

# WebRetail

Business-to-Consumer  
(B2C) parts and  
accessories website



**origin**  
software solutions

Driving Business Performance





**SEARCH BY CAR**

Please enter your reg below



**YOUR REG**

GO

Or Select Your Vehicle

Select Make

Select Model

Select Engine

Select Year

Select Fuel

FIND MY CAR

**LIMITED OFFERS ON ALL BRAKE PARTS**



To celebrate the launch of our new braking range, we are offering up to 25% off across the entire range.

VIEW BRAKES

**WINTER DEALS**



We have slashed our prices on all winter products, so stock up now to prepare for the winter ahead.

BROWSE ACCESSORIES

## Introduction

Origin WebRetail is a B2C e-commerce solution that integrates directly with Autopart to simplify online trading.

WebRetail is a comprehensive web shop that makes it easy to sell your products online to consumers. It includes a built-in Autocat-powered catalogue to simplify the listing of products, while Autopart integration allows you to receive online orders directly into point-of-sale for processing.

WebRetail is available as an off-the-shelf subscription package, which can be customised to suit your needs via a selection of design and feature options. If you require additional functionality or have specific requirements that cannot be fulfilled by our packaged solution, please contact us to discuss a fully bespoke solution.

MY CAR

My Car > Ford 1.4 2012

Change Vehicle

Home > Car Parts > Transmission



CV Boots, Joints, Drive Shafts



Drive Couplings, Universal Joints



Gearboxes, Links, Rods



Wheel Bearing Kits



- Car Parts
- Body & Trim
- Cables
- Clutch Friction
- Cooling & Heating
- Electrical
- Engine Parts

## Flexible design options

WebRetail provides a high degree of flexibility that allows the site to be tailored to match your own brand identity. The package offers a selection of different layout templates that can be customised to suit your preferred colour scheme. You can modify the layout further by adding your company logo, including a background image and displaying your own banner adverts.

If you require additional flexibility or a design that cannot be achieved via the templates, please contact us to discuss a fully bespoke solution.

Feature	
Template-based design	✓
Choose primary colour	✓
Choose secondary colour	✓
Choose tertiary colour	✓
Choose background colour	✓
Add background image	✓
Add company logo	✓
Bespoke front end design	+



✓ : Included

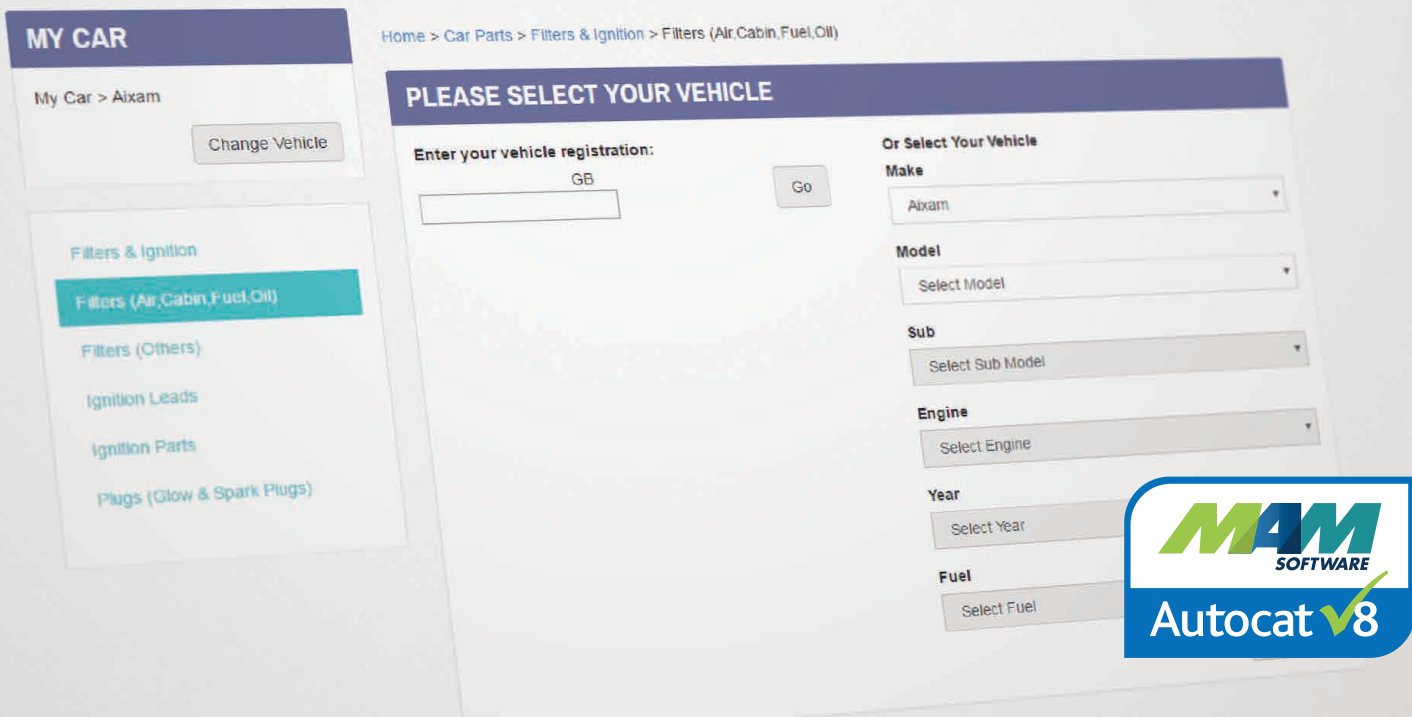
+ : Optional

# Site features table

The following features are included as standard, additional optional features can also be added, so that you are able to select the features that are most suitable for you.

Feature	
Stock and prices imported from Autopart	✓
Integrated order placement	✓
Autocat v8 parts catalogue	✓
SagePay and / or PayPal integration	✓
Promotions	✓
Banner adverts	✓
Best sellers	✓
Product reviews	✓
Full delivery options matrix	✓
Click and collect delivery options	✓
User-friendly CMS admin area	✓
Static page editor	✓
File manager	✓
Car care and accessory product listing	+
Real-time prices and stock	+
Trade login	+
SEO and digital marketing	+

-  **Stock and prices imported from Autopart**  
This feature ensures that you can sell the same stock online as you do in store – complete with the same prices. This significantly reduces the amount of manual data entry and the updates take place on a regular, periodic basis. The process is automated, and runs daily as part of the Autopart dayend routine. An optional extra is available to facilitate stock and price updates in real-time.
-  **Integrated order placement**  
This feature allows your customers to make product orders directly through your website. For added simplicity, the order will be received for processing directly within your Autopart business management solution.



## Standard site features

- ✓ **Autocat v8 parts catalogue**  
 Integrating the Autocat parts catalogue into your website is the simplest way to trade vehicle-specific components online. It allows your customers to search for parts via VRM, or manually by make and model, minimising the chance of ordering errors. Origin WebRetail now supports advanced data, which offers enhanced part to vehicle matching.
- ✓ **SagePay and/or PayPal integration**  
 Whether buying in-store or online, customers need to know that their payment details are safe. Integration with established and reputable payment processors, SagePay and/or PayPal, will assure your customers that buying from your website is as secure as possible. Please note that you may be required to pay additional SagePay and/or PayPal fees with this feature.
- ✓ **Promotions**  
 Special promotions and discounts are a great way of enticing sales and generating product interest. Now, you can do this online too by allowing discount codes and promotions on your web-shop. Promotions can be applied to individual products or product categories.
- ✓ **Banner adverts**  
 You can advertise your products or offers by adding banner adverts to your website homepage. The module allows you to upload your advert images and define click-through links for each banner. Adverts can be enabled and disabled, and set to display automatically for a set date range.

✓ : Included     
 + : Optional

Change Vehicle

ALFA ROMEO COLOURS

ALFA ROMEO BLACK

ALFA ROMEO BLUE

ALFA ROMEO GOLD

ALFA ROMEO GREEN

ALFA ROMEO GREY

Home &gt; Accessories &gt; Body Repair &gt; Colour Match Paints &gt; ALFA ROMEO COLOURS &gt; ALFA ROMEO SILVER &gt; GRIGIO MET. 2C

## GRIGIO MET. 2C

Product Code: PA114232

IN STOCK

£8.86

£7.20 ex. VAT

1

ADD TO BASKET

Create new wishlist

ADD TO WISHLIST

Description

FAQs

## Standard site features (Continued)



### Best sellers

Getting your products noticed is essential for the success of your business. The best sellers feature promotes your most popular items to your online customers by listing a configurable number of your best selling products on the homepage of your website.



### Product reviews

Even though there are countless powerful ways to market and advertise your products, word of mouth remains the most effective. By adding product reviews to your website, you can let your satisfied customers assure potential customers of the quality of your products. Customer reviews are held in the admin area and must be approved by you before they are visible to your website visitors.



### Full delivery options matrix

As a business that trades online, it's important for you to be able to deliver your products on a national scale. This function will allow you to add delivery charges for regions of your choice, and these charges can vary depending on the size of the order. This allows you to protect your profit whilst still being able to trade to a national market. This function also supports multiple order types, for example, premium rates for next day delivery.



### Click and collect delivery options

Allow your customers to choose to pick up an order from your site rather than delivering it. The feature is customisable to allow your customers to reserve an item with or without prior payment.



You are **£241.14** away from free delivery \*

## MY BASKET

Image	Description	Price	Quantity	Total
	<b>GRIGIO MET. 2C</b> ALFA ROMEO SILVER Product Code: PA114232	<b>£8.86</b> (£7.20 ex VAT)	<input type="text" value="1"/> <a href="#">Update</a> <a href="#">Remove</a>	<b>£8.86</b> (£7.20 ex VAT)
			<b>Total</b>	<b>£8.86</b> (£7.20 ex VAT)

[SAVE BASKET](#) [Checkout](#)

## Standard site features (Continued)

- ✓ **User-friendly CMS admin area**  
 WebRetail features a comprehensive admin management dashboard, allowing you to monitor your website's sales performance, including top sales by user, total sales, and more. The dashboard also allows you to view a list of recent orders, and manage promotions.
- ✓ **Static page editor**  
 With the static page editor, you can upload text and images to create pages on your website. This could be a page to describe a current promotion with a link to the product you wish to promote. Please note that the file manager will be required to facilitate the uploading of images.
- ✓ **File manager**  
 Working in conjunction with the static page editor, the file manager option facilitates the uploading of files to your website. These files could be text, images, or promotional banners to feature on your static pages. All the files you upload will be saved onto your server, so they will be readily available should you need to use them again.

✓ : Included

⊕ : Optional

[Home](#) > [Car Parts](#) > [Brake Friction](#) > [Pads](#) > Brake Pad Set**Apec Brake Pad Set (Front)**Fiesta 1.4 MK 7 (2008-2013) 09/08-12/13  
Product code: PAD1835

## This will fit

Fiesta 1.4 MK 7 (2008-2013)  
Fiesta 1.4 MK 7 (2008-2013)  
Fiesta 1.4 MK 7 (2008-2013)

ROMEO COLOURS

ROMEO BLACK

ROMEO BLUE

ROMEO GOLD

ROMEO GREEN

ROMEO GREY

## Optional extras



### Car care and accessory product listing

Increasing the amount of stock you can trade online is an efficient way of generating extra sales. The car care and accessory product listing feature allows you to add your non-vehicle specific stock to your website, which could include tools, garage equipment and car care and accessory products. Please note that web export routines are required for this function.



### Real-time prices and stock

Our standard WebRetail package facilitates periodic price and stock updates. However, this feature allows real-time price updates and stock availability. If your customers are able to see that their desired product is in stock and will be delivered promptly, it could be the deciding factor to make them choose you over your competitors.



### Trade login

If you have customer-specific pricing with trade partners, you'll want them to be able to see their own prices for products on your website. The trade login feature facilitates this by allowing customers to login using their own unique details. Once logged in, they will be able to see their specific pricing as accessed from your Autopart system. The layout and unique design of your web shop will remain the same for these customers - only the pricing models will be affected.

**BODY & TRIM**

Mirrors  
Panels  
Roof Racks  
Seat Belts  
Tow Bars

More..

**EXHAUSTS**

Exhaust Parts

More..

**LIGHTING**

Bulbs  
Light Units

More..

**BRAKE FRICTION**

Accessories-Fit Kits  
Discs  
Drums

**CABLES**

Cable Fiment Parts  
Cables

More..

**FILTERS & IGNITION**

Filters (Air,Cabin,Fuel,Oil)  
Filters (Others)  
Ignition Leads  
Ignition Parts  
Plugs (Glow & Spark Plugs)

More..

**LUBRICANTS & FLUIDS**

Brake Fluids  
Coolant Fluids  
Engine Oils  
Grease  
Other Fluids

More..

**SERVICE PARTS**

Belts, Chains  
Filters (Air,Cabin,Fuel,Oil)  
Ignition Parts  
Plugs (Glow & Spark Plugs)

More..

**CLUTCH FRICTION**

Clutch Parts, Flywheels  
Fitting Parts  
Switches, Sensors - Clutch

More..

**FITTING TOOLS**

Fitting Tools & Kits

More..

**PUBLICATIONS**

Workshop Manuals

More..

**COOLING & HEATING**

Air Conditioning Parts  
Radiator Caps, Thermostats  
Radiators, Heaters, Coolers  
Switches, Sensors - Cooling ...  
Water Hoses, Pumps

More..

**FLEXIBLE MOUNTINGS**

Bushes, Mountings

More..

**STEERING & SUSPENSION**

Air Suspension  
Shock Absorbers  
Springs  
Steering & Susp. Components  
Steering & Susp. Fitting Tools

More..

**ELECTRICAL**

Aerials  
Alarms, Horns, Immobilisers  
Batteries  
Drive Motors (Equipment)  
Regulators, Relays, Solenoids

More..

**FUEL & ENGINE MANAGEMENT**

Carburettor Parts  
Engine Management & Fuel I...  
Filter Caps, Fuel Tanks, Send...  
Fuel Pumps

More..

**TRANSMISSION**

CV Boots, Joints, Drive Shafts  
Drive Couplings, Universal J...  
Gearboxes, Links, Rods  
Wheel Bearing Kits  
Wheel Bolts, Caps, Hubs, Nuts

More..

**ENGINE PARTS**

Belts, Chains  
Breather Caps, Hoses, Tubes  
Dampers, Idlers, Pulleys, Ten...  
Engine Gaskets, Seals  
Engine Parts

More..

**HYDRAULICS**

Brake Hydraulics  
Clutch Hydraulics  
Fluid Reservoirs

More..

**WIPERS**

Wiper Arms, Blades  
Wiper Gears, Linkage, Motors  
Wiper Washer Bottles, Jets, ...

More..

## Optional extras (Continued)



### SEO and digital marketing

Search Engine Optimisation (SEO) and digital marketing will help to ensure that your WebRetail site will rank well for relevant search terms on search engines such as Google and Bing. Once potential customers have been attracted to your WebRetail site, copywriting and content marketing services can help to optimise your site to engage and convert them.



: Included



: Optional



## Driving Business Performance

### **Please note**

All information stated in the publication is correct at time of going to print. However, MAM Software operates a policy of continuous product development and therefore reserves the right to change specifications at any time and without notice. For the latest product information, please call 01226 352900.

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