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News



1/14/04 - January 2004 Newsletter Online Sales Stunning Growth

Need increased revenues? Add an online store to your existing or new business web site.

This holiday season, I had an unnerving experience: My wife who shops the Malls and spends days mulling over a single purchase, went online and within minutes spent hundreds of dollars. What would happen if she stayed online longer?

Unusual? Not any more. Online retailers are celebrating record sales for the holiday season. E-commerce sales jumped 29% to \$11.7 billion this year even excluding online travel or auctions. BusinessWeek reports a shopper going online to a jeweler and a cool \$43,000 later finishes with their interactive diamond finder. So more people are shopping online then ever and their numbers continue to grow. Good news for the Web-based retailer, but a warning to businesses not selling online.

We can help. At this time of record online sales, the cost of a custom RP Design E-commerce site has dropped to be within the budget of even a small business. Interested? Visit our new E-store at www.e-storesource.com and learn how we customize an e-commerce solution for your existing or new web site. We do it all -- providing your on-line customers with a method of easily finding and safely purchasing your product or services and ensuring that you are able to easily update them with new information on sales, specials, etc.

Contact us to take advantage of the big opportunities for this year's crop of e-merchants.

Our Newest Web Site: Strategic Health Solutions, LLC. offers management consultant services for the healthcare industry. RP Design created a web site that reflects the professionalism of this company and also presents all of the content for the site in a clean and organized layout. This site also features a custom flash animation, interactive forms, and downloadable files. Visit their new web site at www.strategichcs.com

Please call or E-mail us if you would like to discuss how your web site could better serve your business as well as any topics that you would like to see in the Next Newsletter.

Until then, we thank you for your continued support,

Everyone at RP Design Web Services

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1187 Highland Ave. (2nd Floor) | Cheshire, CT 06410 | 203.271.7991