

Sales Pitch

E-Commerce Project : Kalboard

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Overview

Overview

Presentation of
Kalboard

Current Order
Processing

Objectives

Potential Solutions

Recommendation: XML

Services

Welcoming a new client

Presentation of Kalboard

The current situation

Potential solutions

Recommendation

Presentation of Kalboard

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Welcoming a new client

B2B

Started in 1997, based in Amman Jordan

Selling in **35** countries

Obtained both ISO 9001:2000 certificats

Produce educational and business aids:

White magnetic board

Green magnetic board

Bulletin board

Mobile board

Flipcharts and Easels

Mini board

Articulated board

Bulletin cabinet

Transparencies

Webpages

www.kalboard.com

Current Order Processing

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**Current Order
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Welcoming a new client

Customer orders either by **Phone, fax, e-mail**, or even **visit** the firm.

KALBOARD checks if customer already exist?

If not then ask for company Profile and make payment cash.

If yes then the level of trust already exist.

Provide delivery date, depending on:

Inventory on hand

Priority of order

Location of customer

Objectives

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Services

Welcoming a new client

Reduce running costs of processing an order

Reduce the number of communication media
and centralize the flow of information

Reduce time of investigating the client and
getting information about him

Reduce the workload of the secretary and
reduce his/her stress

Automate the process of adding a new
customer

Propose new services to existing customers
and customize them

Potential Solutions

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Welcoming a new client

Different technologies available:

EDI

Web-based EDI

CRM system

XML / SSL

Possible services:

Online order and payment

Automated discount computation

Customisation proposals: customer's sticker,
etc...

Web-account system for customers

Tracking shipment system

Recommendation: XML

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**Recommendation:
XML**

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Welcoming a new client

What is XML ?

eXtensible Mark-up Language

Document contains data and structure

Well-known and used world-wide

Standardized by World Wide Web
Consortium (W3C) and ISO

With SSL technology, it guarantees the
security necessary for financial
transaction

Cheap and liable technology, existence of
free implementations

Recommendation: XML (continued)

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**Recommendation:
XML**

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Welcoming a new client

Example of a XML document:

```
<invoice>
  <date>March, the 11th 2004</date>
  <invoice-id>12359963225</invoice-id>
  <client-name>Ambassador Office Supplies</client-name>
  <products>
    <product>
      <product-name>white magnetic board</product-name>
      <quantity>10</quantity>
    </product>
  </products>
  <total>1000</total>
</invoice>
```


Services

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Recommendation: XML

Services

[Welcoming a new client](#)

Web-account for each client (profile)

Reduce the costs of adding a new
customer, customize offers

Catalogue (basket principle), payment
and order online

Centralize the flow of information,
reduce the general costs and time by
automating the process

Services (continued)

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Recommendation: XML

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Welcoming a new client

Customer database and data-mining will allow you to:

Customize offers

Classify customers and detect good/bad client thanks to their profile

Keep records of everything

Welcoming a new client

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**Welcoming a new
client**

A visitor complete the registration process and fill in his profile

With this information, you know if he can be trusted or not, if he is going to come back again, etc...

Once he browses the catalog or makes an order, you know what kind of other products he might be willing to buy and you can customize your offer and propose it at the right time

Thank you for your attention!

Any Questions ?