

# Mizu : e-commerce specialists

## Online shopping

Retailers of any size can vastly benefit from taking their business online. The benefits of e-commerce are clear to see: you are effectively offering your products to a worldwide customer base, rather than limiting it to a single town. Your business can run 24/7 without you needing to be there all the time. For larger stores it's almost expected that you should be selling online and you will often find yourself falling behind your competitors if you don't.

Investing in an e-commerce solution should be more than picking a product off a shelf though. You wouldn't take a lease out on a shop that didn't fulfil or your specific needs or was exactly the same as every other shop in the street, and similarly you need an online store that can be tailored to reflect your business and products in the best possible manner.

The main focus of an e-commerce store is to encourage purchasing, but there are many aspects that lead to this point that all need careful consideration. Initially the overall site needs to be well designed to reflect your business/brand, the site should be presented so that customers can easily find their way around, whether they are just browsing or want to quickly find a specific product. Even the way

customers find your site in the first place is an important consideration. Then you need to ensure that customers are happy to stay looking at your site and don't get bored, and even after making a purchase would be happy to return or recommend you to their friends.

Mizu can offer a solution that covers all the important aspects of e-commerce from the basic shopping mechanisms to the design of the branding experience. We have many years experience building solutions for clients such as Mothercare, Cambridge Audio and Gardens Illustrated magazine. Whether the client is large or small, we always work closely with them to create a solution that fits their business model, and are happy to advise on all aspects of the development.

Our e-commerce systems can be modelled to fit in with any design you want for your store front, they come with full product and customer account management and we can integrate any payment options you require from secure credit card processing to Worldpay or Paypal integration.

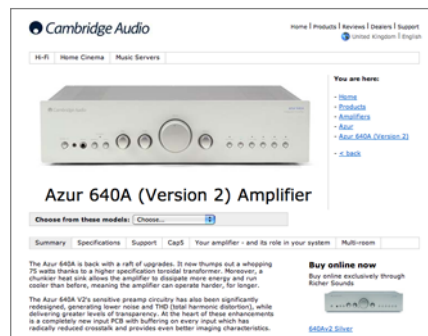
### Mothercare



Mizu helped develop the first online store for Mothercare. The website featured full product listings and purchasing as well as many other benefits such as product guides, wishlists and reviews.

The site has full product control to enable the site to be maintained in line with the store catalogue and can be setup to include special offers and promotions.

### Cambridge Audio



Cambridge Audio is a well-known UK HiFi brand. Mizu have recently launched their new website which features full e-commerce integration along with an extranet system for worldwide dealerships to manager their details on the site.

### Edge



Edge is a mail order company focused on selling beautiful products for your home. The website is designed to make the products as enticing as possible by using multiple large photographs for each product. The site is also constructed so that the customer orders can be maintained by an external distribution company.

## Key features of Mizu e-commerce systems

- Full site management
- Instant product management
- Featured/new product highlight areas
- Promotions management
- Search facility
- Multi-lingual for overseas selling
- Multiple currencies accepted
- Multiple postage rate calculations
- Full payment integration
- Stock control integration
- Secure administration areas
- Order status checking
- Email order confirmations
- Auto compiling of orders with full VAT
- Basket storing
- Customers address books
- Customer order tracking
- User tracking



Mizu specialise in the design and development of new media content and web design for use within interactive learning, marketing, communications, and entertainment.

We cover a broad spectrum of technology to provide the most effective solution. But, we firmly believe that technology should never dominate the experience of either the client or the end-user of the product.