

## **Additional section on e-commerce specifically – optional additional copy if publications would like to use this...**

### **E-commerce – why?**

It is taken for granted now that most companies require some sort of web-presence. Most of the readers of this article will appreciate the need for their company, service and product information to be located using search engines and directories on the web. Whether this is purely to allow customers to reach them, or whether they have a dedicated website providing more detailed information – there are very few organisations which cannot now be located using the Internet.

There will come a time in the not-so-distant future (and some would argue that we have already arrived at this point) that the need for paper directories and phone books will disappear. With the younger generations now being totally dependent on the Internet for the majority of the knowledge and information, it will be a rare occasion indeed that your company will be found in the 'traditional' way. Of course there will still be a need for magazines and publications, but for conducting business on a daily basis, those which do not embrace new technology will slowly die a death. (I know that Google is always my first port of call should I wish to find anything).

With the growing popularity of online shops and experiences such as ebay and the familiarity of the Internet for the consumer, it is inevitable that organisations such as Biscor Ltd will enter the world on e-commerce. The notion that anyone can access your shop from anywhere in the UK (and the world) at any time of day is an exciting prospect.

This is why [www.goldweld.co.uk](http://www.goldweld.co.uk) was conceived.

With secure online payment facilities allowing the PVC-U fabricator to buy Goldweld (Teflon® coated welding fabric) via the Internet using their credit card, the online shop means that there is no waiting for invoices, credit application approval or other delays which mean that you wait for your product.

With a choice of delivery options, the system automatically calculates total cost and will generate confirmation emails and invoices which are sent to you straight away.

Each customer will register and have their own account area, here they can see all previous orders and current orders, check their status (has the order been processed, has it been shipped). Another benefit to this is that all products ordered in the past are recorded for you to refer to, no searching for a particular reference code or product ID – it will be there in 'yellow and grey'.

Another feature is that of the special offer or discount – recipients of 'promotional codes' will be privy to various discounts and offers as time goes by. These are much simpler to put into practice on an e-commerce site than it would be by telephone. Email offers or incentives can be sent out quickly and cheaply, allowing the customer to access that discount by typing it into a box when buying their goods.

I do not want to paint a picture of an experience which no longer involves human beings. The same people with the same values and skills will be dealing with your order, just as it is skilled craftsmen and technicians who manufacture Goldweld in the first place. It is just that now the busy customer can order what they want easily at the press of a button – buying their product directly from the manufacturer at an excellent price with minimum fuss.

The world of e-commerce simplifies many of the processes involved in selling in a retail manner, if it was not for the Internet – there would be no 'shop' specialising in PVC-U welding material – it has to be at least nationwide to warrant such a specialist activity. In essence, producing an e-commerce shop is akin to launching a retail chain around the country which stays open 24 hours a day, seven days a week – to do this would be impractical, but to do this on the web is a sensible and cost effective solution.

## Web developers

Utilising a freelance graphic designer and the skills of a web development agency, Candeo Media Ltd, the resultant website is visually striking and enjoyable to use. As a bespoke e-commerce site, the development of the shop functionality has been tailored in such a way to allow the simple facilitation of additional application features over time. Dedicated account management facilities have been included so as to allow the customer to view past order activity and future developments will include more features within the customer account area.

The three-dimensional movie on the homepage features a typical PVC-U window welding machine. The movie was created by a freelance 3D designer and was utilised to bring a sense of involvement to the website – clearly demonstrating the method in which Goldweld is used and also bringing the product to life by showing the process clearly.

If you have any questions or queries – you will be able to find out the answers on the site, or by emailing our dedicated customer services team. Our team are in close liaison with technical staff and will endeavour to answer your question straight away – or at least within one working day.

For further information visit [www.goldweld.co.uk](http://www.goldweld.co.uk) or call 0800 731 148 – or for comment and discussion, please contact Liz Baker, Marketing Manager at Biscor Ltd on 01274 699436.

Goldweld is manufactured and distributed by Biscor Limited:

Goldweld.co.uk  
Biscor Limited  
Unit 8  
Kingsmark Freeway  
Bradford  
West Yorkshire  
BD12 7HW

T: +44(0)800 0731 148  
F: +44 (0)1274 694685  
E: [info@goldweld.co.uk](mailto:info@goldweld.co.uk)  
W: [www.goldweld.co.uk](http://www.goldweld.co.uk)



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