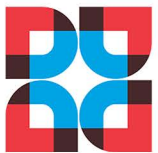


CASE STUDY:

VENDOR E-MARKETPLACE



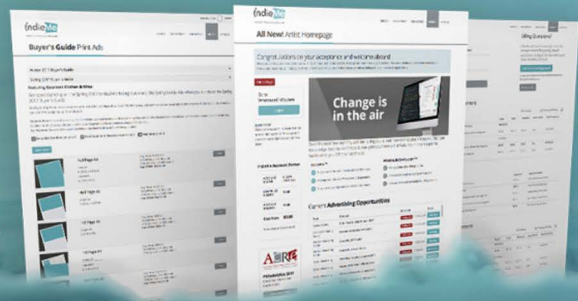
SMITH
CONSULTING

949.218.9600
30251 GOLDEN LANTERN STE E187
LAGUNA NIGUEL, CA 92677

ABOUT THE CLIENT: INDIEME

IndieMe™ is the premier online marketplace for retailers to source over 1,000 juried American and Canadian wholesale artists featuring jewelry, gifts, fashion accessories, home decor, garden accessories and more, in a variety of price points and styles. Enrollment is free for retailers. Artists pay a service fee and are eligible for many marketing opportunities including IndieMe™'s quarterly printed Buyer's Guide catalog, and co-op advertising in top trade publications. Commissions are not charged on sales.

CHANGE
IS IN THE AIR



Selling Made Simple. The Omnichannel Wholesale Solution For American and Canadian Designers

E-COMMERCE VENDOR MARKETPLACE OBJECTIVES:



Mobile Responsive Vendor Marketplace with Unlimited Vendors and Customers



Vendors can independently manage their own stores (Products, images, inventory, orders payments, shipping, etc.)



Drag and Drop functionality for products and images at the vendor level



Integrated invoicing and billing system where each vendor is billed independently



Customizable product listing, details, and checkout pages to match existing vision and create uniform vendor stores



Vendors and customers have separate dashboards to manage their accounts

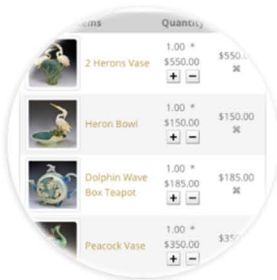


E-COMMERCE VENDOR MARKETPLACE: THE SOLUTION

At Smith Consulting, our specialty is eCommerce development. We have had commercial eCommerce software solutions available for sale since 2005.

For this project, we were able to leverage our existing software library and utilize the latest technologies to implement this solution. We made customizations specific to the client's requirements, saving them time and money.

We built a fully functional, searchable vendor marketplace that vendors and customers can both use. Fully responsive, with a fully integrated billing system. Check it out for yourself: indieme.com



SHOPPING CART

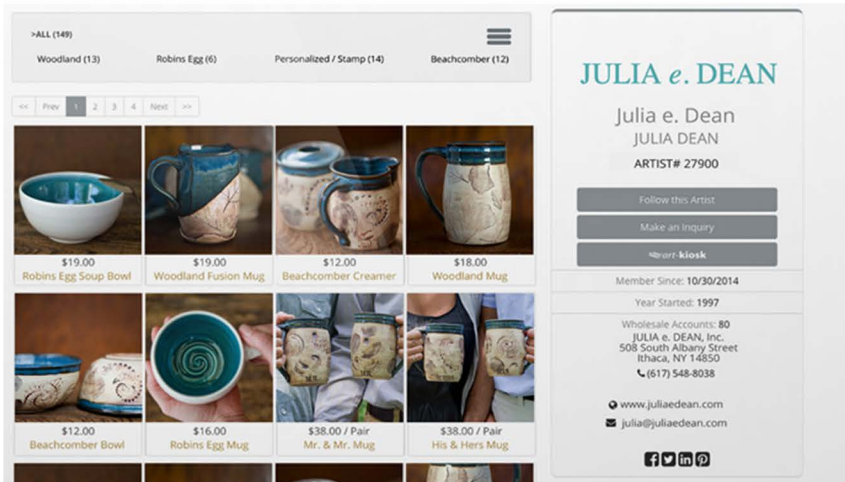
Order direct from the artist, leave notes to artist on specific products and view real time shipping rates during checkout. Manage multiple wish lists and view your past orders quickly in vendor's mini carts.

ORDER MANAGEMENT

View all your orders, both open and shipped and quickly view status updates. Securely pay open invoices, print invoices and manage all your orders, your wallet and your address book quickly and efficiently.

NETWORK & GROW

Follow your favorite artists, manage your wholesale show plans and network with peers using our online discussion boards. Manage your own Buyer Profile and upload images of your store.



- Powerful, intuitive search capabilities
- Fully PCI compliant checkout
- View recent orders and past orders
- View tracking details
- Move wish list items to shopping cart

- Easily add items to your shopping cart or the wishlist
- Copy products from your wish list to your cart
- Leave notes to the artist on individual products
- View artist consignment terms, drop ship terms and customization terms
- During checkout leave a special note to the artist
- View your mini cart on your buyer home page; quickly see all your open carts and the artists you are following
- Easily view all our printed catalogs with our online gallery



For Buyers

Shop over 50,000 handmade crafts anytime 24/7, for **free** with our online marketplace.

- We make it easy to Shop
- Buyer Qualifications
- List of Features

[Register Now](#)



“Building a brand new marketplace from the bottom up was a challenging prospect for our small company. Working with Smith Consulting made this project manageable and ultimately more profitable. Smith Consulting took the time to listen to our needs and our wants, took the time needed to learn about our company and our business model, and helped us achieve what we thought was nearly impossible.



Shop Online

Shop over 50,000 handmade crafts anytime 24/7 with our online marketplace. Discover new products and new artists with the click of a button!



Shop in Print

Receive complimentary copies of our printed Buyer's Guide catalog, delivered direct to your mailbox. Each edition features hundreds of indieMe™ artists.



Shopping Cart

Order direct from the artist, leave notes to artist on specific products and view real time shipping rates during checkout.



Order Management

View all your orders in one easy click. See what has shipped, what is open and view status updates quickly!

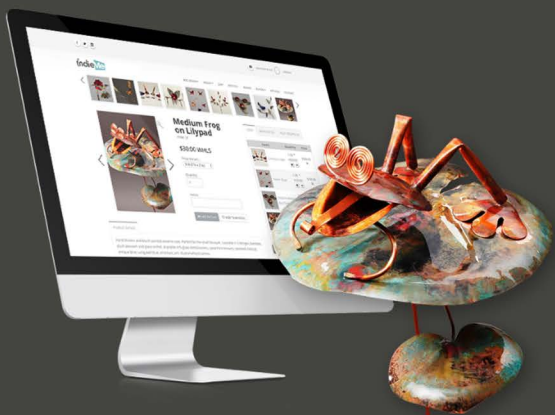


Network & Grow

Share and learn among private "Buying Groups". Network with your peers in our exclusive online communities!

We have **everything** you need to grow your business.
Over 100 features for Buyers and Artists!

[View List of Features](#)



For Artists

Connect with quality buyers and gain new accounts. Have more time in your studio with our online marketplace. Grow your wholesale business today! Limited time offer of \$295 for one year!

- Print & Digital Marketing
- Artist Qualifications
- List of Features

[Apply Now](#)



Your Own Custom Page

Our low yearly membership fee has payment plans to meet a variety of budgets. Add your branding to your store and make it your own.



Order Fulfillment

Quickly update order status and see at a glance what is paid and unpaid. With one click email order summaries, invoices and include a link to get paid.



Manage Your Products

Upload 100's of products with multiple views and arrange using our new drag and drop technology. View real time inventory, bulk upload and edit products and so much more!



Feature Rich Shopping Cart

Our brand new shopping cart will highlight your products in a whole new light. Our products detail page will show multiple images, all your variances and so much more.



Manage Your Customers

Our newly redesigned Customer Record System will help you manage your buyers in one easy place. Review each buyers orders and profiles.



Network & Grow

Enjoy our exclusive online communities and network with peers. Share, learn and grow.

Dave and his team provided much needed experience, knowledge and compassion to help us build more than we originally imagined. They took the time needed to train my staff and help us in turn educate our members. Now that the Marketplace is built and fully functioning Dave and his team continue to support and enhance the IndieMe Marketplace with new features always considering the needs of the company and our member base.

We never could have done this without them!

Jacqueline Adamany, Vice President, IndieMe, Inc.

