

20 Reasons to Choose HeartlandMalls Stores

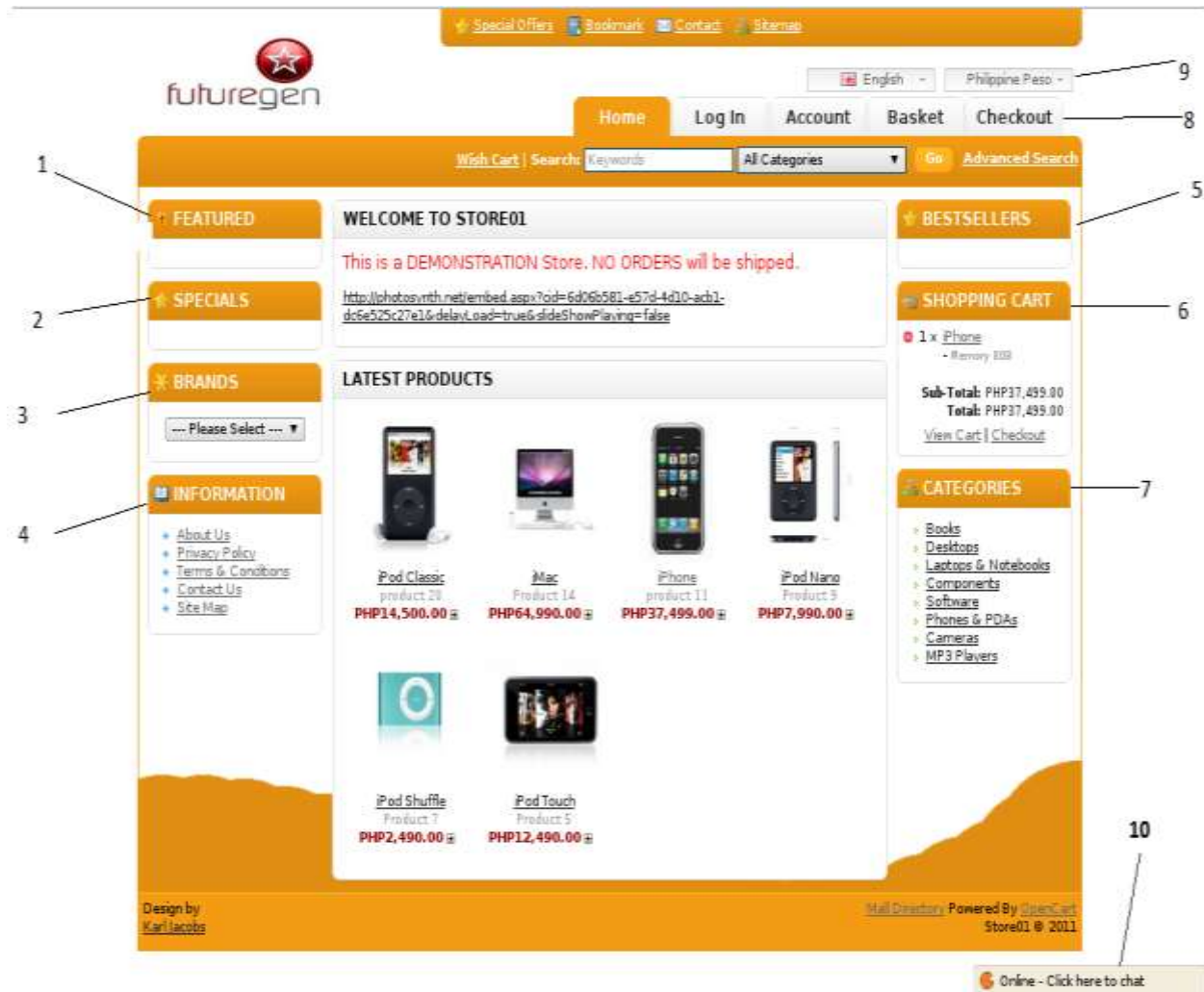


Figure 1.0
The Main Benefits in the Homepage

This is the homepage of our sample store. Some standard and important features are found on the home page that supports online shopping, like:

1. **Featured section** (shows your featured products)
2. **Specials' section** (shows the special and discounted products)
3. **Brands' section** (shows product listings arranged by brands)
4. **Information section** (shows your privacy, terms and conditions)
5. **Bestsellers section** (shows the best selling products in your store)
6. **Shopping cart section** (shows the current purchases in the shopping basket)
7. **Categories section** (shows product listings by product categories)
8. **Home, Login, Account, Basket and Checkout.**
9. **Multiple Language, Multiple Currency** (supports English, Peso and US Dollar)
10. **Live Chat Agents on board 24x7** (To help you and your buyers navigate the system)

Wish List Cart

Heartlandmalls.com's **Wish List system** helps shoppers to 'park' their intended purchases for later checkouts. This helps merchants to get a better feel of what your buyers wants:



You can also see the posting of the **Latest Products'** Section where you can showcase your newest products in the main page to catch the users' attention. When you click the latest product for example, it will go to the information page of the product.

Superior Shopping Cart System

Buyers use the **shopping cart** feature to 'buy online'. Buyers can easily add, modify or delete items from this shopping cart.

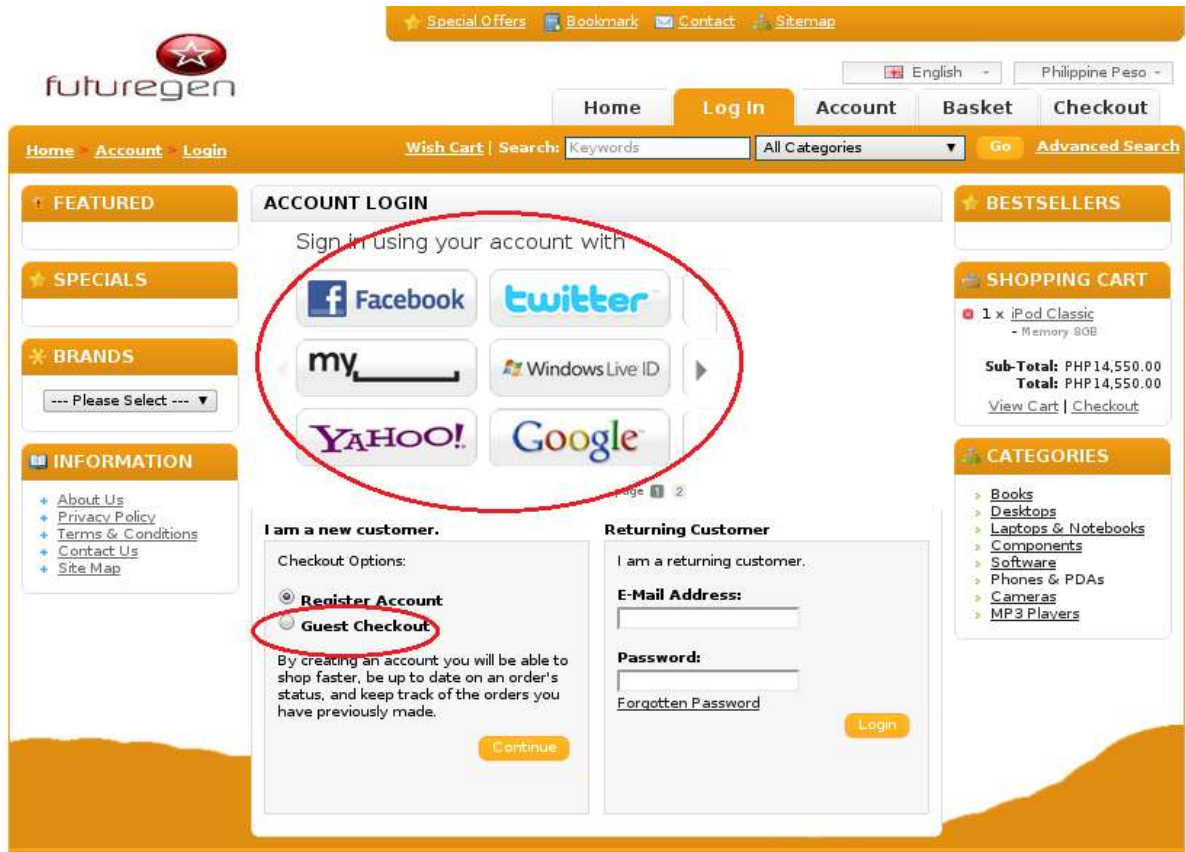


There is also a **View Cart** link in the Shopping Cart Feature wherein you can update, remove shopped items from cart, change the quantity and checkout the product you add in your shopping cart



Login and Registration System

Our **Integrated Login** system lets buyers to use their favorite social networking accounts to login to our store. They can also use the 'guest' checkout option if they don't want to register



Social Networking

Buyers' decisions to purchase are greatly aided with features like: **Unlimited Product Images**. They can also share their great finds in the **Social Comments** section by posting them to their facebook, twitter, myspace and LinkedIn accounts. Their posts help to generate awareness about your store and drives more traffic and sales revenues from social networking activities.

The screenshot shows a product page for an iPod Classic. The main content area includes a product image of the iPod, a price of PHP14,500.00, and availability status 'In Stock'. A social sharing overlay is active, displaying options to connect to Facebook, twitter, myspace, and LinkedIn. The overlay also contains a text input field with the pre-filled text: "Share your comment 'Liked iPod Classic' on heartlandmalls.com". Below the input field, a preview of the comment is shown: "'liked ipod classic' on heartlandmall... iPod Classic". A 'Publish' button is located at the bottom right of the overlay. The background page features a sidebar with 'BESTSELLERS', 'SHOPPING CART' (0 items), and 'CATEGORIES' (Books, Desktops, Laptops & Notebooks, Components, Software, Phones & PDAs, Cameras, MP3 Players).

Collateral Sales

Our store system also suggests other products using the **Related Products** section and also show what other buyers are buying together with the targeted product in the **“Customers who bought this product also bought”** section.

If they bought a dress, would they not want to be offered shoes or other accessories to go with it? This helps increase the satisfaction of your buyers by automatically recommending collateral products for them to consider.

Home > iPod Classic

Wish Cart | Search: All Categories

FEATURED

SPECIALS

BRANDS

--- Please Select ---

INFORMATION

- About Us
- Privacy Policy
- Terms & Conditions
- Contact Us
- Site Map

IPOD CLASSIC

[Add Comment](#) [Add to Wishlist](#)

Price: PHP14,500.00

Availability: In Stock

Model: product 20

Manufacturer: [Apple](#)

Average Rating: Not Rated

Available Options:

Memory: 1GB

Qty: 1 [Add to Cart](#)

Click to enlarge

Description **Additional Images (3)** **Reviews (0)** **Related Products (5)**

More room to move.

With 80GB or 160GB of storage and up to 40 hours of battery life, the new iPod classic lets you enjoy up to 40,000 songs or up to 200 hours of video or any combination wherever you go.

Cover Flow.

Browse through your music collection by flipping through album art. Select an album to turn it over and see the track list.

Enhanced interface.

Experience a whole new way to browse and view your music and video.

Sleeker design.

Beautiful, durable, and sleeker than ever, iPod classic now features an anodized aluminum and polished stainless steel enclosure with rounded edges.

Customer who bought this product also bought

There are no product

Multiple Shipping Methods

We enabled **multiple shipping methods**:

1. Free Shipping- When buyers purchase more than a set amount, the merchant can offer free shipping!
2. Per Item- The merchant can offer a simple shipping rate on a per item basis
3. Pickup – The merchant can allow the buyer to drop by their offices and pickup the merchandise and save on shipping costs
4. Weight Based Shipping- we integrated with xend.com.ph to provide real time shipping estimates of the shipping charges to any point in the Philippines based on the weight of the package to be shipped
5. Flat Rate- The merchant can offer a flat rate shipping fee to encourage buyers to buy a lot more items!

The screenshot displays a checkout page with a central 'DELIVERY INFORMATION' section. On the left, there are navigation tabs for 'FEATURED', 'SPECIALS', 'BRANDS', and 'INFORMATION'. On the right, there are sections for 'BESTSELLERS', 'SHOPPING CART', and 'CATEGORIES'. The 'DELIVERY INFORMATION' section is divided into 'Shipping Address' and 'Shipping Method'. The 'Shipping Address' section includes a 'Change Address' button and a list of address details. The 'Shipping Method' section lists five options: 'Free Shipping' (PHP0.00), 'Per Item' (PHP45.00), 'Pickup' (PHP0.00), 'Weight Based Shipping' (PHP71.00), and 'Flat Rate' (PHP250.00). The 'Free Shipping' and 'Flat Rate' options are circled in red. Below the shipping methods is a text area for 'Add Comments About Your Order'.

Shipping Method	Rate
Free Shipping	PHP0.00
Per Item	PHP45.00
Pickup	PHP0.00
Weight Based Shipping	PHP71.00
Flat Rate	PHP250.00

Multiple Payment Gateways

Our stores support 19 multiple payment methods to the merchant. The merchant can choose which payment options to activate. Shown below are a few that includes: Bank Transfer, Check or Money Order, Cash on Delivery and Paypal. Others not shown include: AlertPay, Authorize.Net, LiQPay, Moneybookers, Paymate, PayPoint, Perpetual Payments, SagePay, 2Checkout and WorldPay .

The screenshot displays a payment gateway interface with a sidebar on the left and a main content area on the right. The sidebar contains four sections: 'FEATURED', 'SPECIALS', 'BRANDS' (with a dropdown menu), and 'INFORMATION' (with links to About Us, Privacy Policy, Terms & Conditions, Contact Us, and Site Map). The main content area is titled 'PAYMENT INFORMATION' and includes several sections: 'Payment Address' with a 'Change Address' button and a list of address details; a coupon section with a text input and an 'Apply Coupon' button; 'Payment Method' with radio buttons for Bank Transfer (selected), Cheque / Money Order, Cash On Delivery, and PayPal; and an 'Add Comments About Your Order' text area. At the bottom, there are 'Back' and 'Continue' buttons, and a checkbox for 'I have read and agree to the Terms & Conditions'.

Low Order and Handling Fee

Our storefronts have built-in functions that provide for **Handling Fee, Low Order Fee** and automatic tax calculations based on zones.

Voucher System

Our Storefronts have **voucher system** to offer discounts to select groups of clients. (Suki) Vouchers can be configured to offer % off, or Peso Off, or Free Shipping

SEO Built-in

For the more technical merchants, our storefronts have **built-in SEO** (Search engine Optimization) friendly links that help search engines like Google, Bing and Yahoo drive targeted buyers into your site.

Easy to Use

Best of all. We understand that you want to be up and running with the minimum of effort. That is why the system has been built to be intuitive and easy to use. Our goal is to make it easy for you to use our storefronts to help you drive more revenues!