

SmartTrade is e-Commerce software designed to make e-Commerce easy for retail sector.

SmartTrade shopping cart software makes it easy to create, publish and maintain your online shop.

SmartTrade is 'all-in-one' e-Commerce solution for any kind of products to sell, Integrated with Payment gateway system.

SmartTrade makes it simple to start an online shopping site which is an additional powerful sales channel. All you have to do is add products in appropriate category.

SmartTrade make it easy for customers to order your products with categories and excellent search facilities and to pay you in a secure environment with any payment method you think of.

Orders will be stored online so you can access them from anywhere in the world or you can download them to your computer or have them emailed to you.

Accepting money from customers via a shopping cart is not all that different from accepting money from a customer on the telephone. In fact it can be much easier and safer. SmartTrade can be integrated with any payment gateway system or online banking options.

## Solution to your IT Vision



# Sparken

IT Solutions Pvt. Ltd.

Shivaranjani House, 18 Sitabag Colony,  
Ganesh Mala, Pune 411 030,  
Maharashtra, India

Phone : + 91 20 2433 6007

Fax : + 91 20 2433 0770

Mob : + 91 9422 9420 13

: + 91 9960 8661 79

[www.sparken.in](http://www.sparken.in)



**Sell smartly, Sell Online.  
Build your powerful store**



**SmartTrade helps you with**

- Product details
- Discount functions
- Promotions
- Inventory
- Sales analysis and tracking
- Making it easy for customers, product search
- Design and layout
- Shipping
- Tax
- Payment gateways and methods & Security

## Product Features

It has all the features for your success. This experience can be your secret weapon on your way to e-Commerce success. Because we put everything we learn straight into SmartTrade for your benefit.

### **Sophisticated Content Management System (CMS)**

At the heart of SmartTrade is a sophisticated database driven Content Management System. You can add pages or products with the click of a button or import them for faster shop building. SmartTrade stays on top of it.

If you remove a product or put it on hold, the links to it disappear, too.

SmartTrade maintains your website navigation consistent, to ensure your customers will always find their way around.

### **Search engine friendly**

Your website will be optimized to achieve the best possible results in search engines.

### **Technology**

Your SmartTrade website and shopping cart software is developed using open source technology (PHP / MySql) which is hugely popular for hassle-free licensing policy.

Application achieves higher reliability, robustness and faster time-to-market.

### **Your personal website designer**

Can be quickly integrated with your existing web site or can be customised for professional website themes to suit your business. SmartTrade eCommerce solution will even resize images for you to make sure they fit properly!

### **SmartTrade grows with you**

As your eCommerce venture becomes more successful, your eCommerce requirements will grow. Supported services such as online order management, real-time stock control, real-time payment systems, Customer portfolio & advertising allow you to customize application and extend the functionality of SmartTrade, as your requirements increase.

### **No limit on customer numbers**

We believe your shop should be able to deal with as many customers as you can attract.

### **Receive payments and orders online!**

Functionality like 'Buy now', 'Shopping cart', 'My Orders' are included in SmartTrade e-commerce solution. All you have to do is to select the payment methods you can accept (Visa & Master are just a few of them) — SmartTrade takes care of the rest.

Your shop will send order confirmations to your customers over email. Orders are stored online, so you can be sure you never miss an order, even when you're away from the office.



# Sparken

IT Solutions Pvt. Ltd.

Shivaranjani House,  
18 Sitabag Colony,  
Ganesh Mala,  
Pune 411 030, India  
Phone : + 91 20 2433 6007  
Fax : + 91 20 2433 0770  
Mob : + 91 9422 9420 13  
: + 91 9960 8661 79

[www.sparken.in](http://www.sparken.in)