

The Difference

There is a distinct gap between just having a static website stating "this is who we are" and a dynamic website providing rich, interactive, online shopping capabilities. Taylor Initiatives provides a service framework to bridge this gap and provide a means for which any sized business can offer online shopping capabilities to their customers. It is the aim of Taylor Initiatives to provide services that are affordable, of high quality, and easy to use by both the shop owner and their customers.

Graphic Design

Graphic design work is usually a once-off fee and can start at around \$500. Remember, your web-site is a sales aid and therefore it has to be of the same standard you'd expect an employee to appear to a customer. It may well be the very first point of contact that a potential customer has with your business and, as the saying goes, first impressions count! Taylor Initiatives will work with you to determine the best design to suit your target audience.

Options

The eCommerce Framework is offered in three package types: Lite Edition, Standard Edition or Professional Edition. Each of these offers a range of flexible functionality to suit your exact requirements. Refer to the product comparison information sheet for further details.

Support

An online user guide will be provided to assist you with the general operation and administration of your website. Technical support is also provided in your monthly service fee.

Demonstration

The Taylor Initiatives demonstration website is called The Rottie Shop <http://www.taylorinitiatives.com.au/shop> This is a fictional eCommerce website specialising in pet products. It demonstrates the many features available to incorporate into your own website including product browse, searching, customer account subscription and management, intelligent shopping cart and multi-currency support.



Our Services To You

Taylor Initiatives provides customized web design and hosting services for any sized business. Setup costs for an eCommerce website can vary depending on your exact requirements. There are some one-off costs involved for initial setup and a monthly service fee is charged after that.

System Setup

Setup costs for an eCommerce website can vary depending on your exact requirements. A one-off system setup fee covers the setup of your custom website and administration system. This includes domain and security certificate registrations. A fixed monthly service fee is charged after that.

Ongoing Service

A monthly service fee ensures that the costs for setting up and maintaining your eCommerce website are kept at an affordable level. This pricing structure is of key benefit to your company, for regardless of the volume of sales that occur through your website, this remains a flat rate.



Access to the administration system can be arranged on request. Please contact Taylor Initiatives for further details

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All prices are inclusive of GST unless otherwise stated

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