DEVELOPMENT

BRAND EXPLORATION



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SERVICES CATALOGUE

websolutions
SHOP•COM®



SERVICES CATALOGUE

websolutions
SHOP•COM®



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INTRODUCTION

BUSINESS OWNERS

Business owners need a full array of web services to market themselves, and not only do we provide and support them, we make it simple.





BUSINESS OWNERS

The world, and the internet as a microcosm of the world, is becoming a very competitive and cramped space. Because of this, consumers are constantly looking for the Goldilocks scenario when they are searching for goods and services online. They want the right product, at the right price, and it has to be convenient for them.

Today's consumers are much savvier than they were just three to four years ago. With information, reviews and competitors available at the click of a button, consumers are more educated than ever before. There was a time when all a business needed to reach its target customers was a Yellow Pages ad or a simple website. The eyes of today's consumers have their attention split between multiple screens and different forms of media.

The right digital marketing solution lets a local business or organisation stand out in a sea of others that have similar products and services. Our solutions help to:

Increase revenues Decrease expenses Increase engagement Increase customer satisfaction Streamline business practices

We provide services to achieve results in the areas of web design, e-commerce, search engine optimization, social media marketing, Google and Facebook marketing, merchant services, affiliate and referral marketing and even local marketing.

Business owners and nonprofit leaders need all of these things to market themselves, and not only do we provide and support them, but we make it simple. The business-to-business services at SG.SHOP.COM and maWebCenters® are second to none. We support your products, your services and your causes by providing simple, affordable and effective marketing solutions.

WHO WE ARE

MA WEBCENTERS

You'll find that our solution can be tailored directly to fit the needs of your business requirements. In today's technologically advanced world. you either stay on the cutting edge of technology or you are out of business.



MA WEBCENTERS: SIMPLE, EFFECTIVE SOLUTIONS

Our platform includes all of the tools necessary for you to get your business or organisation online or to take your struggling internet presence to the next level.

You'll find that our solution can be tailored directly to fit the needs of your business requirements. In today's technologically advanced world, you either stay on the cutting edge of technology or you are out of business. That's why we closely monitor trends to make sure you have a solution standing behind you that is always competitive in the marketplace.

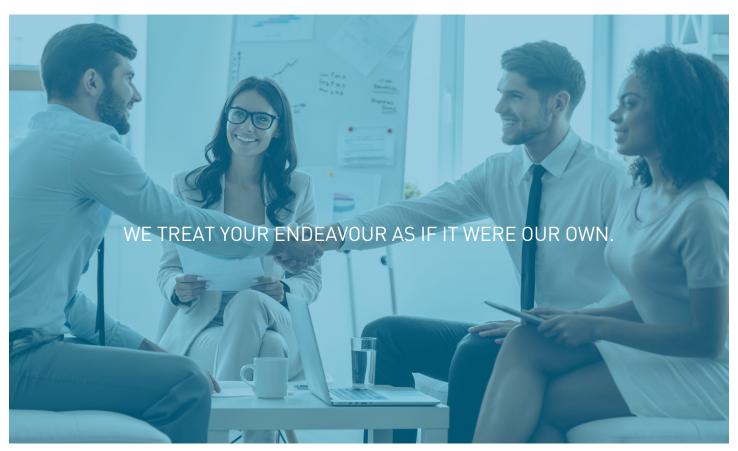
SUPERIOR SERVICE

Not only is the technology second to none, but our people make customer service the top priority. We have dedicated teams of specialists with decades of experience and knowledge in each facet of the digital marketing world we inhabit. Those

professionals are available 24/7, and speak English, Spanish, Mandarin and Cantonese. In addition, we take a small-business approach to provide big support. We recognize that you may prefer to work with a specific specialist and therefore allow you to request specific members of our team to interact with. As long as they are available, they will always be happy to help you or contact you at the next earliest convenience.

PHILOSOPHY

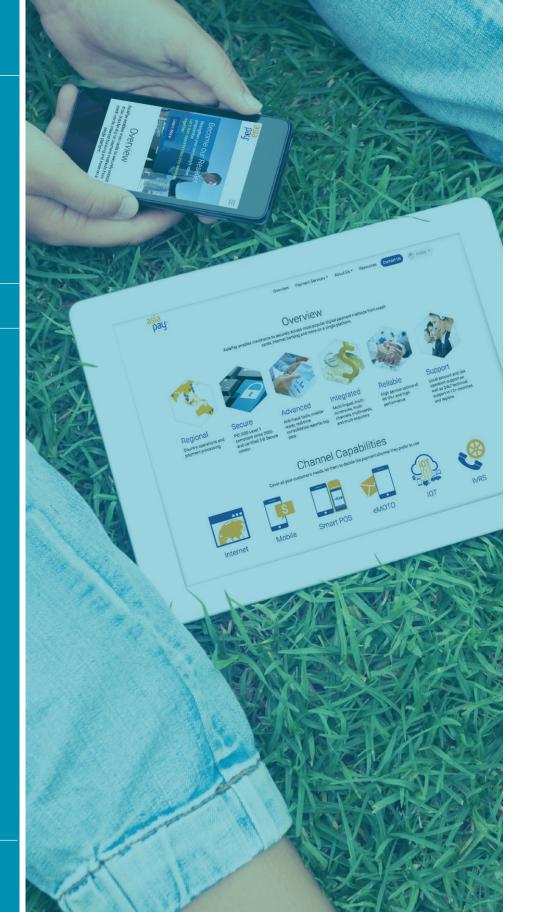
We consider ourselves a partnership with your business or organisation. Our philosophy is simple: to provide high-quality online solutions and service, without the high price tag. We are committed to your business or organisation and pride ourselves on helping you to market it. We treat your endeavour as if it were



WHO WE ARE

MERCHANT SERVICE

There are merchant services with Paypal and Asia Pay for Singapore market.





ABOUT ASIAPAY

Found in 2000, AsiaPay, a leading electronic payment service, solution and technology house in Asia, provides a comprehensive suite of latest secure, scalable, function-rich real-time payment processing capabilities of credit card and debit cards whether online, wireless, call center or retail for banks, corporates, SMEs, and charity organisations.

Headquartered in Hong Kong, AsiaPay offers its professional e-payment solution consultancy and quality local service support across 12 countries in Asia.

For more information, please visit: www.asiapay.com.sg

We also have the global payment gateway, Paypal for website clients. For more information about Paypal: https://www.paypal.com

WHO WE ARE

04.

SG.SHOP.COM

Our mission is to change the way people shop by providing the ultimate online destination and a personal Shop Consultant to guide buying decisions, helping save time and money.



SG.SHOP.COM MISSION

Our mission is to change the way people shop by providing the ultimate online destination and a personal Shop Consultant to guide buying decisions, helping save time and money. It's high-tech and high-touch, combining the latest technology and comparison shopping with customer service that is second to none.

Through SG.SHOP.COM, customers are able to find cutting-edge, exclusive brands, alongside some of the most recognisable retailers like Hotels.com, Expedia, Hungry Go Where, Rakuten, Unisoy and many more. Thousands of popular Partner Stores offering millions of products are just one click away.

SG.SHOP.COM BENEFITS

- Cashback program pays people to shop!
- Unlimited comparison shopping always find the best price
- Hot deals and coupons save even more with our specials
- MyList saves favourite products, offers auto-reordering
- Patented eGifts electronic gift selector for any special occasion
- Hundreds of Partner Stores top retailers like Hotels.com, Hungry Go Where, Rakuten and more
- Exclusive brands hundreds of exclusive products and services, customer reviews, product demos
- Easy navigation popular categories to find products fast
- Social media tools interactive blogs, ShopBuddy®

LOCAL BUSINESS OPPORTUNITY

Partnering with SG.SHOP.COM means unparalleled brand exposure and impressive product sales. You'll have access to more than 3 million loyal customers and 180,000 Independent

Shop Consultants, while connecting your brand to the power of a revolutionary shopping experience — the only one in the industry that rewards its customers with Cashback on qualified purchases, at no extra cost to you!



05.

WEBSOLUTIONS

We're the Ultimate
Online Solution. At the
core of our solution we
put at your fingertips
all of the technology
necessary to develop
a high-end internet
solution.





WEBSOLUTIONS BY MAWEBCENTERS

We're the Ultimate Online Solution. At the core of our solution we put at your fingertips all of the technology necessary to develop a high-end internet solution. It's all web-based, and that means no software to download, install, update or renew each year. More

importantly, we don't just provide you with a solution to build a cutting edge website: We also provide the tools and support you need to market it!

ALL OF OUR WEBSITES INCLUDE

- Unlimited support
- Free software upgrades
- Unlimited site modifications
- Responsive website designs
- E-commerce
- Unlimited email accounts
- Contact managers
- Email campaigns
- Blogs
- Appointment and reservations tools
- Photo galleries

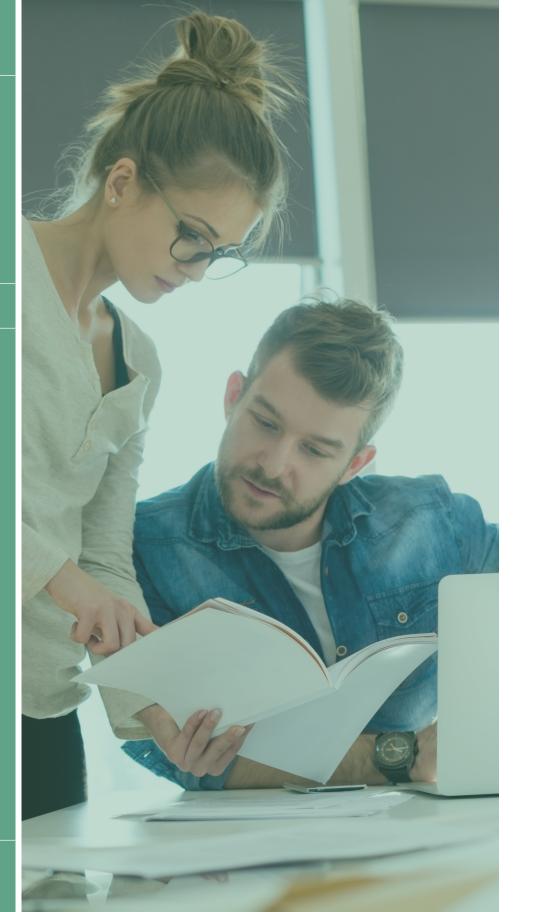
- Embedded videos
- Social media tools
- Search engine optimization (SEO) tools
- Customer relationship management (CRM) tools
- Visibility and metrics
- Unlimited site traffic
- Secure hosting

PRICE

Your WebCenter Owner will schedule a free consultation with a Product Specialist to discuss your needs and provide a quote.

DESIGN SERVICES

Stunning, responsive looks great on every device. Created by the talented designers at maWebCenters™, your website comes with a package perfect for your business needs.



DESIGN SERVICES & PACKAGES

DO IT YOURSELF

All of our website packages come with free designs, free responsive designs, and the ability to custom design your own website. If you're looking to save money or have other resources that you are leveraging for design, you can design your own website on our platform. As always, 24/7 support is available to assist throughout the process.

PREMIUM RESPONSIVE DESIGN

All website packages come with a library of free responsive layouts. In addition, all design packages include (and are encouraged to leverage) responsive designs. If you are looking for a more robust layout to "do it yourself," a premium responsive layout may be the right choice for you. Each Premium Responsive Design comes with 10 rich, compelling content pages, and important business process streamlining features like appointment and reservation — scheduling forms included! You can try out the premium layouts when you log in to your admin; simply purchase the layout when you are ready to publish.

WITH THE UI TIMATE ONLINE SOLUTION AT YOUR FINGERTIPS. WE ALSO PROVIDE YOU WITH THE TOOLS AND SUPPORT YOU NEED TO MARKET IT.

CUSTOM LAYOUT DESIGN PACKAGE

The Custom Layout Design Package includes a personalized home page and a content page that you can use to create all the other pages of your site. This option is a great way to establish a presence on the internet. Future opportunities for expansion are almost limitless. All you need to do is use the content page design as a starting point and then fill it in with the information relevant to that new page of your site. Plus, this package is available at our most affordable cost.

INCLUDES

Custom home page Custom content page



CLASSIC DESIGN PACKAGE

One of our most popular packages, the Classic Design Package is ideal for any business or organisation wanting a professional, responsive five-page website. In addition, you will have a custom newsletter design that will complement your branding. You will be assigned a project manager who will walk you through the entire design process. Once the site is launched, our specialists even conduct a scheduled 30-minute tutorial for you and your staff, so your entire organisation is thoroughly familiar with your powerful new internet presence.

INCLUDES

Custom home page Custom content page Five custom pages Custom newsletter design Mobile design Domain and email setup Scheduled 30-minute tutorial

PROFESSIONAL DESIGN PACKAGE

This package is ideal for any business or organisation looking to get a professional, responsive 5-10 page website. In addition, you will have a custom newsletter design that will complement your branding. You will be assigned a project manager who will walk you through the entire design process. Once the site is launched, our specialists even conduct a scheduled 30-minute tutorial for you and your staff, so your entire organisation is thoroughly familiar with your powerful new internet presence.

INCLUDES

Custom home page
Custom content page
Ten custom pages
Custom newsletter design
Mobile design
Domain and email setup
Scheduled 30-minute tutorial



PROFESSIONAL DESIGN PACKAGE WITH E-COMMERCE

People are increasingly purchasing products and services online. Have an online store or want to sell online?

The specialists at maWebCenters® can help your business enter the e-commerce world.



WE CLOSELY MONITOR TRENDS TO MAKE SURE YOU HAVE AN EFFECTIVE, PROFESSIONAL DESIGN SOLUTION THAT IS ALWAYS COMPETITIVE IN THE MARKETPLACE.

First, we create a high-quality custom home page and 10 additional content pages. You'll also have a powerful newsletter capability so you can reach out to new and existing customers throughout the year with deals, announcements and promotions.

Next, our e-commerce specialists set up a custom catalogue with up to 50 of your products, and handle all the data entry. Consumers can now buy your products or services securely using any type of device, with a variety of payment choices. You'll be on the road to internet commerce quickly and easily after our specialist provides you with a 30-minute tutorial.

INCLUDES

Custom home page
Custom content page
Ten custom pages
Fifty products with data entry
Custom newsletter design
Mobile design
Domain and email setup
Scheduled 30-minute tutorial



WEBSITE MANAGEMENT



WEBSITE MANAGEMENT

Content on websites is critical to engaging new and existing customers and attracting the interest of search engines like Google and Yahoo. We offer a myriad of options for managing your content.

BASIC MONTHLY HOSTING

Includes hosting, ability to make unlimited edits to your website, email accounts, storage, upgrades to the platform and Live Chat Support. (Excludes: phone support, e-commerce, customer relationship management tool, email marketing, marketing tools.

PRICE: S\$28/month

MONTHLY MAINTENANCE & MANAGEMENT PACKAGE

Website clients pay a monthly subscription fee which includes hosting, unlimited email accounts, ability to make unlimited edits to your website, use of marketing tools and unlimited upgrades to the platform. Most importantly, all clients receive unlimited

technical support managing their website or any other part of the platform. Technical support is available 24/7, excluding major U.S. holidays.

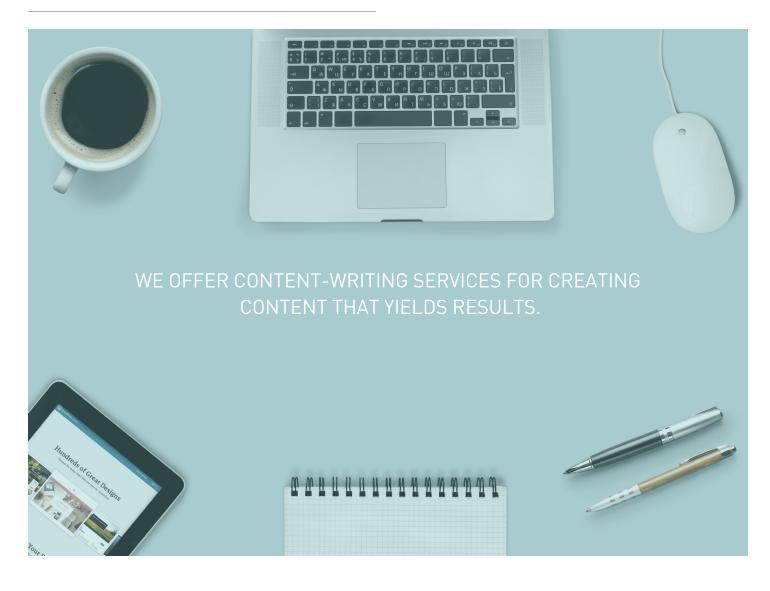
PRICE: S\$111/month

MANAGED MONTHLY MAINTENANCE & MANAGEMENT PACKAGE

For clients who prefer to have changes on their site made for them rather than making the changes themselves with tech support, there is an option to subscribe for "Managed Monthly Membership." This includes everything that comes with the Monthly Maintenance & Management Package plus up to 10 hours per month of editing and content management done on your behalf. If you would prefer to save time instead of money, this may be the best option for your business or organisation. Also includes a free Premium Responsive Design every year.

PRICE: S\$209/month





CONTENT WRITING

Looking to create content for your website, blog or other marketing pieces? The Content Writing service may be just what you need for well-written and effective content for your project. Our team will gather all relevant information about your business, then create content that will yield results. We specialise in web content that not only grabs the attention of your readers, but also of search engines.

PRICE: S\$105/500 words

WORDPRESS.ORG

Did you know that with the free version of WordPress, you don't own your content? That's why most serious bloggers choose to go with Wordpress.org. Your blog will be hosted at our ultra-secure server facility with tiered, high-performance Dell PowerEdge servers powered by Intel Xeon processing technology. We will make installing and hosting your blog simple, reliable and safe. Includes WordPress installation and hosting.

PRICE: S\$169/year



DIGITAL & SOCIAL MEDIA MARKETING

Everything from emai marketing and search engine optimisation to search engine marketing and social media marketing can be done through our robust solution.



DIGITAL & SOCIAL MEDIA MARKETING

A website is only effective if people can find it. That's why we arm you with promotional tools: Email marketing, search engine optimisation, search engine marketing and social media marketing can all be done through our robust solution. We'll make sure your website is found, and keeps a positive appearance online. If that sounds foreign to you, don't worry: Our team of professionals can help you. If you prefer to purchase services, we offer Digital and Social Media packages.

SEARCH ENGINE OPTIMIZATION (SEO)

SEO ensures your business ranks high on search engines like Google and Yahoo when a customer is looking for a specific product or service. We'll call you to discuss your website goals, the geographic areas you wish to reach, and the demographics of your desired

customer. Our specialists take it from there. We conduct SEO tasks related to site keywords, page titles, headings, page descriptions and more — you'll stand out from the crowd.

LOCAL SEO

Ideal for attracting visitors in a local area.

PRICE: S\$455

REGIONAL SEO

Ideal for attracting visitors in a broader region.

PRICE: S\$909

GOOGLE ADWORDS

Pave a path directly to your door. Paid search engine marketing is one of the fastest ways to get off the ground running and build market share. The packages listed below illustrate what you can expect from one of these game-changing campaigns.

Search engine giant Google offers its paid AdWords service to businesses who wish to enhance their internet marketing efforts. Our SEO specialists will guide you through the AdWords process, taking care of subjects like account creation, campaigns, budgets, networks, mobile device targeting, geographical targeting and much more.

PAID SEARCH ENGINE MARKETING IS ONE OF THE FASTEST WAYS TO GET OFF THE GROUND RUNNING.

All of our Google AdWord programs include the cost of managing the campaign as well as the ad spend! We'll provide you with a monthly report detailing results. And each month we'll handle adjustments in strategy to make sure your Google AdWords investment consistently brings results.

BASIC GOOGLE ADWORDS

Ideal for small local campaigns. 17,500 target impressions

PRICE: S\$349/month

(includes the cost of ads/campaign management)

PREMIUM GOOGLE ADWORDS

Ideal for small volume, local campaigns. 45,000 target impressions

PRICE: S\$649/month

(includes the cost of ads/campaign management)

PREMIUM PLUS GOOGLE ADWORDS

Ideal for larger volume, local campaigns. 67,000 target impressions

PRICE: S\$825/month

(includes the cost of ads/campaign management)

ELITE GOOGLE ADWORDS

Ideal for larger volume, regional campaigns. 90,000 target impressions

PRICE: S\$1.049/month

(includes the cost of ads/campaign management)

FACEBOOK ADVERTISING MANAGEMENT

Word-of-mouth advertising is the most powerful and cost-effective marketing a business or organisation can have. Facebook can act as a "digital word-of-mouth" advertising campaign, when leveraged properly. For a reasonable cost, maWebCenters $^{\text{TM}}$ can adapt the content from your website into effective advertisements on the ubiquitous Facebook platform.

We'll discuss with you your target-market demographics, the geographic area you wish to reach, and all other vital details to get your campaign kicked off.

All of our Facebook advertising programs include the cost of managing the campaign as well as the ad spend. Expect a monthly consultation and report detailing exactly where your hard-earned marketing dollars are going.

PREMIUM FACEBOOK ADVERTISING

Ideal for businesses and organisations kicking off their Facebook advertising campaigns.

PRICE: S\$210/month

(includes the cost of ads/campaign management)

PREMIUM PLUS FACEBOOK ADVERTISING

Ideal for larger campaigns with regional reach.

PRICE: S\$350/month

(includes the cost of ads/campaign management)

SOCIAL MEDIA MANAGEMENT

We offer a smooth, results-driven package in which our specialists will create profiles on the social media sites of your choice, post written and image-driven content each week, and respond to comments or questions that might arise on these highly viewed services. Our team will:

- Increase revenues
- Create profiles for your business or organisation
- Post written and image-driven content (10 per month)
- Respond to up to 25 questions and posts per month
- Consult with you to determine best content and social strategies

PRICE: S\$210/month



FACEBOOK CAN ACT
AS A "DIGITAL WORD-OF-MOUTH"
ADVERTISING CAMPAIGN.

ONLINE REPUTATION MANAGEMENT

Consumer-review websites like Yelp, TripAdvisor and many more are increasingly being used by potential customers who are trying to decide if a product or service is right for their time and money.

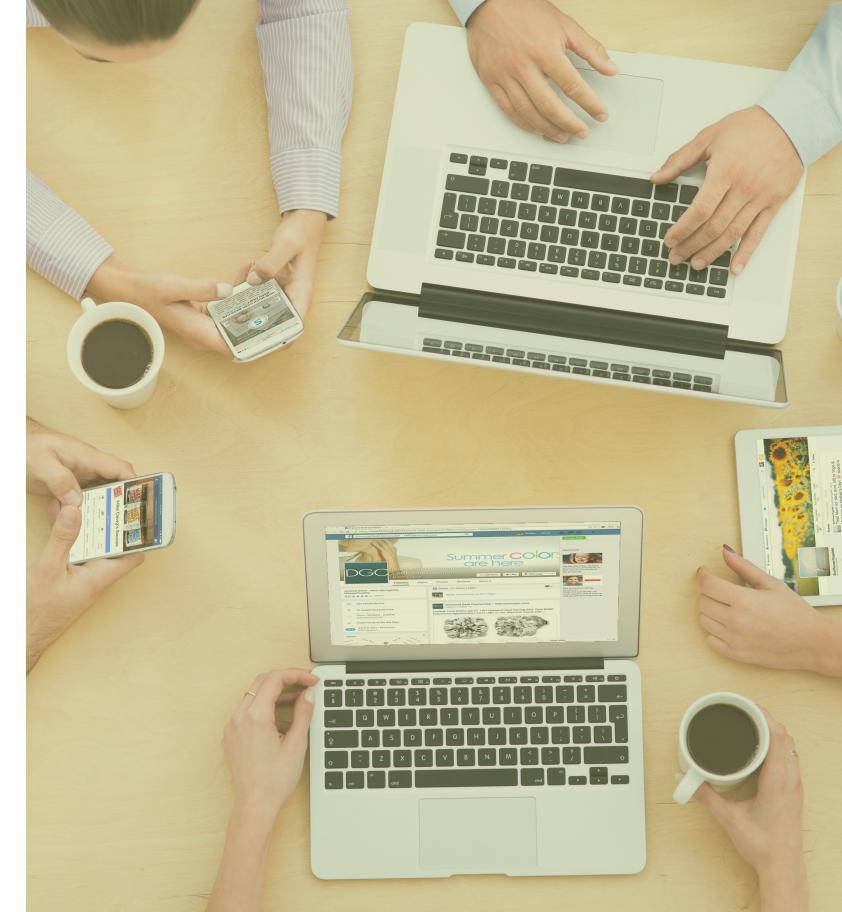
A business has two choices. It can either hope for good luck and the absence of negative reviews, or it can take advantage of the online reputation management services offered by maWebCenters.

Our online reputation management services include a monthly scan of the online world for negative reviews, and clear reporting of activity on consumer review sites that could affect your revenue, profits and foot traffic.

Once the situation is assessed, maWebCenters reputation management specialists can initiate suppression campaigns, launch targeted SEO campaigns, and take advantage of social media sites like Facebook and Twitter to enhance the reputation of a business.

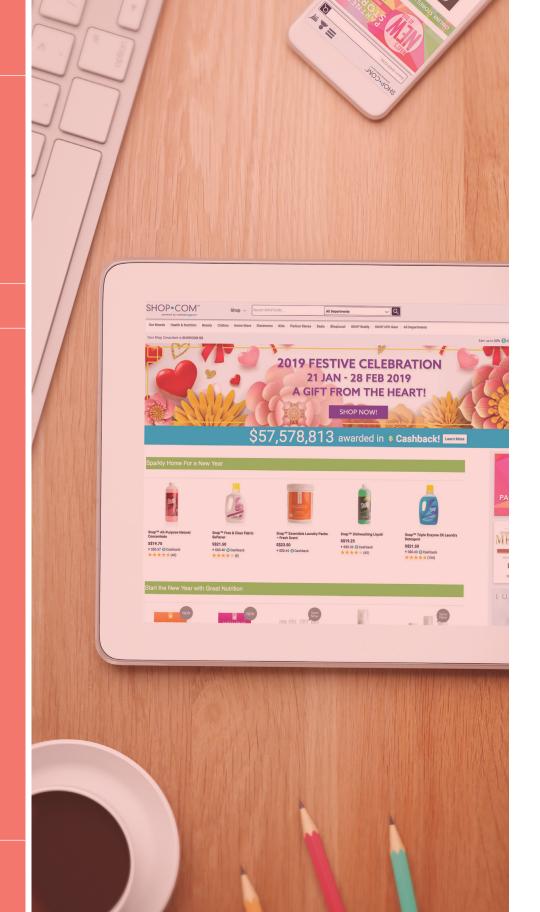
Active response to negative reviews, and other cutting-edge online reputation management procedures, can help facilitate positive reviews in the future.

PRICE: S\$350/month



REFERRAL MARKETING

SHOP.COM has more than 3 million loyal customers who are all avid online shoppers and are hungry for local business recommendations.









REFERRAL MARKETING

SHOP LOCAL

SHOP Local is your simple solution to out-of-pocket marketing and advertising expenses. Businesses who join the SHOP Local program connect with more than 180,000 entrepreneurs, their networks and millions of customers who want to buy from participating businesses.

No upfront costs or monthly fees means no risk to you. There's no software to install, no employee training — just more customers and revenue. We handle purchase tracking; you simply enjoy the perks of an established customer loyalty program. SHOP Local helps you build loyalty and grow your business locally with ease.

To learn more and to become a SHOP Local partner, go to SG.SHOP.COM and click on "Partner With Us" at the bottom of the page, or email us at partnerstores@marketsingapore.com.sg.

SG.SHOP.COM IS ONE OF THE
TOP 100 E-COMMERCE SITES IN THE
WORLD, GENERATING BILLIONS OF
DOLLARS IN REVENUE.

SG.SHOP.COM PARTNER STORE PROGRAM

SG.SHOP.COM is one of the Top 100 e-commerce sites in the world, generating billions of dollars in revenue. Millions of loyal customers frequently shop for products and services at SG.SHOP.COM. Exposure to this vast consumer base will increase your sales and profits. If you sell products online nationwide, you can become a SG.SHOP.COM Affiliate Partner. SG.SHOP.COM will put your logo and website link on more than 200,000 websites where our customers can click on your link and shop directly from your website.

Here are the benefits you'll enjoy as a Partner Store at SG.SHOP.COM:

- A branded storefront to manage your business on SG.SHOP.COM (ordering, merchandising, marketing and customer service)
- Sell through our mobile app, social and events
- Experienced sales and marketing team assigned to your account
- Access to our multiplatform, global merchandising opportunities
- People-powered promotion through 180,000 UnFranchise® Owners worldwide

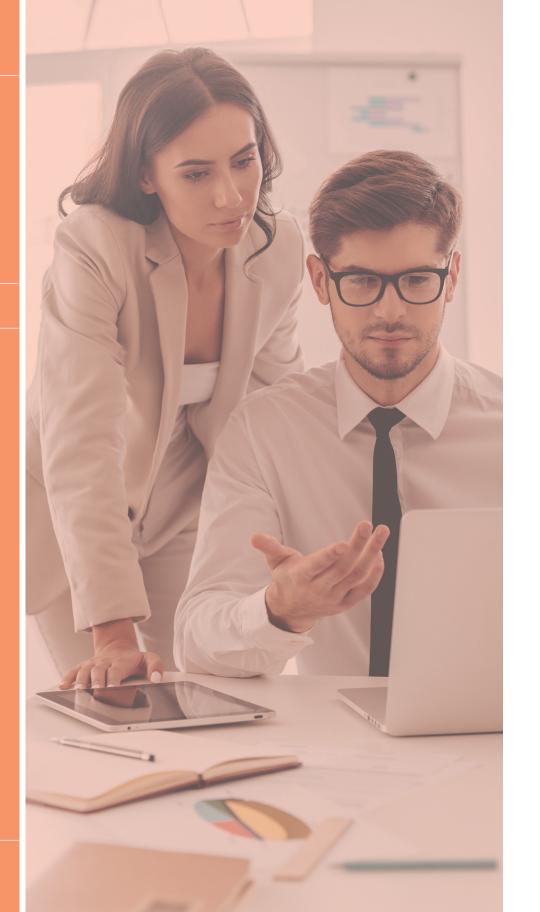
To apply to be a SG.SHOP.COM Partner Store, fill out the inquiry form on the "Partner With Us" page at SG.SHOP.COM.

WHAT YOU DO

10

YOUR NEXT STEPS

Whether you want to leverage SG.SHOP.
COM, create a business website or figure out the ideal marketing strategy, the next step is easy: Contact your UnFranchise® or WebCenter owner to set up a 15-minute consultation



YOUR NEXT STEPS

WEBSITE DESIGN & MANAGEMENT

Your website design and management strategy plays a major role in your online presence. Your WebCenter Owner will conduct a 15-minute consultation to learn about your business and current website. From there, they will book a full appointment with a Product Specialist who will demonstrate our technology to see if it's a good fit.

The Website Design & Management Consultation will help us to learn more about:

YOUR BUSINESS

The primary and secondary goals of your business Ideal customer demographics
Current and potential advertising

WEBSITE DESIGN

Current website and design
Responsiveness (mobile-friendliness) of your site
E-commerce goals
Efficacy of your design for your customers
Your satisfaction with your current site

WEBSITE MANAGEMENT

Frequency that you update your site
Staff, support and resources that you have to keep your site updated
How well you are combining your web strategy with other
marketing that you do

YOUR WEBSITE DESIGN
AND MANAGEMENT STRATEGY
PLAYS A MAJOR ROLE IN YOUR
ONLINE PRESENCE.

DIGITAL & SOCIAL MEDIA MARKETING

An excellent website is most effective when it gets traffic. Our Digital & Social Media Marketing packages are designed to send traffic to your site. Your WebCenter Owner will conduct a 15-minute consultation to learn about your current strategy. From there, they will book a full appointment with a Product Specialist who will discuss your needs with you.



OUR DIGITAL AND SOCIAL MEDIA MARKETING PACKAGES ARE DESIGNED TO SEND TRAFFIC TO YOUR SITE.

The Digital & Social Media Marketing Consultation will help us to learn more about:

GENERAL MARKETING

Your ideal customer Your current advertising strategies

SEARCH ENGINE OPTIMIZATION

Your current search engine ranking Your ranking goals within different industries Your satisfaction with your visibility online

SOCIAL MEDIA / ONLINE COMMUNITY

Your current social media presence and community
What kind of content you currently share with your audiences
The level of interaction you currently have with your audiences
Your online reputation

Your social media goals for your business

WHAT YOU DO

BUSINESS SPENDING ANALYSIS

SG.SHOP.COM can help you find the best deals, save money and even earn money on all of the purchases that you make to run your establishment. Register as a Preferred Customer to earn Cashback on all of your purchases made through SG.SHOP.COM. There are no membership fees. Simply register, shop and earn!

The Business Spending Analysis will help you learn how you can turn your business overhead into Cashback and even ongoing income. You'll leverage the power of SG.SHOP.COM.

CONVERT BUSINESS SPENDING INTO AN INCOME

Office supplies

Equipment such as computers, printers, desks etc.

Coffee or office snacks

Travel

Printed materials

Flowers and gifts

Anything online

SCHEDULE AN APPOINTMENT

WEBSITE, SOCIAL MEDIA AND DIGITAL PRODUCTS

Contact your WebCenter Owner to schedule a 15-minute consultation or an appointment with a Product Specialist. A Product Specialist will answer your questions, demonstrate our technology and help you to determine if our solution can benefit your business or organisation.

WebCenter Owner:

Fmail:

Phone Number:

Website:

SG.SHOP.COM CAN HELP YOU FIND THE BEST DEALS, SAVE MONEY AND EVEN EARN MONEY ON ALL OF THE PURCHASES THAT YOU MAKE TO RUN YOUR ESTABLISHMENT.

MERCHANT SERVICES

Contact Your UnFranchise® Owner to schedule a Sure Save Analysis. This analysis can determine how much money you could be saving on merchant fees.

SG.SHOP.COM PARTNER STORE OR SHOP LOCAL

Contact Your UnFranchise Owner to fill out an online application to join our SHOP Local program or to become a Partner Store on SG.SHOP.COM. SG.SHOP.COM will contact you to discuss your options.



BECOME A PREFERRED CUSTOMER

Visit your UnFranchise Owner's SG.SHOP.COM website and register for free to become a Preferred Customer today.

TAKE A BUSINESS SPENDING ANALYSIS

Every business needs supplies every day, from paper products to electronics to floor cleaners. Schedule an appointment with your UnFranchise Owner to take the Business Spending Analysis. In just 15 minutes, you can identify all of the Cashback that you could be earning on purchases that you are already making to run your business.

UnFranchise Owner: Email: Phone Number: SG.SHOP.COM/

