

PaintCents

In the last 5 years online purchasing has become a standard practice for most businesses. Major brands such as Home Depot, Rona, Home Hardware, have all seen the power of the internet, and the role it has with consumers. Have you wondered how small to mid-sized businesses will cope with the demands of the new economy, and the development of the internet.

MIT Consulting has been working over the last 4 years on products which have helped hundreds of businesses across the globe meet the needs of the new global economy. Our range of e-solutions work *with* your business, and *for* your business making you money and giving you a return on investment that is often within 6 months.

MIT Consulting is proud to announce our most recent product, **PaintCents**, the ideal solution to all paint manufacturers and retailers. **PaintCents** is a total front and back-end web solution. It can leverage your existing website, or you can build a new site with it, providing you with the flexibility to meet your budgetary constraints and business requirements. The principle advantage of **PaintCents** is that it allows manufacturers to sell to their retailers or wholesalers, and retailers to be able to sell to their contractors and consumers (B2B and B2C).

The power of the web has allowed this technology to be available to consumers at a price which was never available before.

Currently there are two versions: Manufacturer, and Retail.

Each version has options such as:

- Customer Specific Pricing
- Automated Online Shopping Cart
- Direct Inventory Loader from Accounting Software *
- Price Loader from Accounting Software *
- Margins and Markups calculator
- Customer self-enrolment
- Customer approval process
- Merchant Transaction Processing *
 - (Visa, MasterCard, AMEX, **NEW: INTERAC Online**)
- Email notification for sales, and transactions
- Purchase order status console with reports (New, Completed, Pending, etc)
- Customer purchase tracking
- Customer Saved Favorite bundles
- E-newsletter with signup list
- Email “blaster” system for signup list

- Contact manager
- Full CMS Control Panel
- Basic CMS Control Panel
- Custom Website Development
- Macromedia “Flash” Elements
- Private and Public “Portal“

* Not all account software packages are supported. Merchant Processing Accounts are extra with third party providers. Configuration of the system to work with third party software or service providers may cost extra.

How can **PaintCents work for you?**

PaintCents is a 24 hour-a-day buying system that allows your customers to get the information that they need with the ability to purchase, order or request products 24 / 7.

By streamlining sales, through our system, we have allowed businesses to increase sales, reduce time to purchase, save on administrative costs, and increase efficiency and tracking.

PaintCents will handle most of your sales on a day to day basis, giving sales staff more time to work on new contracts, and keep existing customers happy.

PaintCents can be customized to meet any marketing requirements, meeting available co-op marketing approval from affiliated manufacturers. Manufacturers can have **PaintCents** standardized for their resellers, and associates, for better streamlined systems.

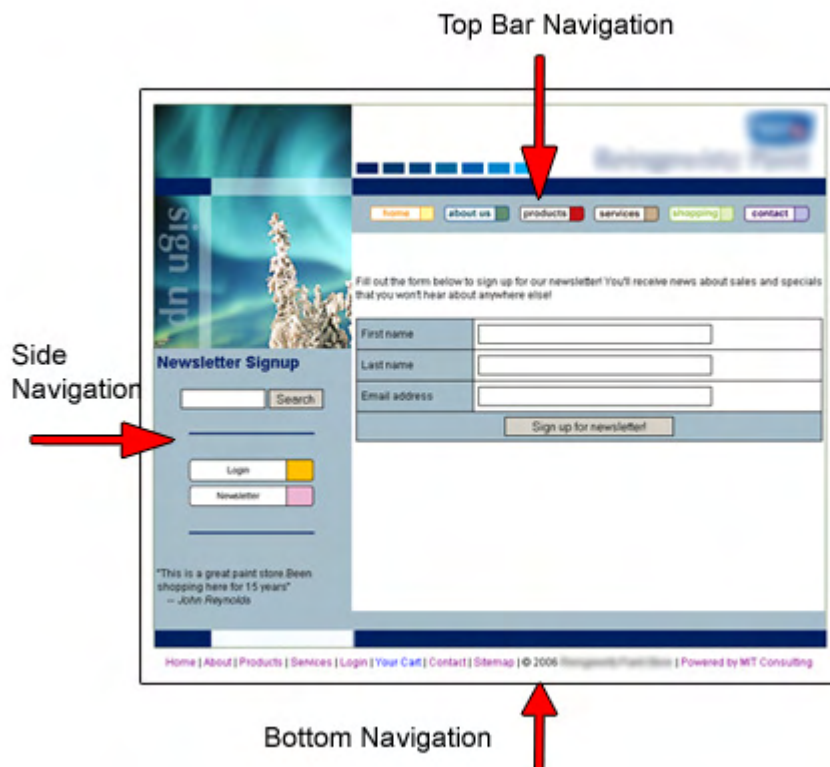
This document provides an overview of the features that are included in the system, with illustrations from an example website. In some places, the pictures may be blurred to hide customer specific information.

For more information on this product, please contact MIT Consulting at (416) 250 – 1040.

The Website

Navigation

There are several ways in which users “navigate” through the website. The site navigation is grouped into a **top bar**, which contains all of the main categories of information that may be found on the site, **side bar navigation**, which contains links that are relevant based on the section that the user is currently in, and **bottom navigation**, which typically contains links to useful pieces of information that can be found on the website (for instance contact information, and legal documents). PaintCents also provides a **search** facility to allow users to find virtually anything on the website based on keywords.



Top Bar

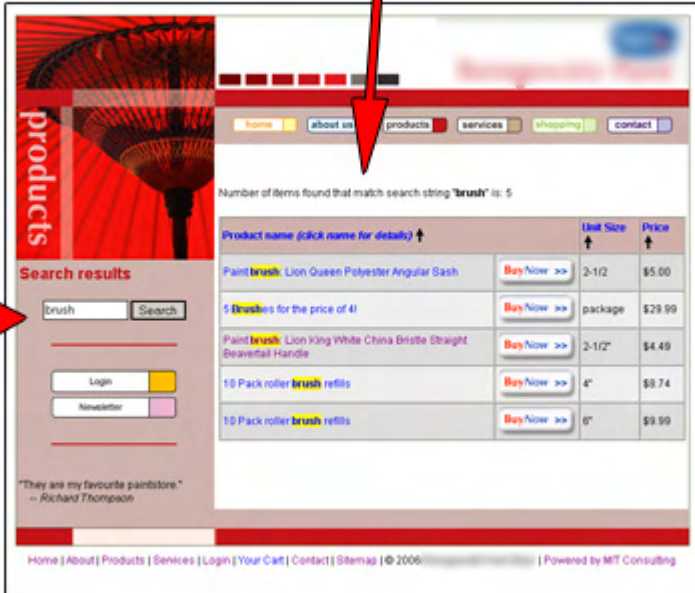
The top bar shows links to the main categories of information that appear on the website. These may include your product catalogue, and informational pages about your company.

Our graphic designers can customize the look and “feel” of the top bar to suit your requirements.

Site Search

The search box allows a user to find text or products on the website based on keyword criteria. The results (if any) are presented in a clear and concise manner, as illustrated below.

Search Results



Search Box

brush Search

Number of items found that match search string "brush" is: 5

| Product name (click name for details) ↑ | Unit Size ↑ | Price ↑ |
|---|-------------|---------|
| Paint brush: Lion Queen Polyester Angular Gash | 2-1/2" | \$5.00 |
| 5 Brushes for the price of 4! | package | \$29.99 |
| Paint brush: Lion King White China Bristle Straight Beavertail Handle | 2-1/2" | \$4.49 |
| 10 Pack roller brush refills | 4" | \$9.74 |
| 10 Pack roller brush refills | 6" | \$9.99 |

Home | About | Products | Services | Login | Your Cart | Contact | Sitemap | © 2006 | Powered by MIT Consulting

Side Navigation

The side navigation options change, based on where the user is currently located in the website. The navigation buttons that show are relevant to the section of the website – for instance, if the user is logged in to his or her profile, the options will allow them to edit their address or payment information, view previous orders and more.

Bottom Navigation

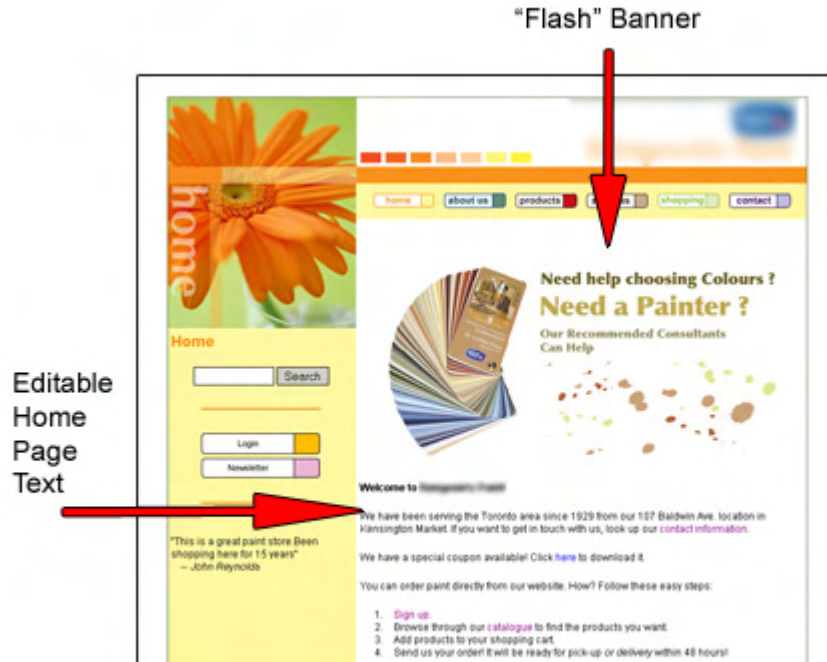
The bottom navigation bar shows links to key information on the site (such as contact information or legal documents), as well as copyright information regarding the content on your website.

Home Page

The home page (the first page of the website that most users will see when they go to your URL) of your website is your company's window on the world, and it needs to be able to "sell" your company and product.

We have provided our clients with a variety of tools to configure the "look" and content of their home pages.

These include the ability to insert "active" content such as "Flash" banners into the page, edit the text of the page, and promote specific products on the page.



Flash Banner

Revolving banners created in Macromedia "Flash" allow you to feature several key sections of the website (or products) in an attractive and eye-catching fashion, resulting in more users viewing the featured information. An example might be a new service offered by your company, a headline product, or key information about your company.

Editable Home Page Text

By changing the text of your home page on a regular basis, you can keep your website more “current”, and provide another reason for users to come back regularly. We have provided a sophisticated capability for our customers to modify the contents of their home page easily, using a user-friendly interface.

Featured Products

By featuring products on the home page (possibly also putting them on “special”), you can promote key products that you want users of your website to find immediately.

Featured Products



The screenshot shows a grid of featured products. On the left, a yellow vertical bar contains two red arrows pointing towards the product listings. The products are:

- Dickie Painter Pants:** Clearance of last season's Dickie Painter Pants. Only size available is large. Was: \$24.95, Now: \$19.95.
- Benjamin Moore Collection - 1 gallon of Eggshell:** Buy a gallon of Benjamin Moore Collection Eggshell Finish for only \$34.95! A great deal! Was: \$99.95, Now: \$34.95.
- 6 Refills for the price of 5!** Get 6 refills for the price of 5! Was: \$24.99, Now: \$15.00.
- 5 Brushes for the price of 4!** Get 5 Brushes for the price of 4! Was: \$29.99, Now: \$23.99.

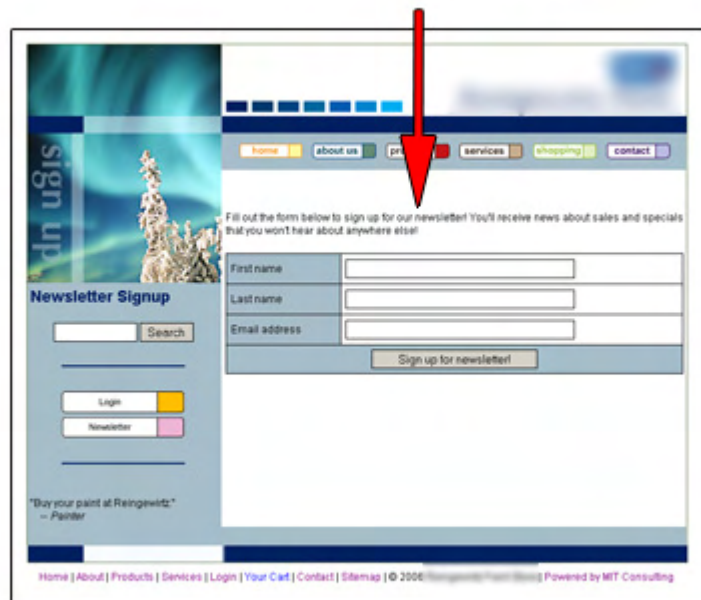
Each product listing includes a 'Buy Now >>' button and a 'Picture Coming Soon' placeholder. The footer of the page reads: Home | About | Products | Services | Login | Your Cart | Contact | Sitemap | © 2006 Reingewitz Paint Store | Powered by MIT Consulting

Customer Profiles and Login

Newsletter Signup

Keep your customers interested: by writing a regular newsletter, and allowing your customers to sign up their email addresses, you can “tie in” your customers and develop a closer relationship with them.

Customer Newsletter Signup Form



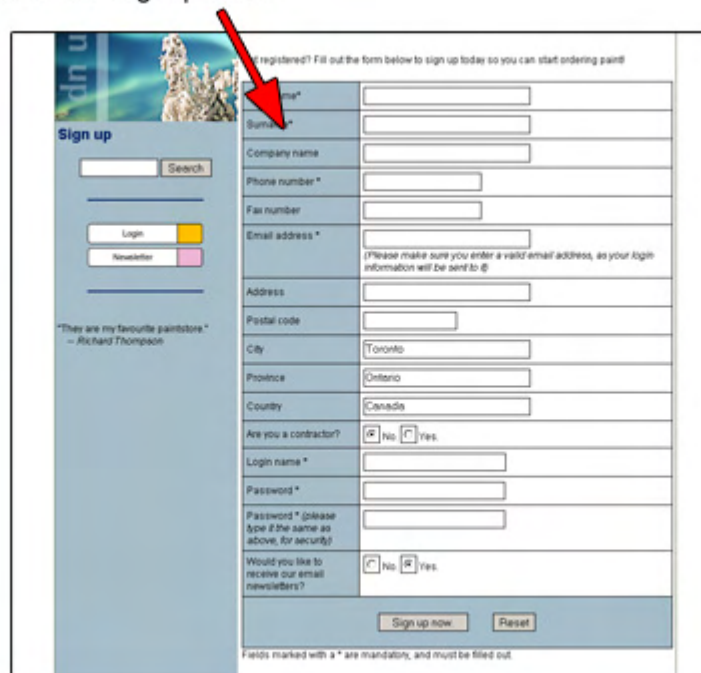
The screenshot shows a web page with a navigation menu at the top containing links for home, about us, products, services, shopping, and contact. Below the navigation is a 'Newsletter Signup' section. It includes a search bar, a 'Sign up for newsletter!' button, and a 'Login' button. The form fields are: First name, Last name, and Email address. A red arrow points to the 'Sign up for newsletter!' button. The footer contains links for Home, About, Products, Services, Login, Your Cart, Contact, Sitemap, and copyright information for 2006. The page is powered by MIT Consulting.

We have built in special features that allow your customers to either sign themselves up or unsubscribe themselves from your newsletter list.

Signup

We allow your customers to sign up and create a “login profile” on your website, as an optional way for you to track which customers are using your website and how they are using it. Typically a user should be required to create a profile before ordering products from your website. Each time they log into the website, they will be able to view their past ordering history.

Customer Signup Form



Already registered? Fill out the form below to sign up today so you can start ordering paint!

Sign up

Search

Login

Newsletter

They are my favourite paintstore
— Richard Thompson

*
 *
Company name
Phone number *
Fax number
Email address *
(Please make sure you enter a valid email address, as your login information will be sent to @)
Address
Postal code
City
Province
Country
Are you a contractor? No Yes
Login name *
Password *
Password * (please type it the same as above, for security)
Would you like to receive our email newsletters? No Yes

* fields marked with a * are mandatory, and must be filled out.

The information gathered during the customer signup process can be invaluable in allowing you to gain an insight into the demographics of your customer base. We work with our customers to produce a signup form that will capture the information that will best allow you to service your clients.

Logging In

A simple login and password combination (provided to the customer after they sign up) allows your clients to access the website and order product.

Forgot Password

If a customer has lost their login information, they may retrieve it themselves by entering in their email address from the password retrieval page.

Profile Maintenance

Your customers will be able to modify their profile (i.e. address) information to provide you with an up-to-date picture of your customer base.

Order History

Your customers will be able to view a list of their previous orders from your website. Obviously this will not include orders that they have made in person – only orders via the website will be viewable in the Order History.

Product Catalogue

Category List

The first view of your product catalogue that most users will see is the list of different categories of products that you sell.

The appearance of this list is highly customizable, to fit your specific requirements.

Some companies – usually companies with a very small catalogue of products – will not want this feature, and will instead wish to immediately show their products.

Product Details

From a specific category listing, a user will be able to click on a product to view the details of that product.

The product detail page is highly customized to our client's requirements. Typically, a product detail page will show a picture of the product, a textual description of the document, and pricing information.

If the website is configured for online purchasing, a button to place the product into the shopping cart will appear.

The product details page may also have links to documents relating to the product, or links to other related products (i.e. users who purchased this product also bought the following products...).

Shopping Cart

The shopping cart option will show on those websites where our clients have specified that they wish to allow their customers to order online.

The shopping cart allows a user of the site to collect and view a list of products that they wish to purchase, prior to “checking out”, or actually making the purchase.

Users are also able to update the quantity of items in the cart, or remove items from the cart as they wish.

Checkout

The checkout process allows a user of the website to specify that they have completed shopping on your site and now wish to order product from you.

The checkout process is typically customized to meet our client's requirements.

Options include whether payment will be directly taken from the website, how orders are recorded in the system, and how the users (and you) are contacted by the system to provide information on the new order.

Note on Payment Options from Checkout

In order to take payment directly from your website, you will need additional services from third party vendors.

You will need to obtain a “merchant account” from a reliable provider for online payments (i.e. Moneris), and in addition you will need to obtain an SSL (Secure Socket Layer) certificate for the website.

In addition, there may be extra costs incurred while we configure your website for the payment provider and install the SSL certificate.

As of April 2006, MIT Consulting can provide Interac Online services via Moneris.

Informational Pages

Contact, About Us and More!

Your website is more than just a home page and a catalogue!

By providing information about your company online, you will increase the trust that customers place in your website.

People want to know who they are dealing with online, and they are more likely to purchase product from your website if they feel that there is a real person “behind” it.

Our system will provide you with a flexible method of maintaining the information on your website by yourself.

Administration

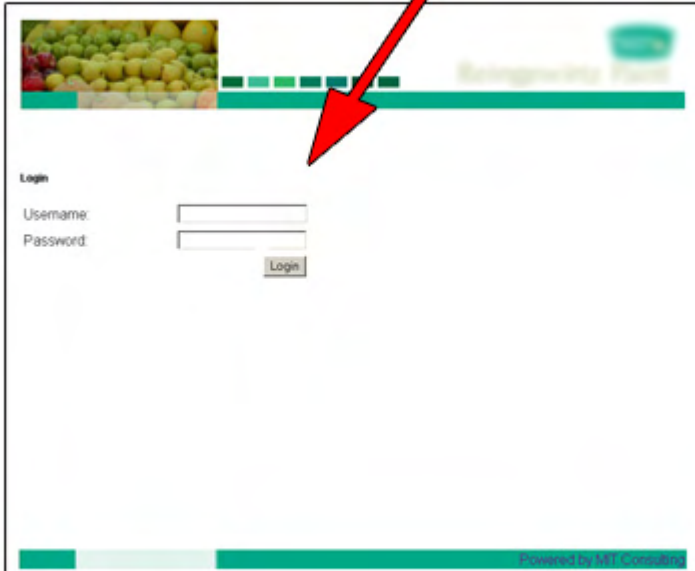
In order to allow you to manage your website and online catalogue, we have created an administrative “portal” that provides you with a control panel for the site.

Access Control

Access to the system is restricted based on a user name and password. Only you and your staff will be able to access the control panel.

An option for the system is a module that allows you to specify which of your staff members may access which features.

Login Screen for the Admin “Portal”

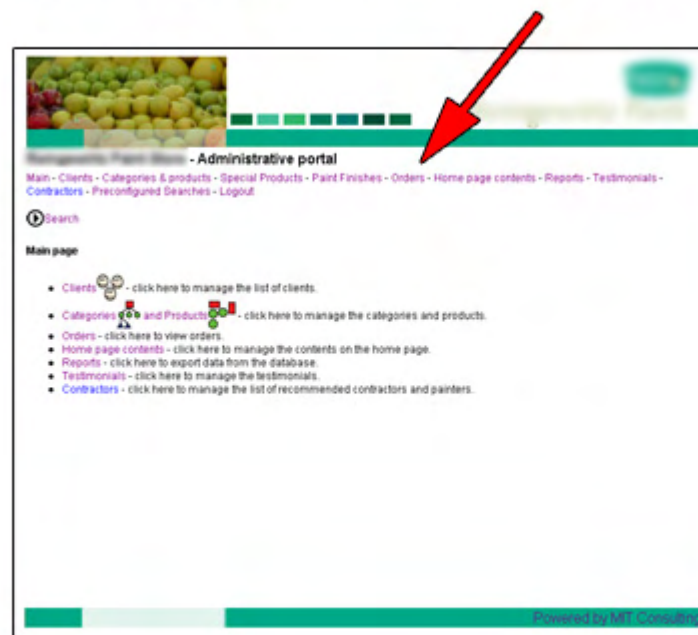


The screenshot shows a web browser window displaying the login screen for the Admin Portal. At the top, there is a header with a green bar and a small image of produce. Below the header, the word "Login" is displayed. There are two input fields: "Username:" and "Password:". A "Login" button is located below the password field. A red arrow points to the "Login" button. At the bottom of the page, there is a green bar with the text "Powered by MIT Consulting".

The Control Panel

The first screen that you will see after logging into your admin portal is the “control panel”. This is a page that gives you many different options for the various administrative tasks that you can carry out from here. The control panel may also show you information about new orders or other priority items that you may need to be informed about.

An Example of the Control Panel (Actual Options Shown May Vary)



Managing Your Client List

The admin portal provides you with the ability to view your client list in several ways: a “top level” view that shows one line for each client with basic contact information; a “detail” view that shows all of the information regarding a specific client, including order history; a search facility to find clients according to criteria that you specify.

You also have the ability to manually add, edit or delete clients from the website, modify their price level etc.

We provide our customers with many options regarding the information that they store for their clients online. We will work with you to determine your specific requirements, and whether customization is required.

The system has several options for customer specific pricing, including individual discount rates, and general price levels. Volume based price levels can be provided via an additional module.

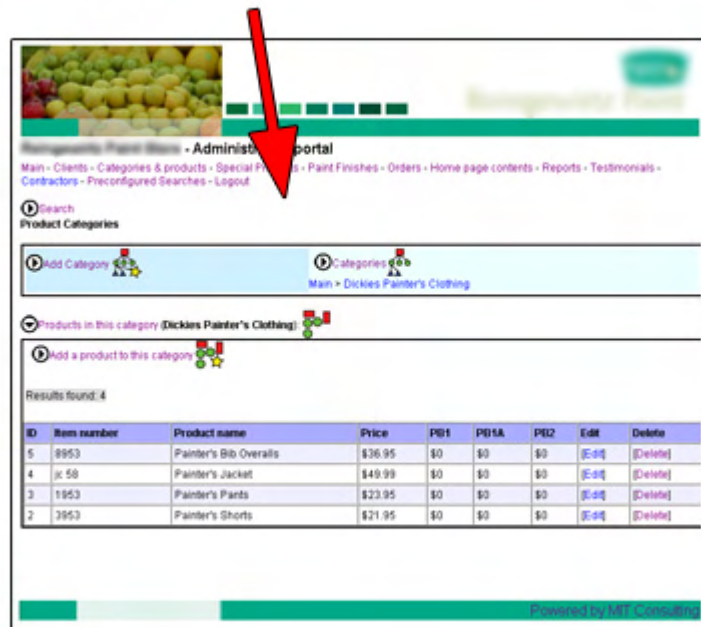
Managing Your Product Catalogue

Your product catalogue is organized into “categories”, with each category having one or more products in it. A category may also have subcategories.

You have the ability to add, edit or delete categories (delete may be disabled if there are products in the category). The system also provides you with “prune and graft” facilities to move products from category to category.

The information that is stored for a product is typically customized from one client to another in order to meet their specific requirements.

The Product Catalogue



The screenshot shows a web application interface for managing a product catalogue. At the top, there is a navigation menu with links like 'Main', 'Clients', 'Categories & products', 'Special Prices', 'Paint Finishes', 'Orders', 'Home page contents', 'Reports', 'Testimonials', 'Contractors', and 'Preconfigured Searches - Logout'. Below the menu, there is a search bar and a section titled 'Product Categories'. A red arrow points to the 'Add Category' button. Below this, there is a section for 'Products in this category (Dickies Painter's Clothing)' with a table of products. The table has columns for ID, Item number, Product name, Price, P01, P01A, P02, Edit, and Delete. The footer of the page says 'Powered by MIT Consulting'.

| ID | Item number | Product name | Price | P01 | P01A | P02 | Edit | Delete |
|----|-------------|------------------------|---------|-----|------|-----|--------|----------|
| 5 | 9953 | Painter's Bib Overalls | \$36.95 | \$0 | \$0 | \$0 | [Edit] | [Delete] |
| 4 | jc 58 | Painter's Jacket | \$49.99 | \$0 | \$0 | \$0 | [Edit] | [Delete] |
| 3 | 1953 | Painter's Pants | \$23.95 | \$0 | \$0 | \$0 | [Edit] | [Delete] |
| 2 | 3953 | Painter's Shorts | \$21.95 | \$0 | \$0 | \$0 | [Edit] | [Delete] |

Featuring “Special” Products

You may promote specific products by “flagging” them to show on the home page of your website. The system gives you the ability to put these specially marked products on “sales”.

The sale price can be specified in a number of different ways (i.e. a flat price, a discount percentage etc.).

In addition, you may place a start and end date on the sale and the system will automatically adjust the price that your customers will see.

Defining Paint Products via “Finishes”

We have created a module that allows you to specify paint products in terms of lines, finishes and container sizes.

For each of the options for a paint that you specify, you may adjust the pricing for the product accordingly.

This module is typically modified to fit your specific requirements.

Viewing Orders

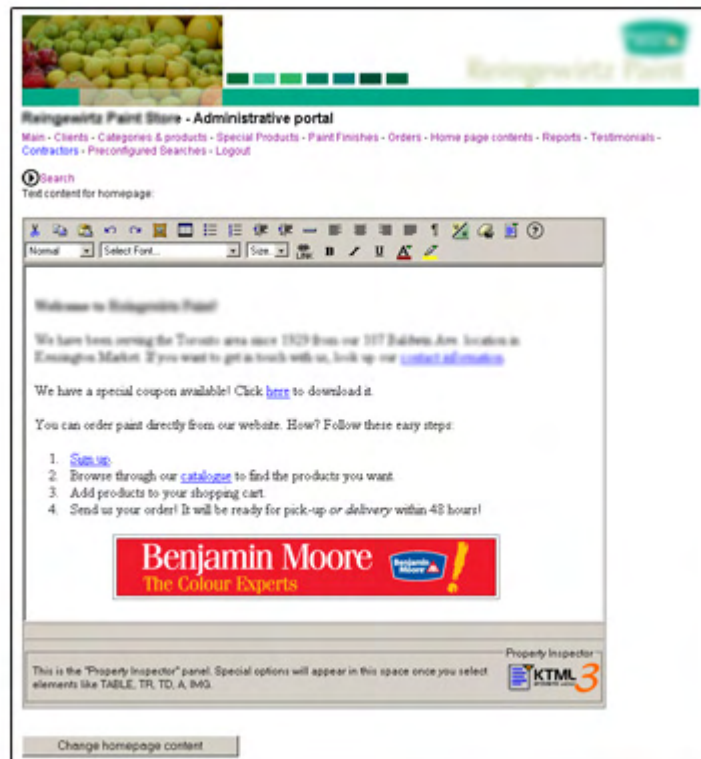
The default “Show Orders” page shows a list of new orders that have recently come in via the website. You have the ability to view the details of a specific order, and mark the order as “processed”, once it has been filled.

The system also has a sophisticated search facility that allows you to view orders that have already been filled, or search for orders based on criteria that you specify.

There is also an optional reporting module that provides you with a variety of reports and statistics on the business that has been transacted via the website.

Editing Home Page or “Content” Page Contents

The system provides you with the ability to modify the text of any “content” page of the website via a user-friendly interface. The interface allows you to type in whatever content you want to show on the page, resize the text, insert pictures or anything else that you might do in a word processor.



Exporting and Importing Data

The ability to import data from your accounting software into the website, or export data from the website to load into other programs is provided for by an optional, highly-customizable module.

We will work with you to build “reports” that can export data in the format that you require, or import data into the system from various sources.

We have experience working with a variety of accounting and inventory management software.

Email “Blaster”

The system provides an optional module that can assist you in maintaining contact with your customers with ease.

Using the existing customer list on the website, you can create attractive, templated, personalized emails and automatically send them to your customers.

This facility will allow you to easily inform your customers about specials or new developments with your business.

Your customers will have the ability to unsubscribe or subscribe themselves to your email list.