



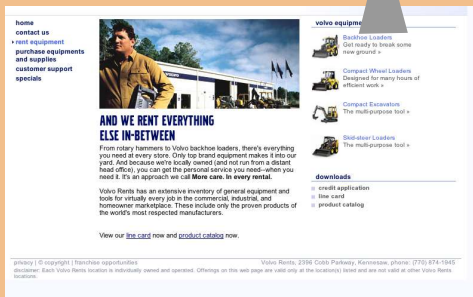
Franchisee Website Manager

Localized, store specific information can enhance the customer experience and allow web traffic to convert to store traffic. The Website Builder allows you to maintain control over the content, layout, and graphics while providing franchisees with a wizard-driven tool for easy customization.

Allow Franchisees to offer localized information and promotions for improved store traffic and customer relationship. Manage control over content by approving or disapproving modifications. Monitor and analyze web traffic. Capture customer information and provide better support.

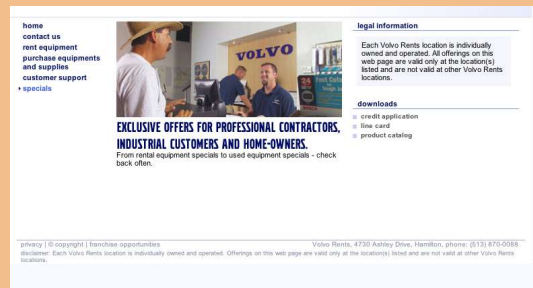
1

Franchisees update a custom template provided by you.



2

You approve or disapprove the changes maintaining complete control.



3

Localised website allows web traffic to turn into store traffic.

SOME OF THE BENEFITS ARE:

- ▶ Increase revenues by converting local web traffic to store traffic through localized information and promotions
- ▶ Maintain a professional brand-image with a uniform look and feel across all franchisees
- ▶ Allow franchisees to promote their web pages through local advertising, creating a stronger corporate brand
- ▶ Improve customer experience by providing information about store hours, contact information, services, and products offered, etc

FEATURES:

- Template based Web-pages
- Uniform look and feel
- Wizard based Customization
- Localized information
- Custom promotions
- Corporate control
- Traffic reporting and analysis