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News



10/1/04 - Newsletter: Wring Out Cost While Making Money

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Online Stores: Sell While Removing Cost

When it comes to churning out cars, clothes or widgets, the notion of using automation to sell, remove costs and time is the accepted. When it comes to information most businesses are not eliminating unnecessary expense by using their Web Site to automate information, making it easier for customers to buy and employees to find things.

Yet, businesses that have ventured online have prospered. According to an annual study conducted by Forrester Research of more than 130 retailers, online retail sales soared to \$76 billion in 2002, up 48 percent over the prior year. The growth continues so why not participate?

We make it easy, since we now offer online stores that fit every business need. Use the e-store as an extension to your existing business web site or as a complete web site in itself. The stores do more than sell; they also track Services and Events. Interested in

- Selling products view <http://www.afruitbasket.com/shop/>
- Promoting Events view <http://cheshirechamber.e-shopmall.com/>
- Tracking Parts view <http://nutsbolts.e-shopmall.com/>

For the basic store there are no set-up or transaction fees and one low monthly fee. Try the e-store yourself at <http://www.e-storesource.com/> for 30-days free.

Your time will be well spent since you can have your store up in less than 1 hour. Most of your time will be spent in getting familiar with how the store is administered, gathering photos of your products and services and writing about them. You can add, remove or make products inactive whenever you like. All ordering is secure. You collect orders after an-mail is sent to you alerting you that someone has placed an order. You then go to the site administration panel (the same one that you used to set up the site) to review and complete the order.

Our Newest Web Sites

Our design team recently launched some innovative sites:

\$1 Million Hole in One The \$1,000,000 Hole in One Golf Event is designed to be fun, at \$10 registration and \$1 per ball, anybody has a chance at the grand prize, while helping kids and families in our area, and the Harold Leever Regional Cancer Center. [Click here](#) to visit the Hole in One web site.

Nuzzo & Roberts, LLC We created a web site for Nuzzo & Roberts that features information about the firm, a biography page for each of the attorneys, a newsletter section which contains a searchable index of five years-worth of archived newsletters, and much more. [Click here](#) to visit the Nuzzo & Roberts web site.

Drescher Insurance Agency We turned a one-page "billboard" into a four-page web site featuring Drescher Insurance and all of the services they provide. With an interactive contact form as well as downloadable newsletters, this new web site allows Drescher Insurance to keep customers up to date on the latest insurance information. [Click here](#) to visit the Drescher Insurance Agency web site.

RP Design Launches Total Control, Inc. We created a web site for Total Control that features the company and its services. We were asked to create a web site that had the same appearance as Total Control's printed brochure. By carrying over some of the images and color schemes from the brochure, we were able to help Total Control expand their corporate identity from print to the web. [Click here](#) to visit the Total Control web site.

Coming Next Month

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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