

ECOMMERCE
GENERAL



Ecommerce Website For Car Rental



The Problem We Solve

We help business teams who need to get online, but don't have the business development or technical expertise to efficiently:

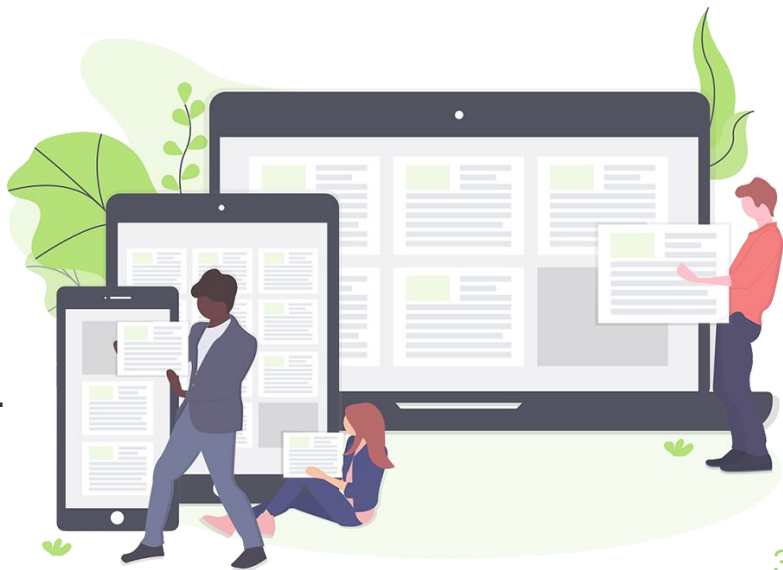
- ❖ Build out online businesses
- ❖ Integrate digital sales channels with offline operations
- ❖ Or digitally transform areas of their operations to drive growth.



How We Solve it

We will help you to:

- Craft of a winning ecommerce strategy that will be the blueprint for the business.
- Design of a solution that can efficiently support the execution of the company's strategy.
- Implement the systems and processes that come together to form the complete solution.
- Manage technical KPIs that impact success



Our Approach Explained

For digital transformation to have a positive impact on your business it has to be executed in phases. The undertaking is broken down into project milestones and executed over a period of time. This allows you to build a stronger technical foundation for your business in a leaner way.

Strategy

To understand the needs of the business, an ecommerce audit is conducted to identify the operational requirements, available resources and talent gaps that exist. From this exercise, a strategy will be put forward for approval by the management team.

Solution

Your ideal solution will be designed to support the strategy that was created. It will be offered in a phased approach, allowing you to start with a MVP, and scale to the complete solution with measurable results. We cannot determine solution costs until strategy is agreed on.

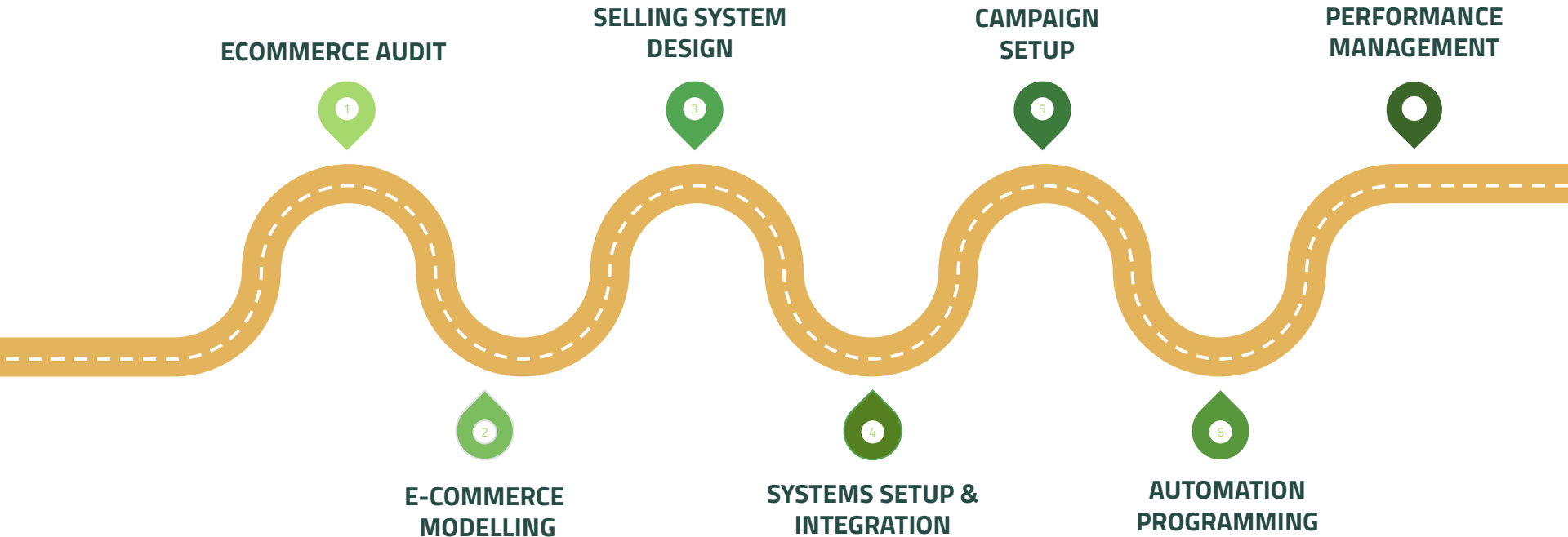
Systems

Once the solution design is completed, then we can determine which systems and processes will be utilized to apply the solution. Systems will be implemented based on the MVP approach outlined in the project milestones.

Performance

During this phase, KPI's will be determine and managed to meet the goals outlined in the strategy guide. Tracking tools will also be setup to produce the data needed to make smart decisions.

Our Transformation Process



Your Company's Need

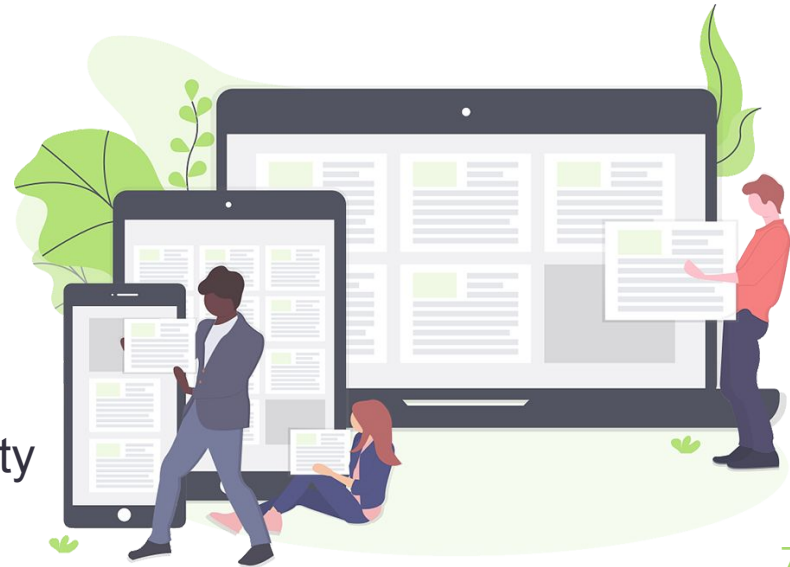
You are operating a car rental business and need an ecommerce website to improve sales conversion from your marketing efforts.



Our Proposed Solution

We propose to build a reliable and easy to use ecommerce website that:

- Will function as the digital home for your Car Rental
- Facilitate online booking and payments
- Give administrators an all-in-one sales system to manage their business operation.
- Will enable stakeholders to monitor operations and business performance from anywhere at anytime.
- Can be expanded to add agent selling, loyalty systems and referral systems.



Revenue Streams To Digitize

Freebies

- Not Yet

One Time/Booking Purchase

- **Rental Of Cars**

Memberships

- Not Yet

Subscriptions

- Not Yet

Referrals Programme

- Not Yet

Loyalty Programme

- Not Yet

The Prototype

Please click on the image below to learn more about the core of your solution.

CAR|RENTAL
TOP CAR RENTAL DEALS - SAVE BIG!

Home ▾

About

Vehicle Models

Testimonials

Team

Contact

Shortcodes ▾

Select Your Car Type ▾

📍 Pick-up Santa Monica - 2102 Lincoln Blvd ▾

📍 Drop-off 3669 Oliver Street Wedgwood Texa: ▾

📅 Pick-up dd/mm/yyyy

12:00 AM ▾

📅 Drop-off dd/mm/yyyy

12:00 AM ▾

CONTINUE CAR RESERVATION

LUXURY CAR FROM FROM \$28 DAY

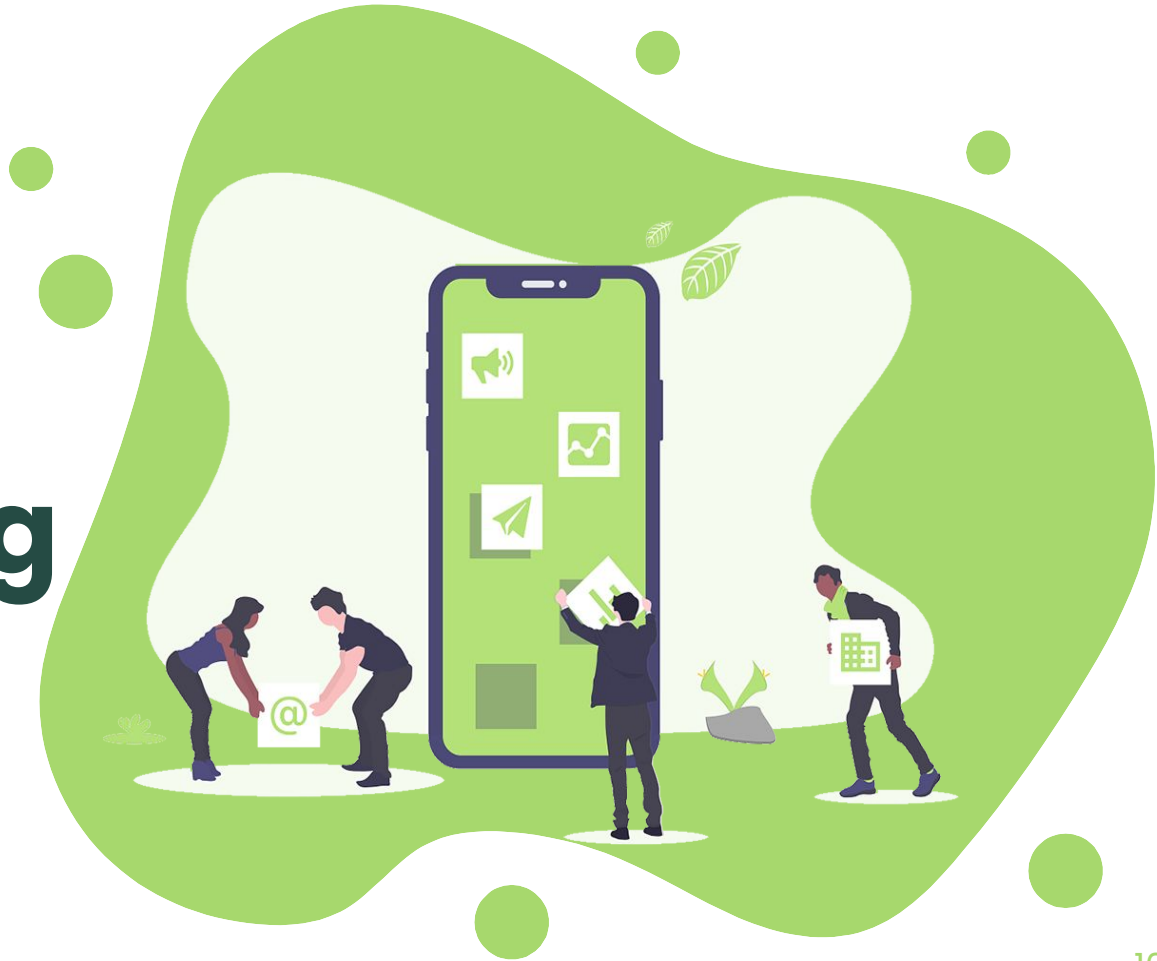
Treat yourself in USA



Activate Windows
Go to Settings to activate Windows.



The Technical Undertaking



PAGES, PLATFORMS & SYSTEMS

Website User Interfaces

Pages

- ❖ Home
- ❖ Cars
- ❖ About Us
- ❖ Contact Us
- ❖ Cart
- ❖ Checkout
- ❖ My Account
- ❖ Terms & Conditions
- ❖ Privacy Policy

Admin/Agent Interfaces

- ❖ Booking backend interface
- ❖ Products Manager
- ❖ Order Manager
- ❖ Coupon Manager
- ❖ Customer Manager
- ❖ Content Manager
- ❖ Sales Reports

Core Systems

- ❖ Bookings Manager
- ❖ Content Management System
- ❖ Ecommerce system
- ❖ Ecommerce Front End Manager System
- ❖ Logistics Manager
- ❖ Email Communication Systems
- ❖ Contact Systems
- ❖ Standard Security & Maintenance Systems
- ❖ Payment System Options With Jamaican Credit Card Processing

PLATFORM SUPPORT

System Maintenance - (Included)

We manage and support services to optimize the availability and reliability of your online systems. This includes

- ❖ SSL Security Certificate (Free version)
- ❖ Website Backup/Restore & Data Storage
- ❖ WordPress Core Updates
- ❖ Plugin Updates
- ❖ Maintenance & Bug Fixes
- ❖ Loading Speed Performance

Security - Optional

Implement and maintain industry standard security protocols to keep website data and transactions secure from breaches. This includes

- ❖ Server Security Firewall
- ❖ Server Security Patrol
- ❖ Onsite Security Patrol (Malware and Hacks)
- ❖ Spam Protection
- ❖ Premium ecommerce web security protocols
- ❖ Login Protection

Content Update - Optional

Maintain the content on your website . This includes

- ❖ Update Media Content
- ❖ Content Writing
- ❖ Website Rebranding
- ❖ Upload Blog Articles
- ❖ Remove Outdated Content and Links

Data & Marketing - Optional

Maintain marketing systems that generate leads and provide data/insights. This includes

- ❖ Visitor Analysis & Reporting
- ❖ Lead Generation via Mailing List
- ❖ Pop-up Engagement
- ❖ New subscriber email campaign

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CLICK TO CONNECT

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