

# THE CLIPTOMANIA™ WEB STORE

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Today Internet provides everyone with great variety of abilities starting from communication and ending with running own business through it. Advantages from running a business through Internet are numerous. This paper presents strategic issues faced by Cliptomainia™ web store in launching and developing their e-business venture, recommendations, analysis and summary.

According to the issue that the Internet is an area, where everyone could feel comfortable, it offers a variety of advantages. There is no need to keep an expensive office, there is no need to hire staff and there is no need to visit a lot of places or organize meetings to reach customers. As for Cliptomainia™, this business is run from a lower level of inexpensive house in Indiana; the work team consists of three persons – Candy, Christy and Jim, and they sell their products in 6 countries (USA, Canada, Australia, Ireland, Japan and New Zealand).

Despite all advantages that the Internet offers, there are still some difficulties, which have a relation to the usual trade of jewelries. This company has overcome such issues as finding suppliers, accounting and legal aspects, provision of quality goods, following the fashion trends, place for running a business and delivery. To start a business with \$10,000, it is necessary to find manufactures or wholesalers, whereas there are a lot of buyers and large manufacturers not interested in those who are buying in low volumes. And when this obstacle would be overcome, there will be a need to get jewelry that are popular and trendy so they will not remain in stock for ever. In addition, there was an issue with shipping earrings from China. In relation with shipping, there is long delivery time and delivery schedule may be uncertain.

There are a lot of issues as to running an internet store, starting from developing and designing a web page and ending with advertising. First of all, the strategic decision about designing a web page was placed in a store on Yahoo! store as it provides templates for creating pages, site navigation, adding and removing items, the use of the shopping cart, order forms and offering an integrated system Paymentech for checking credit card validation. As not everyone has an IT education, they decided to use a person skilled in IT to deal with some technical problems that they experienced. Moreover, before starting the internet store Santos analyzed a wide range of stores in a similar area and accepted a few strategies for their own use:

- **The main is a product;** hence it should be of high-quality and easy-to-use. High-quality images and descriptions of goods are needed, because there is no possibility to touch goods or to evaluate them visually, due to which a large number of doubts may arise. As well as product should be of high-quality, the pictures of it should be of high-quality, too. According to the site, pictures are made unprofessional.
- **Personalized sellers;** therefore the buyer feels comfortable knowing that he/she buys from real people. Cliptomania™ placed names of all their sellers on its home page, but it would be better to place them with photos.
- **24/7 support;** the buyer might use support if he or she has questions about purchasing online. So, it is necessary to ensure the reality and legality of online store or provide help in finding and choosing a product. This should be obvious on the site and the best way to present it is a pop-up window.

Since the Internet is a fast-changing area and requires special skills, Santos has problems with strong competition, advertising and expenses resulting from them. In addition, a lot of internet stores use pop-up windows' site

support, which from the very beginning offers help and care to their customers. Thus, the knowledge in the field of IT technology is not enough, as IT specialists have ingrained prejudice against the use of certain promotional tools, such as paired advertisement. They reject this possibility on the grounds that they offer a quality service, and other stores can be worse in it, thus their customers faced with poor service partners may see Cliptomania™ service at the same level and will not come back to purchase items from previous online store.

As I examined the Internet page Cliptomania.com, I found that there is some issue, which is an evidence of unprofessional approach to their performance. Here some recommendations:

- There obviously should be used professional design;
- A good strategy is to place customers' feedbacks about services and items on a home page;
- Pop-up windows' site support should be used;
- To place the best-sellers, most attractive products or sales on a home page;
- Such sections as 'Shipping & Delivery' and 'Return Policy' should be highlighted and easily found;
- The names of all sections are not shown in full. Hence this part of the page should be shortened or enlarged.

Cliptomania™ has a terrific history of its development. Effective strategies have been chosen for the store and advertising, but there is a lack of professionalism in the field of IT technology and marketing. Market niche has been chosen correctly and there is a great potential for further development. Designing of Internet store originally is not an easy task and

probably is one of the hardest for a web designer as well as for optimizer. Cliptomania™ should use help of more IT specialists, which will lead to increase in their sales and customer loyalty. The range of goods and categories should contain clear hierarchy for sequential navigation and a lot of other useful tools.