



B2B AND B2C ECOMMERCE SOLUTIONS.

We provide the best solutions for B2B and B2C ecommerce

Company Profile

Our mother company Kenova Web Tech Solutions Pvt. Ltd.(**KWTSPL**) is a complete IT solutions provider for the industry, It was started in the year **2009**, solutions whose sole purECOMMERCEe is to simplify business processes for our clients and help their business grow. The dedicated teams at KWTSPL cover sales, marketing, product development and technical support. When you deal with us you are directly coming in contact with people with expertise in the hospitality industry.

Offering complete range of hospitality software solutions, KWTSPL products and services meet every requirement of various segments of the industry. Designed and developed keeping in mind the complexity and inter-connectivity of the various functions in the industry while keeping up with the international standards of practice and technology.

KWTSPL keeps with the latest technology by continually identifying the latest technological trends which gives us distinct advantages over the competition. KWTSPL puts maximum resources towards research and development which helps us to constantly keep KWTSPL products in forefronts of innovation.

Our clients get the best value for their buck and with each product they get the best of what technology has to offer in the industry.

Main Functional:

- **Ecommerce Software**
- **Mobile App**
- **ERP Software Development**
- **ECOMMERCEECOMMERCEs Management Software**
- **Real Estate Portal**
- **Search Engine Optimization**

eBrandu Application Overview

eBrandu has started to be developed since 2013. Our main aim is to create a value for the world. So, we worked day and night and still going on working hard. We are focused to do the best all the time. We believe in innovation, development, team spirit and our customers.

Our strongest mainstay is the team work. We name our team friends as '**eBrandu Great**'. To present the best software, we cooperate with the best team members and we are enhancing day by day. We believe in the importance of learning and development. We also believe in education and we are trying to follow the latest innovations.

Every year more people shop online than ever before. Customers have grown to love the convenience of buying online, and new online stores are constantly opening to meet the demand. If you've ever thought about creating an online store of your own, now is a great time to get started. Don't worry— it's not as hard as you might think.

Below are some of the modules our solution can assist you with:

Catalog & Products Features

- Unlimited number of categories, sub-categories, products and options.
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- Optimized brand landing pages
- Item discounts based on quantity ordered.
- Order discounts and promotional codes with single or multi use discount codes.
- Products can be linked to multiple categories and have multiple options.
- Set the order in which products display.
- Options can be individually set to Optional or Required.
- Options can be given a weight which will be factored into the shipping cost calculations along with the Product weight.
- Support for "text" options which allows a customer to enter text when they order a product.
- Digital Downloads are fully supported. All downloads are done through a script that checks the order status before allowing the download.
- Store can be run in "Catalog only" mode. This way, the store acts just like an online catalog, without any links to a shopping cart.
- Ability to choose the "Featured Products" on your homepage.
- Cross-Selling is supported via a related keys mechanism. This method is much less work than physically linking dozens of Products manually.
- Tax-free products and options.
- Support for product Ratings & Reviews per product.
- Support for product suppliers
- Support for product manufacturers
- Support for product brands
- Maintain inventory levels by product and product options.
- Multiple product images
- Zoom product images (multiple zoom options)
- Integration with social media website

Blog Capabilities

- Fully integrated search engine optimized blog
- Ability to attach and cross sell products on blog ECOMMERCEts
- Social media integration (share blog ECOMMERCEts)
- Blog administration to maintain ECOMMERCEts and content

Search Engine Optimization Features

- Validated W3C XHTML / CSS code
- Complete search engine friendly development
- Ability to create unique title tags and meta information for categories and products

- Dynamically created title tags and meta information for categories and products (ability to overwrite manually)
- Proper placement of H1 tags on categories and products
- Dynamically generated ALT tags
- Breadcrumb navigation
- Internal linking structure
- Site map creation
- XML site map creation and submission
- Google Base integration
- Rank Tracker
- & much more

Administration Features

- On-Screen help is available for most functions.
- Easily manage Products, Categories, Options, Customers, Shipping, Locations, Orders and much more.
- Upload Product Images and Software Items from your browser to your web server.
- Store shipping rates are calculated by order weight and/or price. The amount charged for shipping can be calculated via fixed price or percentage. Ability to assign Free Shipping to an individual product.
- Support for \$ and other ECOMMERCEt online shipping rates.
- Configure sales tax per ECOMMERCEt / zip code, municipality, state or country (billing or shipping address).
- Activate/Deactivate individual customers.
- Manage your orders from an intuitive screen. Order stock levels can be adjusted when the order ships.
- Add private comments to each order, or comments that the customer can also see.
- Statistical Charting tool.
- Restrict digital downloads to a specified number of downloads, or a pre-determined number of hours.
- Integrated Authorize.Net gateway allows you to authorize and collect Credit Card payments from your order management screen.
- Ability to override any customer selected payment method with a Authorize.Net Credit Card payment. This is useful if the customer changes their mind about how they want to pay for an order after the order has already been placed.
- Emails sent to customer via the store can be customized to suit your requirements. Dynamic replacement of text can also be done.
- Send HTML Newsletters to your customers directly from your store.
- Create and maintain discount codes.

Customer Convenience

- Customer can view and modify their personal info by logging on to their account. Account can be created before or during CheckOut process.
- Full order history and detail is available to the customer.
- Customer receives confirmation eMails when they place the order, and when their order's status changes.
- All software downloads are available via their online account. No more hassles with eMailed software links gone missing.
- Customer can re-attempt payment at a later date. Sometimes the Payment Gateway's servers are down. With this software, the Customer can come back and pay later.
- Password Reminder feature for Customers.
- "Email A Friend" functionality allows customer to send a link to a Product via email.

- Support for tax-free customers.
- Convenient Order Print function from the customer's account area.
- Advanced search function.
- "Contact Us" script to send queries via email from your store.
- "Save Cart" functionality.
- See shipping estimates before checkout.
- Customer can keep a list of their favorite products.
- Selectable currency and language.
- Product selection by brand.

Security & Encryption

- SSL support utilizing the highest standard in online security.
- Encryption of Passwords and Credit Card numbers in the database.
- Robust user input validations throughout the store
- Critical information is kept separate from the database.
- Assign additional login to the admin for staff that can't modify the store's configuration settings.

eCommerce Payment Gateways

- Built-in support for PayPal Website Payments Pro.
- Built-in support for ccAvenue Website Payments Pro.

Analytics and Statistics

- Complete integration with Google Analytics.
- Conversion rate tracking.
- See who visited your site, for how long and if they purchased.
- Run report on where visitors came from and what keywords they searched.
- Find which keywords are converting best.
- Compare statistics based on date ranges.
- View top landing pages and top exit pages.
- & many more statistics and reports.

Mobile App Features

Catalog , Products ,User Panel Features for Mobile App Android and IOS

- Unlimited number of categories, sub-categories, products and options.
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- Tax-free products and options.
- Support for product Ratings & Reviews per product.
- Support for product suppliers
- Support for product manufacturers
- Support for product brands
- Maintain inventory levels by product and product options.
- Search Features by category, price and others
- Advance Search
- Multiple product images
- Zoom product images (multiple zoom options)
- Integration with social media website
- Add to Quote Functionality
- Prepare Quote with all the selected products and Calculate Quote price
- Submit the Quote for Registered Users
- Navigation Menu: Includes the Website Menu (Different Product Tabs and links in the website)
- About Us, Contact Us, Enquiry
- Email Notify
- Notification for Quote Submission
- Notify Order Confirmation
- Notify Order Dispatch
- Login & User Profile
- Module for Customer Registration
- Customer Login Panel
- User Profile Page
- Limited Order History
- Payment API Integrations

Development Methodology

1. **Requirement Analysis:** The KWTSP team, in consultation with the customer, studies the complete system in-depth as given in the contract and the related supporting documents, such that each process linked to the final preparation of the software is clearly understood. The SRS document will be prepared, containing the application overview, scope, objectives, need and purECOMMERCEe, software and hardware interfaces, any issues or concerns, and more.
2. **Software Design Phase:** Based on the software requirements and operation concepts documented in the base lined SRS, detailed design solutions are worked out depending upon performance, availability of reusable components, and integration with other applications. TSD and WFD documents are produced and base lined.

3. **Development and Integration:** Coding is done based on base lined TSD, WFD, and the SRS. Unit testing is done on completion of development of each unit.
4. **Testing:** Product testing will be done at this stage by the QC team in accordance with the test plan and test cases.
5. **Releases:** The product will be released to the client after the bug fixing and successful product verification by the QC team.
6. **ECOMMERCEt Production Support and Maintenance:** ECOMMERCEt production and support is provided on the project. In case of maintenance a change request log is maintained in order to keep track of changes and support requests.

Remember the Long-term Relationship

When evaluating ECOMMERCE systems, keep in mind that this is not a one-time transaction with your systems vendor. It's a long-term relationship, so choose a vendor with whom you feel comfortable and with whom you'll be able to work for the next five to 10 years as your needs and their systems evolve.

Don't Skimp on Training

You are paying a lot for your new ECOMMERCE system. It's worth a few extra dollars to get thorough training and to ensure your system is set upright the first time. The investment in training will go a long way to easing your staff's stress about the transition. You also will get the most out of your purchase, because you'll understand how to use your new system's many features.

Understand the Nature of Technology

Software by its nature is complicated. The best of systems may have a few bugs. And unfortunately, computer hardware is not getting any easier to manage. That's why it is critical to choose a vendor that will support you, be available on Friday night, and continue to develop the software.

When choosing your hardware provider, especially if you are considering a general market provider rather than the same company providing your software, make sure that they are equipped to support you long term. It doesn't do any good to get a computer part replaced overnight if the result is that your hard drive is wiped clean and your ECOMMERCE software is no longer configured as it should be.

Choose a Company That Understands Your Business

We can't say it enough. It's difficult to find someone who understands ECOMMERCEs and computers, but it's critical that you do so. It seems that every year there is a new vendor that is really just a couple of food-loving programmers who thought it would be cool to develop ECOMMERCE software. But do they really understand the ECOMMERCE business, or do they just talk "tech talk" that you can't relate to?

Remember Why You Bought the System

Don't just use your new system for online order taking. After the installer leaves and you've mastered the basics, take the time to learn and set up the system's advanced features such as marketing and inventory. You want to get your money's worth. Using the system to its fullest potential is the best way to do that.

24*7 Customer Support

We're here to help; our technical team is available 24 hours a day, . The experts will gladly guide you in configuring the system according to your ECOMMERCE type and operational style. Available via Live Chat, Email and Phone.

Want to know more about our products?



Kenova Web Tech Solution Pvt.Ltd.

[Make Contact](#) | [Build Relationship](#) | [Get Result](#)

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We will be in touch almost immediately.

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