



Tailored Financial Solutions

Bank of New Zealand E-Commerce Export Award

WINNER: THE PARENT COMPANY

CREATIVE VISION

ALTHOUGH The Parent Company website was launched less than three months ago, the company's vision and determination clearly sets it apart.

The Parent Company is primarily involved in early educational materials including reading and mathematics. "The development of the internet site with its e-commerce facilities is the next logical step of exporting the company's intellectual property internationally,"

says Grant Ford, director.

The e-commerce solution had to be simple to use, says Ford. "We wanted to create a showcase for our products and our company. The website puts our early learning and other tools into the hands of the people that need them as inexpensively and instantaneously as possible."

There are four key factors that distinguish this site from an off-the-rack, basic e-commerce solution, says Ford. The company not only sells finished

JUDGES' COMMENTS

The Parent Company is making use of technology to advance their business internationally. The business is a well-executed small medium enterprise. It has:

- an innovative website design
- adapted its business model to market intellectual property
- a website pitched to appeal to its target audience
- an integrated payment/delivery and marketing into site
- used the internet to drive mainstream sales through existing sales channels.

Denise and Grant Ford: "The e-commerce solution had to be simple."



physical products from the site but also puts up new book titles in an electronic format to test response and decide which books should be produced in hard copy.

The Parent Company's home page design has been carefully crafted. "It is like a 'mindmap' to every product and product range on the site. Every product is just one mouse click from the home page, including downloading free product samples."

The purchase of any product from the site takes just two mouse clicks, with 90% of the products instantaneously fulfilled using 'install from the web' technology once the credit card transaction has been completed.

Once an animated 'internet book' is downloaded a reordering shell downloads with it, providing a perpetual repeat business salesman for the company. ■