

E-commerce Application

An E-commerce application is a software that makes it easy for the customer to build and operate a Web store. Online retail giants such as **Amazon.com** spend lots of money and hire large numbers of programmers to build and maintain their site, but Ain Arabia E-commerce applications let anyone do it from the comfort of his own home or office without any programming!. The e-commerce application is **server** software, which means that it is installed and runs on the Ain Arabia server - you don't have to install anything on your PC . You access it with your **Web browser**, and you simply click buttons and fill out forms to build your store. You can check orders and make changes to your store from any computer that has a connection to the Internet. It's easy to learn and easy to use, so you can focus on running your store instead of learning a program.

How do you get started?

- **Planning**
Having a successful Web store involves much more than just an "If you build it, they will come" mentality. You aren't ready to get started until you've done a significant amount of planning.
- **Decide What to Sell**
The products that you offer for sale are - of course - a critical factor in ensuring the success of your store. Ain Arabia offers market-leading e-commerce applications, each available in different plans to meet the needs of any store size.
- **Organize Your Products**
The ease with which customers can find the products that they're looking for is a critical factor in sales. If you are planning to sell more than one type of product, you need to have planned out the organization of your store prior to building it.
- **A Picture is Worth a thousand words**
Your store will be more useful and appealing to customers if you include clean pictures of each product.
- **Gather Product Information**
Knowing what you're going to sell and having pictures of those items is a large part of the preparation for building your store, but you should also gather other information about your products. Having product information on hand will make building your store much faster and less frustrating. Specifically, you should have:
 - Product names.
 - Product descriptions.
 - Product pictures.
 - Product prices.
 - Product tracking numbers if you use that information for inventory and shipping.
 - Product shipping weight, if you intend to charge for shipping by weight.
- **Planning Payment, Tax, and Shipping Policies**
Once you've planned your products, you need to plan for transaction processing and fulfillment.
- **Implementation :**
Once you've completed your planning, you're ready to get started with the implementation.
- **Finally...**
After you've picked a plan, call Ain Arabia's sales representative and sign up for that plan. Your account can be active in just a few hours, and your sales representative can help you apply for merchant accounts and credit card processing, too. You can start building your store while you wait for your application to be approved. Once your account is set up, you'll receive an e-mail message that has a link to the back office of your store. Click on that link and log in with your username and password, and then the store building wizard will walk you through the steps of setting up your store.