

Internet shops

Presentation of products on the Internet is not an easy job. It is important that they are well classified on the page and that it is allowed to the user to easily get to the wanted data, before turning towards the competition. Internet shop allows you to display items in detail with their appearance, features, price, description and other necessary information. Consumers have, at their disposal, the ability to make their comment, evaluation and set additional questions about each product. Questions are automatically forwarded to your email address, in which way a direct communication with potential customers is established and the feedback on the quality of their offers is got. So collected information about the impressions of visitors, their observations, interests, etc., represent a valuable source of information that helps you to stay in trend in any time and to know what consumers think about the offer, and when necessary, adjustments can be made in order to make the offer more competitive. An online store visitor wants, in an easy and simple way, to come to all the necessary information about the company representing on the site:

- About your company,
- Activities of the occupation,
- About the products and services that are offered on the site,
- About the conditions and methods of purchase and payment of products,
- About the guarantees,
- Opportunities for replacement of purchased products,
- Or refund in the event that a customer is not satisfied, and things like that.

Even 45% of buyers on the Internet cannot find the product because of bad organization of the site. Regardless of the visitor's current position in the online shop, it must be clearly stated and enabled to the visitor to choose from there and visit any part of it (product catalog, order, etc.)... On each page a link towards other key parts of e-shops has to exist, or, at least, a link towards the homepage. It is desirable that there is a possibility of search products and / or services by various criteria.

Regardless of the fact that it is about the virtual store, the same rules are also important here as in any other store. A buyer wants to get, in the shortest possible time, a purchased product, to have the possibility of claims and replacement of products, and that he can contact you in any time if he needed more information.

VirtueMart is the leading solution for online stores creation intended for WebPortalCMS, with over 1.5 million downloads from the official site of producers. This solution is not placed in the line of self-accomplished scripts, but is a supplement (plug-in) and for its accomplishment it is necessary to have WebPortalCMS installed.

To justify the epithet of the most popular solution for e-shop, VirtueMart is adorned by ease of use and entirely simplified customization in accordance with the needs of a final user.

In order to allow the users to use e-commerce, it is necessary to be registered on the site. Here, we will define only some of the basic functions of the component:

- Customers groups - All registered users can be divided into several pre-defined groups of customers. Each group of customers may have its prices, for example, a group of customers, who buy goods for resale, will have an insight into the prices without taxes and with pre-calculated rebate, then customers who, for a certain period of time have fulfilled a currency in a certain amount, will have a discount and the price will be shown to them.
- Tax groups - Depending on the goods that are being sold and legal regulations in the country, it is possible to define more tax groups.
- Methods of delivery – Delivery methods are different, they depend on the places where the goods should be delivered, products dimension and amount of order. Bases on that, the buyer can also choose the method of delivery. It is possible to define in advance that for a purchase over a certain amount, the delivery is free.
- Coupons – Entering a coupon when purchasing, a user, besides the current actions, can achieve additional discounts, and thus buy the product at a reduced price enunciated through a percentage or pre-defined fixed amount.
- Manufacturers – In order to facilitate navigation on the site, all products are categorized according to the manufacturers, which are divided according to the categories.
- Similar (related) products – Choosing a product, related products will be shown, for example, if we decide for the purchase of a laptop computer, which comes without an operating system, in related products will be the OS, or a similar model by features and prices. With the same product, a bag for a laptop can be offered, battery backup and many other things.
- Methods of payment – This component supports all current forms of payment over the Internet. In our case it is possible to choose a payment via Credit cards or delivery payment. See an example of Internet shop at www.sbskg.co.rs