GYBO

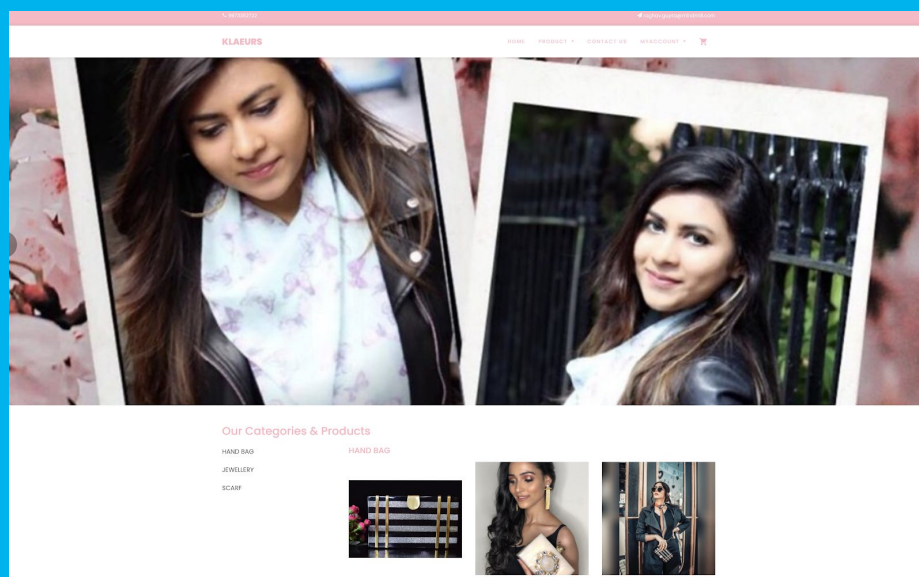# GYBO - Your E-Commerce Website with 0 Design Cost & Low Monthly Fee

Overview

There is a risk of businesses going down as people are hesitant to go to a physical store to do their purchases. Further, more and more merchandise is available online and shoppers are gravitating towards purchasing things online if possible.

All businesses from automobiles to restaurants to mom and pop stores selling groceries must move to the online world of the web to survive. It's no longer a fashion statement or a nice thing to have. It is a must to survive!!!

This is where Get Your Business Online (GYBO) comes into play.

Get Your Business Online (GYBO) is a full service online sales platform that you can use instantly to sell your goods and services under your name and website using the look and feel that you want. It's made both for B2C (Retail Stores) and B2B (Corporate Sales)

It's similar to other trending onsite sales platforms without the need to pay for the design nor do you have to do your own design.

"Online Store Is Now A Necessity And No Longer A Luxury. Your Business Deserves One. Give Your Business One Today"

Suchin Gupta
CEO, Get Your Business Online

The Big Picture

The product consists of two parts:

- Customer Experience Section - This is what your customer looks at on the web and can do all its interactions with your store.
- Admin Section - This is where you administer the store by putting different products and services for sale, adding details about them, setting up pricing, delivery options, promotions, referral details and many other options that you typically have in a physical store

All this is provided to you as a hassle free website managed by us. You do not have to manage your servers, IIIrd party software or backup servers. You do not need your own data center.

We do the tech management for you and you do your product/services sale.

Detailed Feature Set

The product supports the following features:

Products Configuration Features
- Product Categories & Sub Categories
- Products Master with Multiple Images
- Multiple Configurable Product Headings & Descriptions
- Multiple Configurable Product Features
- Multiple Campaigns / Promotions can be setup
- Minimum quantity purchase allowed can be specified
- Assortments (With both preselected set and customer selected set available)
- Associated Products can be setup (To allow the merchant to sell connected products such as voltage stabilizers with air-conditioners or butter with bread)
- Complete taxation is taken care of including GST.

Customer Interaction
- Product are categorised
- All products in a category is displayed
- Search is available
- Once can filter based on price, star ratings, product features, brands, in stock availability
- AI features such as "People who purchased this also looked at" list, Other products with similar features, wish list
- Regular Cart Functionality is included
- Customer Registration
- Multiple Delivery Addresses
- Product Reviews and Ratings

- My Orders (Standard Functionality)

Payment Methods Support
- Credit Cards, Debit Cards, Mobile Wallets (E.g. PayTm™)
- Cash on Delivery
- UPI and IMPS
- Customer Wallet
- Instant Loans (Via connected financial institutes and national credit risk score / rating agencies)

Promo Codes
- On any product
- Can be specified for free or discounted delivery charges
- Can be specified for amount of money spent in slabs

Discounts
All discounts can be % based or absolute amounts. They can also give reward points. The following cases are covered:
- Bulk Discounts for all products
- Bulk Discounts for all products of a single make
- Campaign Based Discounts
- Referral Based Discounts
- Promo Code Based Discounts
- Individual Product Discounts
- Customer Category Based Discounts

Referrals
- Chain based referrals
- First time only or continuous referral commissions

Pricing
- Zone Based Availability and Pricing

Notifications
- Email and
- SMS

Order Management
- Sale and Returns Management (with images, pickup details and approval management)
- Cancellation
- Invoices are sent over Email

Customer Configuration Features
- Multiple Customer Categories with Sub Group Support
- Referrals
- Payment Methods Details Storage for Later Use
- Customer Wallet Management (with Overdraft Facility)
- Person and Company Details Management
- Maximum Unit Sale Allowed Based on Customer Category

Delivery
- Multiple time based delivery slots available
- Configurable Delivery Types Allowed
- Delivery Zones Based on Pin Codes / Zip Codes / Post Codes
- Product Availability as per Delivery Zones
- Zone Based Delivery Charges
- Multiple Delivery Type Options (E.g. Express, Standard)
- Customer can track the physical location of the package once it is picked for final home delivery (This is available only If the delivery person is using TrackSquad™ for deliveries)

IIIrd Party Alliances
- Referrals: QR code based referrals
- Supplier Details Management
- Distributors: Distributors and their commissions can be set up. Distributor Territory is set up using Post Code/Zip/PIN. All sales made in the specified territory is automatically credited to the distributor.
- Payment Gateways: Lowest rates have been negotiated on your behalf with the payment gateway companies so you keep the maximum profit rather than share it with someone else.
- Delivery / Courier Companies: Fully integrated with Delivery Partners (such as Ship Rocket). When a merchant selects "Ready to be Shipped", the delivery company will collect and manage the logistics till it is delivered. The delivery company will then automatically update the delivery.
- Loan Approvals: Your customers can purchase the goods using an instant loan by uploading their KYC documents. Loans are procured within a matter of minutes.
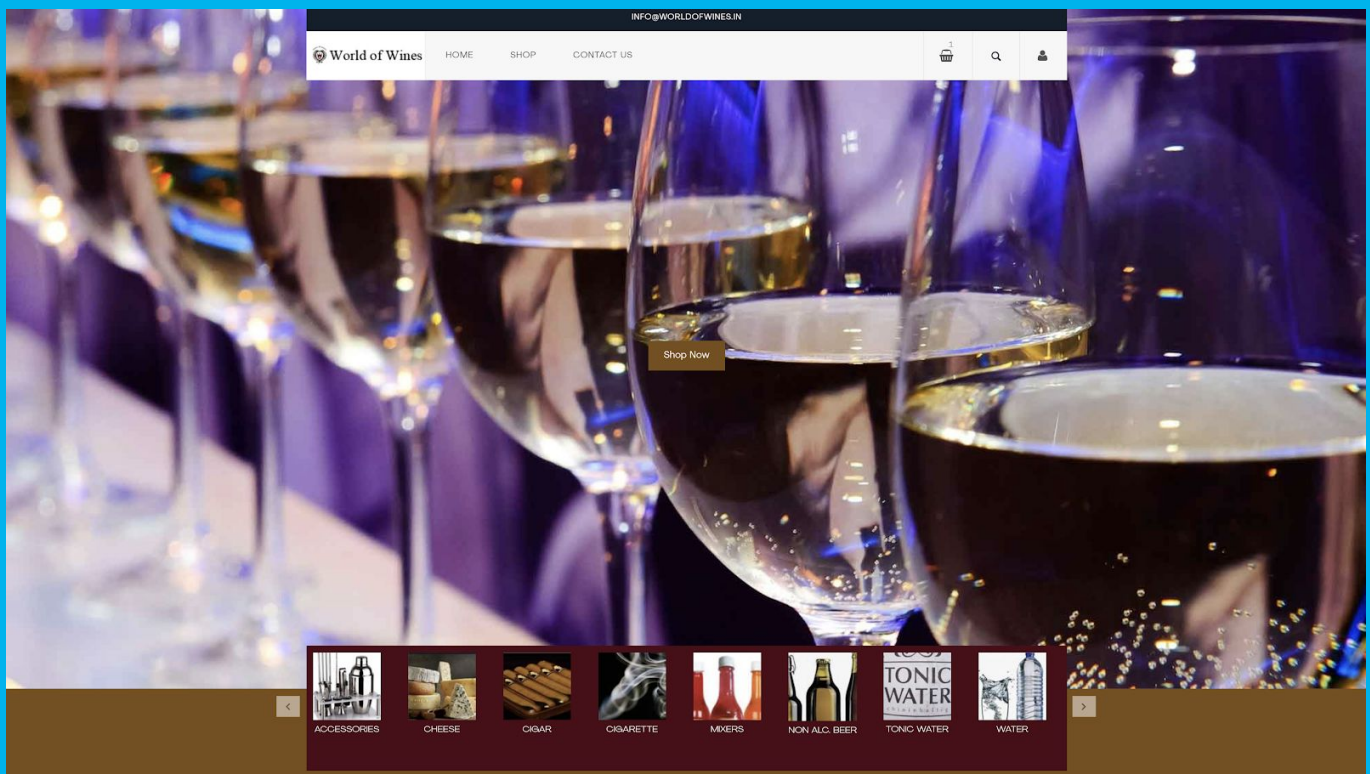
Inventory and Stock Management

- In Transit Product Tracking Management
- Minimum and Maximum Quantities Thresholds Maintained Per Location
- If Stocks fall below the threshold level then an email alerts is sent
- Multi-Location Store and Stockist Support

Other Necessary Features
- Reward Point Management
- Wish List and Buy Later Options
- Customer Notification using Email and SMS
- Blog Management
- DIY Instructions
- Downloads (E.g. Product Catalogs)
- FAQs
- Contact Us
- Direct calling from App
- Bulk and Individual SMS Support for Notifications and Greetings
- Customer Complaints Registration and Resolution
- Live Chatbot Support
- Recurrent Orders Option

Dashboard & Reports
- Dashboard will give you customer and product analytics
- Many reports to help you with your business are available

Additional Services Offered

The following additional services are offered by Mindmill at an additional cost:

- Customer Support to register complaints and provide first line support
- KPO (Knowledge Based Outsourced Support) where our Support Group can offer 24 x 7 telephonic support to answer your product / services queries to your esteemed customers in a professional manner.
- Product Photography
- Digital Marketing on Social Media sites
- SEO (to help improve your sites position in search engine ranking)
- Configuration Management Services to help you configure your store for you.
- Full Accounting Software integrated with GYBO™
- Delivery Management App (TrackSquad™) for Tracking the complete delivery process from stock loading to delivery at customer site.
- Setup and Management of Virtual Accounts for Large and Multiple Customers and Suppliers if needed.
- Provide seamless delivery and pickup using delivery partners

Benefits

GYBO(™) provides the following benefits to your business:

Time Savings

You save your sales time by letting people browse your offerings at their own leisure and speed. You do not need to stand with them as they look at your product offering. You also dramatically reduce the time spent in the sales process as the whole thing is automated.

Image Building

You become online instantly. Your business immediately appears as a tech savvy enterprise and you gain a lot of respect in your customer's eyes as they see you as a "with the world" enterprise. You also gain a lot of respect with your peers as you have done what they have been thinking about but never knew how to do.

Effort Savings

Your effort of managing your business goes down dramatically as suddenly your business is well organized, self marketing, and you need to spend much less time educating your customer. Your discount calculation, offers and referrals are automatically handled.

By looking at customer and product analytics you will know which products to focus on and which customers to focus on.
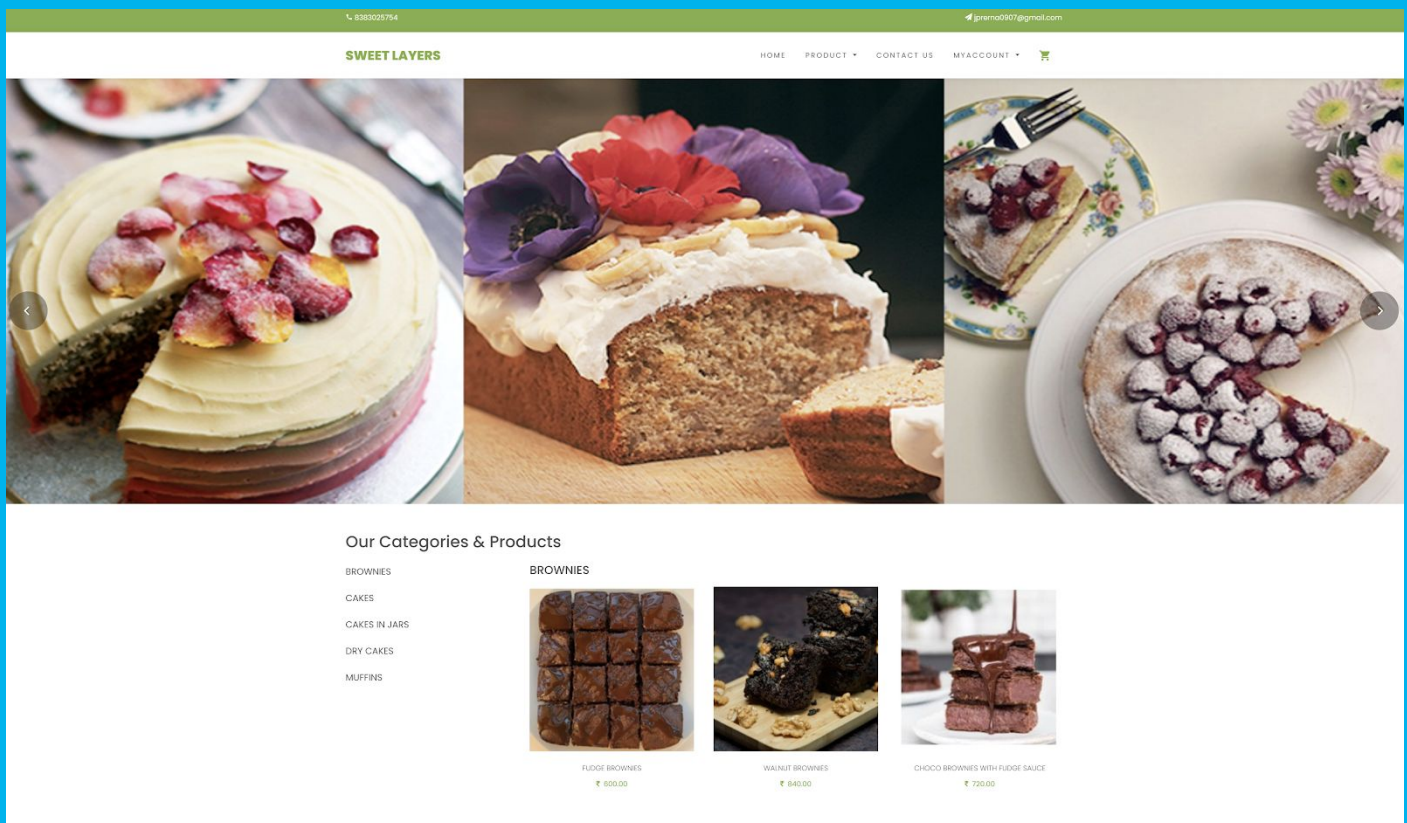
Money Savings

Your business grows and makes more money since physical customer visits are no longer required. People will buy more as they are not rushed in the store. Customers are also shown "frequently purchased together" products for additional cross selling.

Next Steps

The next few steps are:

1. Call Mindmill to do a presentation of its unique "Get Your Business Online" product to convince you that this is actually possible.
2. Purchase the product license
3. Configuring your online business
4. You are now ready to sell your products online
5. Your business will at this stage become live on the web.

Make your business start selling online and earn large amounts of money. Get real customer delight today besides feeling the bliss of seeing your products sell automatically with reduced man power

Testimonials

VINEET GUPTA

OWNER / WWW.BAKEDUST.COM

"The GYBO team gave the right look and feel to my site. It made my products look tempting. They know which colours to select to make a site come alive. I strongly recommend this product and the team behind it"

Amit Mehta

OWNER / WWW.WORLDOFWINE.COM

"My site had a big challenge that we were not allowed to show pictures of alcohol. Plus I have over 3000 products

and over 40 Categories. My site is a tribute to the abilities of the GYBO team"

Smriti

OWNER / WWW.ISHAPEAPPLIANCES.COM

"GYBO has so many features such as chain based referral. QR code based referrals, distributor management, Promo Codes and more which not only completed all that I needed but added so many new features to my company"

About Mindmill

Mindmill Software Limited, is a leading player in eCommerce software, solutions and technology.

Mindmill was established in 1993. It has over 300 full time employees and clients in 22 different countries. It provides software solutions and support to clients all across the world directly or via its local authorised partners. It has products in the ECommerce, BFSI domain and GYBO™is its flagship product. It is an ISO 9001:2008 company and was SEI CMMi Level 5 Certified in 2010.

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