technology but also ensure its application makes good business sense.

Jaycar's first experience with e-business tools was in December 2001 when its Vivid-developed Electus website went live.

Designed specifically for wholesale business, its success gave Jaycar the confidence to proceed in October 2002 with another website targeting the general public and electronics enthusiasts.

Today, Jaycar enjoys a dramatic saving in business overheads as a result of the website; 55 per cent of Jaycar's mail order business is now derived from the website and this in turn means the company has to employ half the number of staff it did previously to receive and process what were originally telephone and fax orders. A steady increase in traffic to the site since its launch almost two years ago has further confirmed to Jaycar the merits of e-business as a marketing tool.

For Vivid, development of the site was an exercise in logistics and application of the latest in sophisticated e-commerce tools which were refined to tailor-make a solution for Jaycar. The end result is an easy to use, on-line, 5600 product catalogue which features state-of-the-art search functions - which Vivid are continually refining.

Current search functions allow anyone navigating and ordering from the fully secure Jaycar website to drill down their particular requirement via price range,

product category or specific name of the item. Similarly, this technology also allows anyone visiting the site to find which of the 34 Jaycar outlets nation-wide is closest for them to visit personally.

Jaycar is now hoping to replicate that local e-success when it focuses on capturing attention from international electronics enthusiasts. Again, it will look to Vivid to help make inroads into this exciting new market.

Features

- Efficient Database
- Easier Online Ordering
- Express Order Function
- Trade Pricing
- NZ Pricing
- Easy Administration
- Email Management
- Moderated Forum
- Semi Conductor Data

Results

Average orders per month:

28% Increase!

Average sales per month:

47% increase!