

Online Retail Solution

for market leaders

Inficron provides end - to - end online retail solutions to help you stay ahead. Leverage our experience to optimize your business relationships with customers, partners and suppliers via the Internet.

We can help you:

- Make sell - side processes even more flexible and user - friendly
- Strengthen relationships with business partners
- Simplify and accelerate buy - side processes

The success of our customers demonstrates that Inficron's solutions can boost the efficiency of the sell - side channel while growing your online business.

Building an Online Store

Now that you have a great supplier, a range of quality products and a well-established retail store . . .

What's Next?

Get your business booming with online sales!



Move your business Online

Online shopping is expected to increase by more than 40% this year compared with last Christmas in a sign that the rapid growth of e-commerce is still increasing strongly.

Why e-commerce?

Leading market researchers have consistently reported steady growth in e-commerce over recent years. Successful companies have recognised that the Internet is key to developing their business. Increasing Internet access and usage automatically means increased potential for e-commerce. More and more people are switching to broadband, and greater computer literacy is leading to more frequent online

purchases. Once they start, these e-shoppers quickly get into the habit. Experts predict a huge impact on traditional sales channels. In Australia alone, brick-and-mortar revenues amounting to many billions were triggered by online offerings.

Far from being over, the Internet boom is clearly just beginning, and e-commerce will continue to transform traditional ways of doing business. The flip side of this trend is that rapid change brings both opportunities and risks. Turning the vision of sustained online growth into a functioning business model calls for extensive experience and a proven ability to innovate.

“The Internet is increasing the number of potential customers, but it’s also driving profitability.”

- Rieva Lesonsky, Entrepreneur magazine.

Some facts you might want to know . . .

- **Expanded Target Market** – Our clients have penetrated into a wider range of customers upon moving their retail business online. Inter-state sales encompass 80% of all sales made online.
- **Increased spending on the web** – Interactive Media in Retail Group, the industry body for e-tailers, forecasts that 24 million shoppers will spend \$5billion this Christmas, an average of \$208 per shopper. That is up from \$3.5billion spent online last Christmas and represents an acceleration of the online shopping growth rate.
- **Internet-influenced sales** – Research from Jupiter Media Metrix states that \$199billion will be spent online by consumers in 2005, while \$632bn will be spent offline as a direct result of online research.
- **Easier Access** – The accelerating growth in high-speed internet connections has made online browsing easier. The broadband penetration rate in Australia at the end of September 2004 stood at 6.6 lines per hundred persons, up from 3.4 lines per hundred persons a year earlier.
- **Government Support** – On 22nd October, 2004 The Australian Government Information Management Office will be incorporated within the Department of Finance and Administration. Australia’s National Office for the Information Economy exists to implement Commonwealth Government policies to encourage the uptake of online commerce and the creation of an information society in Australia by ensuring an integrated and innovative approach to online policy

Challenges in Online Retail

The expectations associated with e-commerce strategies are often brutally simple: higher sales in less time at a lower cost. This kind of thinking, in which the Internet is the key focus to streamlining expensive business processes, was a major factor behind a string of failures in the early years of e-commerce. A bewildering array of software products, with many vendors only able to supply partial solutions, contributed to these problems. In these circumstances, many seemingly attractive business models turned out to be commercial disasters. Since then, a paradigm shift has taken place in e-commerce. A business

concept is now only deemed successful if monetary parameters such as profit and cash flow are favorable — growth alone is not enough. Businesses also expect more from the software that supports their online activities. These days, solutions must ensure the long-term technical viability of online channels and be flexible enough to accommodate short-term changes. Technology needs to satisfy both these requirements in order to facilitate successful e-commerce initiatives and to avoid becoming a limiting factor.





S3 GROUP
creative business solutions

Looking to differentiate from your competitors?

Contact us today to learn more about our products & services.

Suite 328, Level 3, 368 Sussex Street,
Sydney NSW 2000 AUSTRALIA

Tel: +61 2 9283 4216
Fax: +61 2 9283 4217
Email: enquiry@s3group.com.au
Web: www.s3group.com.au