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To Get You Started

Naxtor e-directory is an online directory services for merchants or businesses to advertise themselves on the internet. It's different to other directories as merchants are not only limited to advertise rather offer different kind of promotional schemes to market their products and services. The promotion takes various forms some of which includes prize draws flyers etc that is automatically taken care of by the site.

The Naxtor e-directory has two main portions. Front-end section that is visible to unregistered and registered audience while the second section which is secure; back office tool is only accessible by administrator of this site responsible for organizing and maintaining e-directory for all frond-end users.

We have develop this Solutions to run on any Microsoft web server, not a single computer's desktop, giving the Visitors the ability to login to the store anytime 24/7 or from anywhere they have access to the Internet!

Note: We do provide customization service. Incase you want to add totally independent module to e-directory. We have provided a room to cater for it. Simply email us on info@naxtor.com.au and we bet back to you with quote as soon as we can.

Technical Information

Written in ASP

- ODBC Compatible
- Runs on any web sever that supports IIS (Personal web sever)
- Front-end viewable in any browser (Internet Explorer, Netscape, etc)
- Back-end Editing Tool requires Internet Explorer 6.0 or higher

Server Requirements

- Server hosting with the following options:
 - Runs on any web sever that supports IIS (Personal web sever)
 - Database Server (ODBC Compatible: Acess, Mysql, etc.)

Visit Naxtor for Hosting Packages: www.naxtor-host.net

Features Overview

Navigating e-directory

On the front-end there are mainly two kinds of users that can navigate the system

- **Merchants:** Registered users that can advertise their business or any products or service.
- **Non Registered Users:** Non-Registered or visitors that are there to search the directory for any merchant or any specific product or Service.

1 Non registered users can browse any listing in the following described ways:

1.1 Firstly through a Quick Search

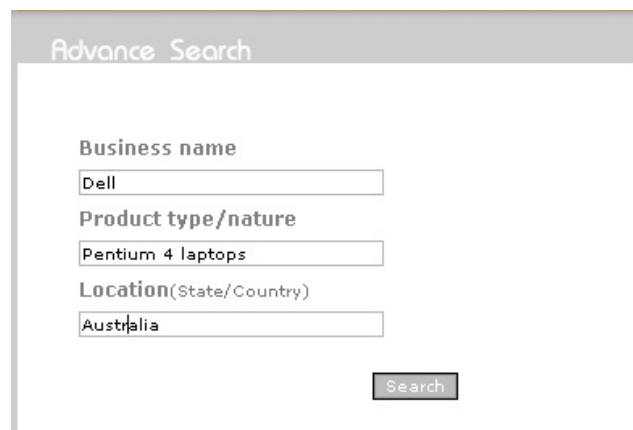
Here site visitors have to enter any keywords related to the listings. Once the search criterion is met all active listings related to this word is displayed.



Keywords
laptops
Search
Advanced Search

1.2 Secondly through Advance Search

Here site visitors have more advance options available to make their searches more refine i.e. a user can search by business name, products or location



Advance Search

Business name
Dell

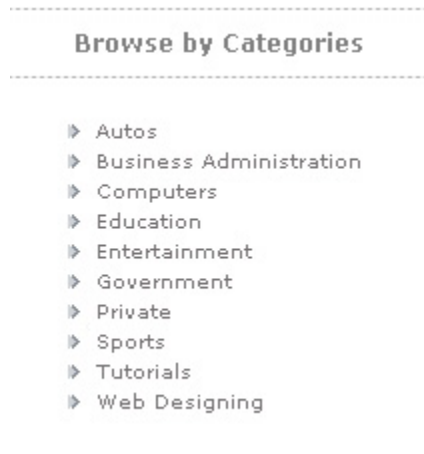
Product type/nature
Pentium 4 laptops

Location(State/Country)
Australia

Search

1.3 Thirdly browsing by categories

Here site Visitors can browse listings category-wise. It is wise to browse any listing more precisely without getting any unrelated material.



The main categories may have listings or further sub-categories depending on the merchants or admin how they have organized it.

Both the subcategories and listings have separate panels as shown in the snap shot below; the sub categories are at the top and the listing pertaining to that category if any is displayed after that. You can drill down into as many subcategories as you want to until you get your specific listing. You can also view your desired listing by clicking the website link there.



2.0 Promotions

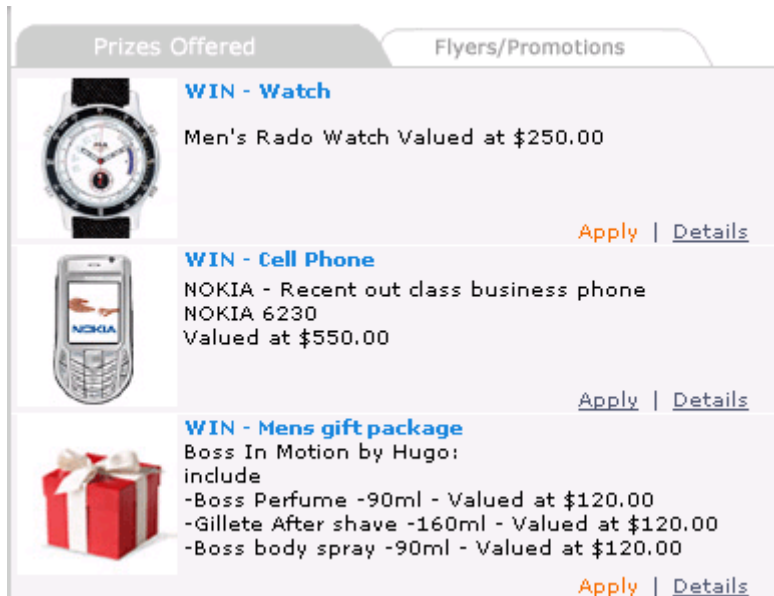
Promotions offered by merchants are of two types

- simple
- prize draw scheme

Visitors can apply to any prize draw as long as they meet merchants specified selection criteria. Visitors are informed of the decision automatically whether they are offered a prize or not.

The simple type represents a flyer that merchants use; simply for the purpose of promoting their offers (the merchants has discretion to offer discounted rates etc)

Note: Once the visitor has applied for the prize; he is not eligible to apply again for that prize nonetheless the same visitor can apply to other prizes whether the offer is from same the merchant or from others.



2.1 How to become a merchant

In order to become a merchant a visitor needs to fill the registration forms which is easily done via four steps;

- **Step 1:** Click on '**Join**' TAB located in NAV bar, fill-in your personal information, some fields are mandatory leaving blank will not allow you to move to the next step, press next to continue;
- **Step 2:** You will be presented with another form where you have to enter your additional business information. This info is necessary for getting approved by your merchant;
- **Step 3:** After entering your business additional information you have to upload your business logo;
- **Step 4:** Requires you to select your package and template for your business page.

Once all 4 steps are taken care of; your information is sent to admin for approval

User Registration

1. Personal Information

Login Id: *

Name Of Business: *

ABN: *

Address: *

State

Area Code: *

Postal Code:

Country: *

Nature Of Business: *

(Also appears on search result)

Phone Number:

Phone Number 2:

Fax Number:

Fax Number 2:

Email: *

Email 2:

Web Site: (http://)

Represented by: *

As soon as the account is activated your login and password will be emailed to you. Supplying authentication you can login to Naxtor e-directory as a registered merchant from panel at bottom left on home page. i.e.

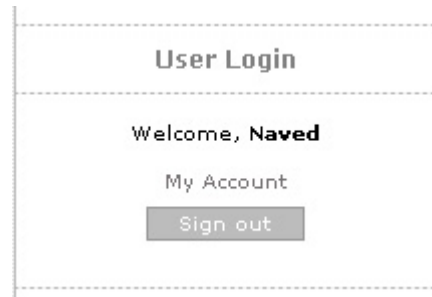
User Login

User login: *

Password: *

[Forgot password](#)

Once you are successfully logged into your account you can view the below screen. Now you have the liberty to go to your merchant menu by clicking on **'My Account'** link.



2.2 Merchant Panel

As soon as the admin approves the account you'd be able to customize your company page, other features necessary to promote your business also be able to update your account details.

Merchant panel is a feature rich panel that provides a total control for merchant to customize the look and feel of its promotions, products or services, coupons management etc



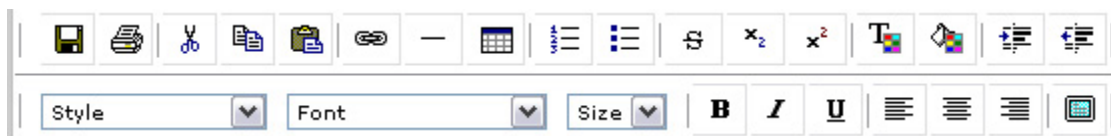
The panel features are explained in detail below:

2.2.1 User Account Info

- i. **Modify account;** through this link merchant can modify personal information and also account login information.
- ii. **Delete Account;** through this link merchant can delete account template and all data related to the business.
- iii. **Modify business logo;** allows merchant to modify business logo.

2.2.2 User Advertising

- i. **Add/Modify template Information (Editor);** allows merchants to easily update business information as well as apply different formatting or styles. E-directory easy to use editor has numerous tools available allowing different formatting style to be applied to merchant template.



Such as changing font style, font size and also change font color or background just to name a few. The browser-based, WYSIWYG Web editor also allows formatting merchant information in tabular style for a very professional look. After making desired changes to template it's equally important to save all the changes.

- ii. **Assign Categories;** allows merchants to assign categories. Merchant can assign template to multiple categories; once category is assigned following by "OK". "Assign another" control allows assigning another category. Once "Finished" the category will be saved and you will be asked again to assign another category.
- iii. **Modify Assigned Categories;** allows modification to be made to the assigned category. User can see list of categories assigned to their template; merchant just have to click on the appropriate category to modify.
- iv. **Modify template;** allows merchant to easily modify template look and feel.

2.2.3 Business promotions

This section has various options available for merchants for promoting their business. Merchant have two ways to promote firstly through offering prize draws and secondly simple bill board to post offers for viewers. See image below

User Area

<p>Prize/Offer Title: <input type="text" value="WIN - Cell Phone"/></p> <p>Prize/Offer Description: <input style="width: 90%;" type="text" value="NOKIA - Recent out class business phone__ NOKIA 6230 __ Valued at \$550.00"/> </p> <p>No. of winners: <input type="text" value="1"/></p> <p>Draw Date : <input type="text" value="June"/> <input type="text" value="17"/> <input type="text" value="2005"/></p> <p>Thumbnail Image : <input type="text"/> <input type="button" value="Browse..."/></p> <p style="font-size: small;">dimension (100x100) Size less than 100Kb</p> <p style="text-align: center;"><input type="button" value="Update"/> <input type="button" value="Reset"/></p>	<p><u>User' Id:</u> asad</p> <p><u>Business name:</u> UNIVERSAL ELECTRONIC SERVICES</p> <p><u>ABN No:</u> 78 764 879 417</p> <p style="text-align: center;"><input type="button" value="Sign out"/></p> <p style="text-align: center;">User Menu</p>
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Image: Modify prize promotions

i. Add/modify prize promotions

Here merchant can add new prize as a means for promoting their business or can modify already posted prize. Few fields are mandatory for posting prize;

- draw date
- The number of winners for the prize.

Once all the fields are filled and upon successful submission merchant will be presented with the list of prizes; merchant can easily select the prize to modify it. Here in this prize offer merchant needs to set '**Draw Date**' remaining is taken care of automatically on the draw date. The system will automatically notify winners on that date and send mails to merchant also.

ii. Add/modify simple promotions

Here merchants can add or modify their advertisement. It is a simple bill board merchant use to post marketing information e.g. like a flyer or mini brochure.

2.2.4 Upload images

Merchants are recommended to upload at least three images for better presentation. Once clicked merchant is presented with two options a) modify and b) delete. Modification allows uploading new image to the template and delete simply delete the uploaded image.



[Modify](#) - [Delete](#)



[Modify](#) - [Delete](#)



[Modify](#) - [Delete](#)

2.2.5 Merchant Listing status

In this section merchants can view their listing status. i.e. how many viewers have visited the template and how many viewers visited merchant's site from the template. It also shows how many visitors contacted the merchant via email through this site; this statistical info is vital in making right mix of marketing strategy and adjusting offers to attract audience.

Listing Status :

- No template visits yet.
- 1 visitors visited merchant site.
- 1 visitors contacted merchant via mail.

2.2.6 View reports

This sections provides information regarding prize winners

i. **Promotion Prize Applicants.**

Here merchant can view number of users who have applied for current offered prizes.

ii. **Prize Winners for previous draw taken.**

Here merchant can view winners for previous prizes. Merchant are allowed to either keep track of these winners or delete them once for all.

iii. **Promotion Prize Visitors.**

Here merchants can view summary of the prizes offered.

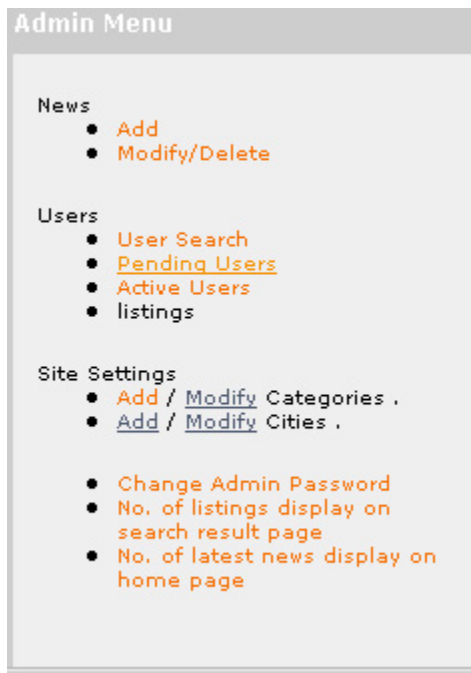
View Reports:

- Promotion Prize Applicants.
- Prize Winners for previous draw taken.
- Promotion Prize Visitors .

Back Office Tool (administrator)

Back office tool is an administration area that allows organizing and maintaining the whole directory. Administrator area is protected and is only accessible to the owner of the site.

Admin panel includes.



3.1 News

i. Add

Here administrator can add or modify news section that is going to be displayed at news portion of the home page. In news section, administrator can upload news a) title b) details c) image. Administrator has also an option to check the check box to turn off or on to display on the main page

page



News Title:

News Details :

Show at Home :

Concerned Image:

ii. Modify/Delete

As the name suggests user can modify all information pertaining to that record.

3.2 Users

i. User Search

Here admin can search any particular merchant by login name or business name. Admin can perform various operations on the found merchant that are to be discussed later

ii. Pending Users

Allows administrator to approve or reject merchants waiting for the approval.

iii. Active Users

Allow administrator to get list of merchants that are already approved. Approval process involves screening merchant's credentials followed by the decision.

3.2.1 How admin can perform different operations on merchants

User ID	Login	Business Name	ABN			
136	abid	renus fashion 1	090 181 101	+	?	X
133	akbar	PASSAGE 2000 2	090 181 896	+	?	X
127	asad	renus fashion 1	060 101 608	-	?	X
159	asd	Testing	JUI435333	+	?	X
135	asghar	PASSAGE 2000 1	090 181 896	-	?	X
134	danish	renus fashion 1	090 181 101	+	?	X
158	hgf	hgf hg	f hg	+	?	X
152	Nasir	Naxtor Technologies?	090 190 608	+	?	X
144	Nasir	Naxtor Technologies?	024 181 180	+	?	X

Upon submission merchants list will be as shown that display merchant id, merchant login, and business name hyperlinked to its template, ABN number and different buttons in the end. Now we will focus our discussion on these buttons as rest is self explanatory.

- First button we see is + or -; that display merchant’s features listing on home page. If the listing is already set to display at home page then the button will be - ; admin can remove the listing at home page anytime by option '+' ; if the listing is not set to display at home page then this button will be + which says that admin can set this listing to display at home as a featured listings.
- Second button display merchant details that includes all personal as well as business info. Admin has the authority to modify any of the merchant info if need be; also on the top as seen below many links available to modify further merchant information.

User active:

- Click here to assign [categories](#).
- Click here to User category [modify/delete](#)
- Click here to [modify / delete](#) user images.
- Click here to change [user additional info](#).
- Click here to [modify user template](#).
- Submission date: 1/7/2005

Also at the top we see a check box that allow admin to activate or deactivate the merchant simply by checking or un-checking it. If it is not checked it means that user merchant is not activated as yet vice versa.

First link allows merchants to assign new categories.

Second link allows modifying or deleting categories already assigned to this merchant.

Third link allows modifying or deleting merchant’s images that are displayed on the merchant’s template on right hand side.

Fourth link allows modifying merchant’s additional information as well as formatting merchant’s information through the tools available in the panel

Fifth link allows modifying merchant template.

- The third and last button allows admin to delete the specific merchant entirely; a confirmation is required before proceeding with deletion.

3.3 Site settings

Add/modify categories:

Admin can add or modify site categories. Its admin discretion to monitor categories closely.

Change admin password.

Admin user can change password from here

No. of listings displayed on search listings page.

From here admin can set the number of listings displayed at search result page.

No. of latest News displayed on home page.

From here admin can set the number of news to be displayed at the site recent news is displayed first.

Naxtor e-directory

END

“A complete solution for managing your listing”

Thanks and Enjoy