# uTypia Business 6 Basic

# What is uTypia Basic?

- basic shop version of uTypia

- Target Group: small to medium RSM – internet beginner

- right solution start selling rubber stamps online at low cost and risk

- offers essential functions to personalise and order rubber stamps online

- shows Trodat Stamps only – comprehensive Product range per country

- with Recommend Retail Pricing

- Link from existing Homepage

- Shown in Trodat Shopfinder

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# Live - Demo

- uTypia Consumer Basic Demo
    - Italy http://basic-it.utypia.com
    - Germany: http://basic-de.utypia.com
    - USA http://basic-us.utypia.com
    - UK http://Basic-uk.utypia.com
    - AT http://basic-at.utypia.com
    - South-Africa: http://basic-za.utypia.com

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# What is uTypia Basic?

- no Software Installation necessary – only email address

- no shop administration – preconfigured

- RSM receives email with order-data and BMP-Layout

- Attractive price: low fixed fee per year (in advance) – see pricelist

- Later upgrade to more powerful version possible

- order form contains all necessary data for setup

- manual with easy steps to establish a link to your homepage

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# Functionalities

- modern webshop design

- layout preview: includes automatic update

- templates and optimization functionality

- Bestseller and Cross Selling
- no Express Order process

- Information about shop owner:
    - individual logo included
    - in about us individual information about company
    - web part with contact details of company

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# Shop details

- **PRODUCTS**
    - product range and prices defined per country
    - only Trodat products (core range – not all products)

- **PRODUCT PRICES**
    - official list prices (recommended retail)

- **PAYMENT/SHIPPING**
    - Individual shipping options;
    - Standard payment options (invoice, cash on pickup)
    - Credit-Card and Paypal available as add-on

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**Design_**

YOUR LOGO HERE

Search term 🔍          🛒 Your basket (1 item)

Monogram Stamps or Seals   Text Stamps   Date Stamps Numberers and Dial-A-Phrase Stamps   Stock Stamps   Typomatic   Replacement Pads + Accessories

Multicolor   Layout Bulk Upload Demo products   Goldring

## Welcome

In this demo of our uTypia Business solution you can try the most comfortable way of ordering stamps online.
You will see how easy it could be for your customers to order stamps!

This demo shows the newest version of our uTypia Business shop solution – uTypia Business 6!
Enjoy the modern style, the new features and a state-of-the art shop solution!

The uTypia Business Store is available in two versions: Standard and Professional.
For detailled information, please see our website **www.utypia.com** or contact us at **utypia@trodat.net** .

ORDER BY TEMPLATE

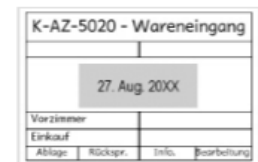| MONOGRAM A01 ROUND STAMP | MONOGRAM A02 ROUND STAMP | 46030 Printy | 4727 Printy |
|---|---|---|---|
| 40.6 mm x 40.6 mm | 40.6 mm x 40.6 mm | 29.0 mm x 29.0 mm | 58.0 mm x 38.0 mm |

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# Advantages to the RSM

- easy and low-risk  start with internet sales

- No Internet knowledge needed, turn key solution

- Stamp-layout done with uTypia
    - less typesetting / proofreading effort
    - No proofs necessary
    - Less queries (e.g non-readable layout on fax)

- Orders are receivied per email
    - Easier order-entry – order readable (no handwriting, bad fax quality)

- Enable your Point-of-Sale Partners
    - Encourage Point-of-Sale Partners to design the stamp with the customer in their store online – exact stamp preview, no proofs, less questions

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# Advantages to the Point-of-sale Partners

- New feature for customers
  - Sell and design custom rubber-stamp online in your store
  - Competitive advantage

- Handling of custom rubber stamp orders easier for Customer Service
  - No manual passing on off the orders
  - No logo-handling (emails, CD)
  - Less queries

- Minimum effort to setup and maintain

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# Prices / Conditions

- Fixed fee per year – see uTypia pricelist
- payable in advance
- automatic prolongation for one year if not cancelled 3 months in advance
- *.utypia.com Webshop-Adress (URL)

**additional options:**

- Paypal and/or Creditcard  Module – see utypia pricelist

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# Recommendations

A sales and marketing concept is key to the success in the web.

Google is a very expensive and complex way to get customers

Possible sales/marketing activities e.g.

– Adding a flyer to each parcel – „Why not buy online next time"
– Link the shop to your homepage
– Advertise your homepage – on your store ,car, business-cards, in local print media, etc.
– Find local websites where people may go to look for products and place an banner and link there (e.g. local business directory, lawyers association,…)
– email news-letter about utypia
– Get a link from Trodat Shopfinder
– Training of the „Point of sale" personel

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# What is not included in uTypia Basic?_

- individual prices or other individual Trodat Products
  (→ upgrade to uTypia Standard)

- Credit-Card or Paypal payment
  (→ available as add-on  module)

- SEO, Google Adwords, Affiliate Modules
  (→ upgrade ot uTypia Standard or Professional)

- other products – wood-stamps, Textplate only,
  (→ upgrade to uTypia Standard or Professional)

- solution for Office Dealers or big corporations
  (→ upgrade to uTypia Portal or Professional)

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