

Essliv.com- Health Foods Wholesaler Makes Successful Leap to E-commerce

Client Fact File

Client/Company Background

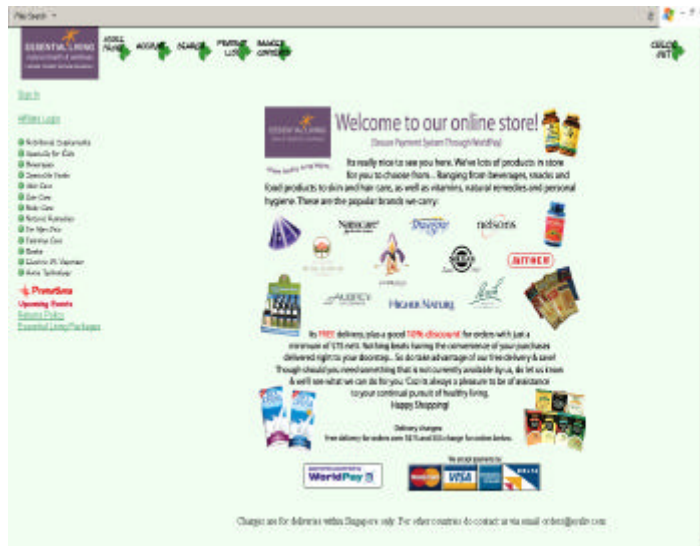
Essential Living

Essential Living is Singapore's leading natural products lifestyle company providing a unique range of fine quality products, services and education for all round personal well-being. The company does so in a spirit of contribution and genuine care for its consumers. It currently distributes to over 250 retailers in Singapore, Malaysia, Indonesia and India

Webvisions' Hosting Solution Chose Webvisions for

eBazaar

- Value for money online payment solution
- Reliability



A New Direction

After considerable time and research, Essential Living, a well-established supplier of natural health and wellness supplements, decided to take their business to the next level by selling their products to end consumers, directly. This new direction gave them the opportunity to increase awareness and market-share. Therefore, the search began for a reliable hosting partner that would allow Essential Living to produce a website that generates income.

While the core business is wholesale, Essential Living's new objective was to reach out to its end consumers by offering easy access to its products and home-delivery.

Increasing Productivity and Sales

With the new e-commerce solution, eBazaar, hosted by Webvisions, Essential Living experiences an improvement in efficiency and customer service.

"With eBazaar, we now fulfill our orders quickly. It also provides better customer service support in that customers may benefit from the convenience 24/7 online-shopping," said Simon Fenley, Executive Director, Essential Living.

"Having a website also allows them to do their own research by viewing the products in our webstore. From our point of view, we prefer clients to ordering online as we feel it improves our efficiency. We also produce an email newsletter which is a fast and efficient way to keep our customers informed,"

Immediate Benefits

eBazaar's payment option simplifies Essential Living's internal processes as everything is handled at the point of sale. It also adds value to the website and products as it gives products and Essential Living a more professional image.

"The Worldpay payment system looks very professional and assures our customers of secured transactions. In fact, I strongly believe that some of our new customers might be concerned about the perceived quality of our products if we were using a more outdated mode of payment," said Mr Fenley.

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**Mr Simon Fenley,
Executive Director, Essential Living**



Essliv.com's web store features a wide range of natural wellness products available 24/7.