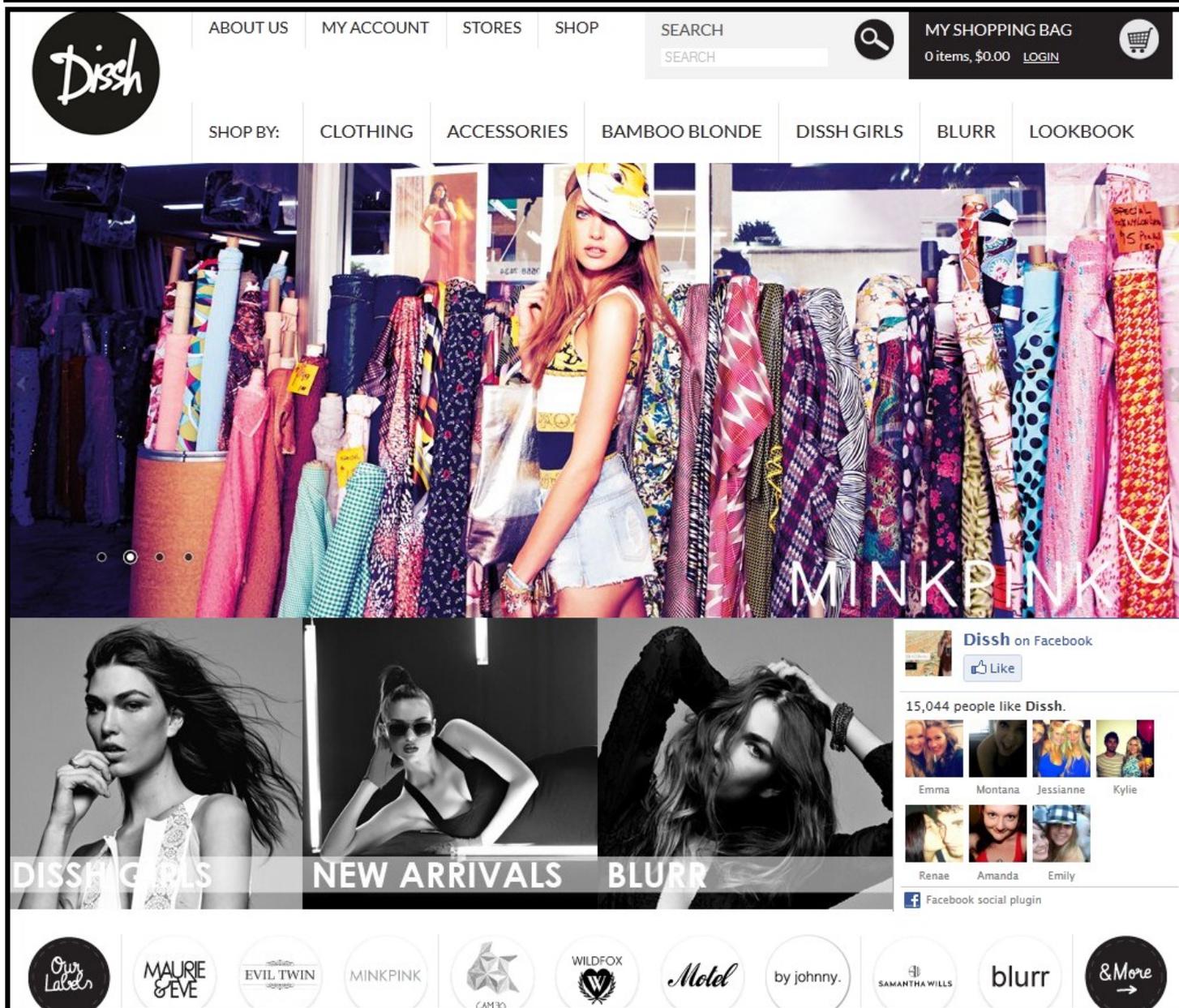


# Dissh - New Website Launch



## Overview

Dissh Girls is a Queensland based young women’s fashion retailer with 9 outlets across Brisbane and the Gold Coast. In 2011 Dissh selected Future Business Systems for their full retail solution from the POS to accounts and of course their website. The first phase of the electronic boutique was strategically developed to launch in preparation for the Christmas 2011 period. With nearly 15,000 Facebook followers and a demographic born into online shopping, a streamlined e-commerce solution was imperative.

## Requirements

Develop an e-commerce site to suit a market where trends and styles change as rapidly as the weather. The primary requirements were that the website needed to be dynamic, flexible and exciting. Sleek form and speedy functionality were also imperatives for shoppers that may view several other sites before actually making a purchase. FBS built the functionality into Dissh’s web design layouts that would capture those sales and ensure repeat customer visits. The website needed to be easily controlled and

maintained by the client. The fully integrated solution ensures that no time is wasted from manually handling orders or stock on hand levels. Furthermore the new Umbraco CMS platform has made it even easier to import and manage non Harmony related content.

## E-parcel

An integrated parcel solution was imperative for a smooth transition from Harmony invoicing to customer delivery. Dissh invested in an Australia Post e-Parcel solution that enabled Harmony to create shipping labels and electronic manifests to

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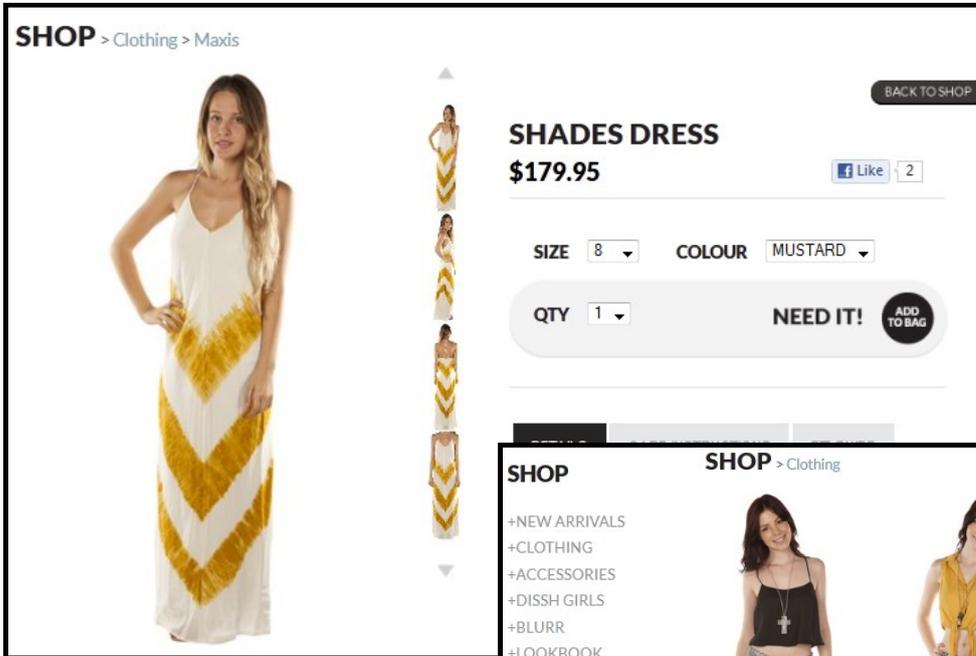
make freight tasks a breeze. This solution eliminated manual double handling and re-keying of data, significantly reducing any margin for error.

including: percentage off discount, dollar off discount, bonus item discount, buy one get one free discount and free shipping. Each promotion is controlled by a client specified set of rules such as: minimum spend, product

which will allow customers to view an entire stylised 'look/hero' image, and to purchase the whole 'look' at a set discounted rate. This kind of user interactive feature will enhance the functionality and exuberance of the site, making for a more exciting and rewarding shopping experience. With the addition of an integrated customer loyalty and rewards system for the website and in store, the retainment of repeat shoppers and loyal customers will be maximised.

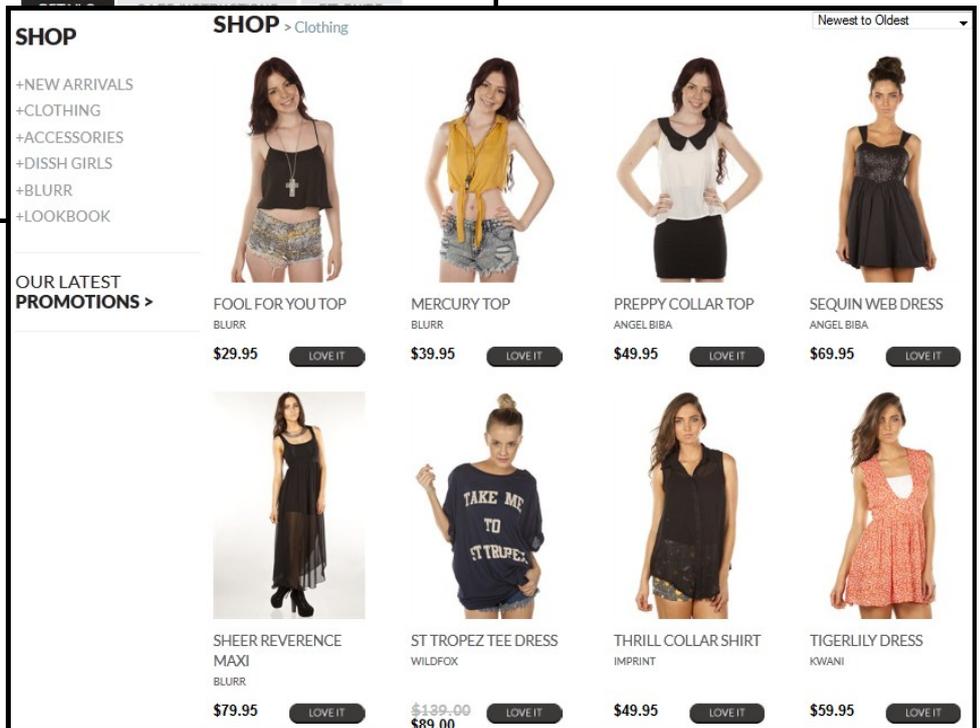
### Hosting

Dissh has opted to host their site with FBS' secure hosting package that



### Stand out feature

Customer promotions drive retail today, both online and in store. It is nearly impossible to walk through a shopping centre without being bombarded with an array of "Sale" messages. No matter what time of year it is, a bargain is to be had wherever you go, and customers expect to snare a good deal. With online shopping the trend still exists; however it has the added benefit for the retailer to build a loyal customer database for direct marketing purposes. The FBS Web promotion engine was implemented to keep these sales/specials fresh and varied for the customer, whilst still keeping pinpoint accountability and reporting for Dissh. Promo codes have been used so that valid discount reasons are passed back through to Harmony and allow for full reporting functionality. The promotion engine has a variety of options



eligibility and duration of promotion. The Promotion engine's flexibility and diversity greatly assists in the implementation of a truly successful marketing campaign.

### Future developments

Like all great businesses, websites are a constant work in progress. Dissh's website requirements far exceed the current implementation. Further plans to develop the site are already in motion, such as the 'look book' feature

provides a constant connection using a dedicated hi-speed fibre optic line. With hard disk arrays and off site backup redundancy, down time is at a minimum, and site speed is at an optimum level. Expert support from the web development team is just a phone call away, guaranteeing piece of mind.

[www.dish.com.au](http://www.dish.com.au)