



ESH  
Solutions Limited

Environment | Security | Health

# FACEBOOK SHOP PROPOSAL

JULY 2021

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# PROBLEM STATEMENT

The modern age brought along many new things, some good and some bad but they changed our lives either way, not only that but our lifestyle has also changed. We live faster than ever before, and because of it we are constantly after something that will make our lives easier and save some of our valuable time. One of such things is online shopping, which is becoming more and more popular.

It has become increasingly easy and less time consuming to buy something online. However, local businesses are having a hard time competing with the giant online retailers, Our local companies depend upon footfall, word of mouth and tourists in order to thrive. The rise of online shopping had already presented challenges to the local sector, these challenges were further compounded as many people started to resort more than ever to shopping online due to both the pandemic lockdowns. The retail sector is slowly starting to lose their customers and this is inevitably causing business changes and closures which is very bad for our local economy.

During and following the pandemic most retailers found the need to digitize their offerings, via online platforms by creating websites and Facebook pages to give a greater reach to their business. Despite these efforts sales have started to increase however only marginally because it is very difficult to grab the attention of consumers online. We at **ESH Solutions Limited**, always think about how things have been affected locally, we also need to find solutions that are available worldwide.

What do the stats say?

90

%People owns a mobile phone

70

%People owns a smartphone

66

%People uses social media platforms

36

%People increased online shopping

*\*Stats are based on retail research by Mintel*





# OUR RECOMMENDATION

When it comes to supporting the local economy and community, Supporting our local retailers will help our community to grow and thrive. By shopping at local businesses, islanders can have a truly positive impact on the economy, people and environment.

In order to encourage Islanders to buy local, ESH Solutions Limited proposes using **Facebook Shops**, a new online shopping experience from Facebook. Facebook Shops is a mobile-first shopping experience where businesses can easily create an online store on Facebook for free. Shops let you choose which of your items you want to feature, merchandise with product collections and tell your brand story with customisable fonts and colours. In Facebook Shops, you'll be able to connect with customers through WhatsApp, Messenger or Instagram Direct to answer questions, offer support and more.

This service from Facebook allows businesses to essentially have all their products on a business shopping page for existing or new customers to browse and purchase. This can increase both awareness of the businesses and it can increase sales whilst supplementing the reduced footfall without our much-needed tourists. Many people spend a large portion of their time on social media to connect with people or brands all over the world. However not all business have either the time or the knowledge to get this setup for themselves, this is where ESH can step in and assist.

ESH Solutions Limited are committed to shopping locally and will continue to explore new ways to support the sector.



A low-angle, upward-looking photograph of several modern skyscrapers with glass facades. The buildings are arranged in a circular pattern, creating a strong sense of height and architectural scale. The sky is a deep blue with scattered white clouds. A bright sun is visible at the top center, creating a lens flare effect. The overall color palette is dominated by blues and greys.

**SAMPLE FACEBOOK SHOP**





### Create Memories & Enjoy A Romantic Date Outdoors With This Heritage Designed Picnic Hamper!

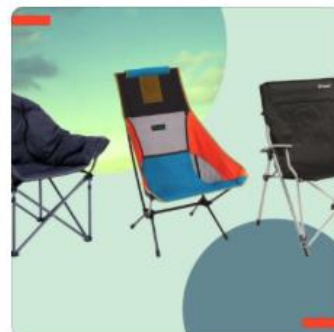
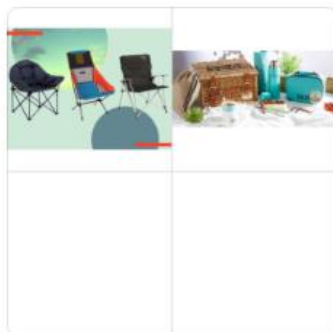
£24.95

View Product



#### More from this shop

See all



Continue shopping

Charge Your Devices On The Go With This Huge 10,000 mAh...

Beach Folding Camping Chair! Find Comfort Any Time & Plac...

Create Memories & Enjoy A Romantic Date Outdoors With...

# 1. HOME PAGE



Listed by Quidsin
Charge Your Devices On The Go With This Huge 10,000 mAh Capacity Power Bank
£9.95

View on Website

This will take you to quidsin.com

Save Like Share More

Details

Delivery & returns

Shop information View Shop



More from this shop

See all



2. VIEW A PRODUCT

Sleep in 5\* Star Luxury With This

Beach Folding Camping Chair!

Create Memories & Enjoy A

Philips Electric Toothbrush



Listed by Quidsin

### Charge Your Devices On The Go With This Huge 10,000 mAh Capacity Power Bank

£9.95

View on Website

This will take you to quidsin.com

Save Like Share More

#### Details ^

Stay charged anywhere with this slim and lightweight power bank that fits in your pocket or bag. 10,000 mAh recharges your smartphone to provide enough power for an additional 70 hours of video playback.\* Only £9.95!

Your Vouchure Entitles You To:  
1 x Portable Power Bank in Black 10000 mAh (Choose From Black or White Upon Collection)

#### Delivery & returns ^

- This merchant can deliver to JE
- You can return new and unused items within 30 days
- You can cancel within 30 minutes of purchase

Shop information View Shop

Quidsin

# 3. PRODUCT DETAILS



# Planning for the perfect wedding

We offer flexible & quick loans.



**Qi Finance**

[Today's Deal](#) | [How it works](#) | [Business enquiry](#) | [Reset Password](#)

[Sign in](#) | [Register](#)

0 Items: £0.00

## Charge Your Devices On The Go With This Huge 10,000 mAh Capacity Power Bank! Stay Charged With This Powerful Portable Power Bank ⚡⚡ For Only £9.95!



**£9.95**

**Buy!**

Value	Discount	You Save
£29.95	67%	£20.00

**LIKE IT ON FACEBOOK**

Like 0 Share

47 bought

### MAIN HIGHLIGHTS

Stay charged anywhere with this slim and lightweight power bank that fits in your pocket or bag. 10,000 mAh recharges your smartphone to provide enough power for an additional 70 hours of video playback.\* Only £9.95!

### Your Vouchure Entitles You To:

1 x Portable Power Bank in Black 10000 mAh (Choose From Black or White Upon Collection)

### Tell Me More:

Slimline design

Led Charge Indicator

10,000 mAh battery

5V 2.0 amp total input recharges battery quickly

2 x universal USB port

**Quidsin University**  
Online Courses  
**FLASH SALE**  
[Click Here](#)

**Purify Your Body**  
Promoting better sleep  
**£6.95**

Value	Discount	You Save
£14.95	54%	£8.00

**Last Chance Deals!**

**4. BY CLICKING 'VIEW ON WEBSITE', REDIRECTED TO MERCHANT'S WEBSITE FOR CHECKOUT**



Listed by Quids in

## Car Service

£125.00 ~~£190.00~~ You save £65.00 (35%)

Sale

View on Website

This will take you to oneshop.je

Save



Details

Shop information

View Shop



Quids in

1 people like this Page



4. BY CLICKING 'VIEW ON WEBSITE', REDIRECTED TO ESH e-commerce website for checkout.

LED Charge indicator

10,000 mAh battery

5V 2.0 amp total input recharges battery quickly

2 x universal USB port



## Car Service



Size / Shape / Variety / Price

Standard


£125

ADD TO CART

My Order

Clear Order

### Delivery Price

Qty	Product Name	Price	Total
1	Car Service(Standard)  	£ 125.00	£ 125.00
<b>Sub Total</b>			<b>£ 125.00</b>
<b>Delivery Fee</b>			<b>Free</b>
<b>Total</b>			<b>£ 125.00</b>

### Delivery / Collection Options

I Agree To Shop Terms & Condition

CHECKOUT

## 5. PRODUCT DETAILS AND CHECKOUT

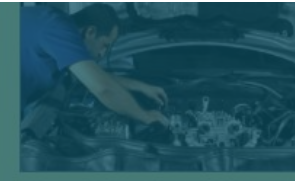
LED Charge Indicator

10,000 mAh battery

5.0V 4.0A total input recharges battery quickly

5V 2.0 amp total input recharges battery quickly

2 x universal USB port



# KEY BENEFITS



## Increase in Revenue

Increase in customer base resulting in increase in sales revenue



## Customer Satisfaction

Enhanced customer experience, improved customer loyalty and retention



## Drive Discovery

Meet customers where they're already browsing and shopping



## Customisable

Customise your collections to showcase your featured products



## Global Reach

People can access your shop from your Facebook Page, shoppable posts and stories



## Communicate Directly

Ask questions, get support, track deliveries and more through Messenger



## Get Insights

Insights on the performance of your sales, products and more



## Cost Effective

Go online and get back-in business quickly without burning a hole in your pocket



## Boost Local Economy

Help the states by stopping the vicious cycle of buying online from UK retailers





A low-angle, upward-looking photograph of several modern skyscrapers with glass facades. The buildings are arranged in a circular pattern, creating a strong sense of height and architectural scale. The sky is a deep blue with scattered white clouds. A bright sun is visible at the top center, creating a lens flare effect. The overall color palette is dominated by blues and greys, with the yellow text providing a sharp contrast.

**YOUR OPTIONS**



# OPTION 1 – INTEGRATE WITH EXISTING E-COMMERCE WEBSITE

ESH will create your Facebook Shop and link it to your current Facebook page and e-commerce website where it can accept orders and payments. ESH will upload all the items, descriptions, costs and photos. For this activity, we will require a spreadsheet with all the details on. We will ensure that there is an active stock management setup. ESH will make sure that the customers can purchase products online at their leisure.

How it works?





# OPTION 2 – SETUP FACEBOOK SHOP & DEDICATED PAYMENT GATEWAY

ESH will create and setup, an e-commerce website for the payment gateway and Facebook pages including the Shop for everything you require. ESH will upload all the items, descriptions, costs and photos. For this activity, we will require a spreadsheet with all the details on. We will ensure that there is an active stock management setup. ESH will make sure that the customers can purchase products online at their leisure.

How it works?



## OPTION 3 – INTEGRATE WITH SHOPIFY PAYMENT GATEWAY (MID-AUG 2021)

ESH will create and set up your Facebook Shop and utilize the pre-integrated Shopify payment gateway directly on Facebook to checkout so that there is no need for a website. ESH will upload all the items, descriptions, costs and photos. For this activity, we will require a spreadsheet with all the details on. We will ensure that there is an active stock management setup. ESH will make sure that the customers can purchase products online at their leisure.

How it works?

1



ESH sets up  
Facebook Shop

2



ESH integrates Facebook  
Shop with Shopify for  
checkout

3



ESH implements  
Facebook Shop

4



Customer uses Facebook  
Shop from adding items to  
the cart through to  
checkout



# IMPLEMENTATION COSTS



## OPTION 1

£2000.00

- ✓ Setup Facebook Shop
- ✓ Integrate Facebook Shop with your existing e-commerce website
- ✓ End to end testing
- ✓ Implementation, First Occurrence Validation and Warranty support
- ✓ **Note :Cost may vary based on the size of business**



## OPTION 2

£4000.00

- ✓ Setup Facebook Shop
- ✓ Setup a new e-commerce website for payments
- ✓ Integrate Facebook Shop with new e-commerce website for payments
- ✓ End to end testing
- ✓ Implementation, First Occurrence Validation and Warranty support



## OPTION 3

TBA

- ✓ Setup Facebook Shop
- ✓ Integrate with Shopify payment gateway within Facebook
- ✓ End to end testing
- ✓ Implementation, First Occurrence Validation and Warranty support

A low-angle, upward-looking photograph of several modern skyscrapers with glass facades. The buildings are arranged in a circular pattern, creating a strong sense of height and architectural scale. The sky is a clear, bright blue with some light, wispy clouds. The overall color palette is dominated by blues and greys, with a bright yellow text overlay in the center.

# APPENDIX





# ABOUT ESH

# SERVICE OFFERINGS



Fintech Solutions



Mobile App  
Development



T24 Expertise



Digital Health  
Care



Resource  
Consultancy



FATCA CRS  
Solutions



# OUR CLIENTS



# OUR PRODUCTS & SOLUTIONS

## TEMENOS T24



TFS 24/7 Report  
Builder



System Status  
Dashboard



COB Monitor &  
Analytics



Upgrade Scoping  
Tool



Environments  
Management

## MEDTECH



Digital diabetic diary



Health & Fitness app



Diabetic care  
management



Epilepsy record in  
real time



Reduce anxiety of  
children in hospital

## HOSPITALITY



Local price  
comparison app



Table booking & food  
delivery - Jersey



Reference app for  
poker rules



A new buy & sell  
solution



Table booking & food  
delivery - Guernsey



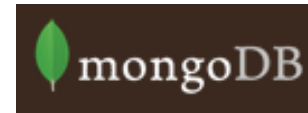
# TECHNICAL EXPERTISE

T24 Core  
Banking

- ❖ Application Support
- ❖ Quality Assurance

- ❖ System Enhancements
- ❖ Upgrade Support

- ❖ Environment Management
- ❖ Reporting & Interfaces Support

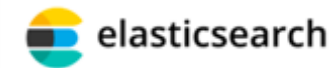


Cloud, Web &  
Mobile

Microsoft  
Solutions



Big Data &  
Analytics



DevOps



# CLIENT TESTIMONIALS



## CARL WALKER

Chairman, Jersey Consumer Council

I would like to place on record my thanks to ESH Solutions for helping us provide the software to deliver the pricecomparison.je site and app to Jersey. Their technical expertise, approachable 'can do' attitude enabled us to launch this much needed service to Islanders, which has been one of my long-term ambitions as Chairman of the JCC. We look forward to continuing our strong working relationship as we increase the number of products available for comparison, thereby enabling Islanders to make informed choices about their shopping, but also encouraging greater competition in the market place.



## FLORIAN MUNIER

Director – Head of IT Business Systems, Stonehage Fleming

We have a great partnership with ESH since day one. All resources they provided have demonstrated great skills, fast integration and good commitment. Their support and quality of work have been highly valued. We have no hesitation recommending ESH Solutions Limited.



## GERALD AUGUSTINE

IT Director, Alexander Forbes Offshore

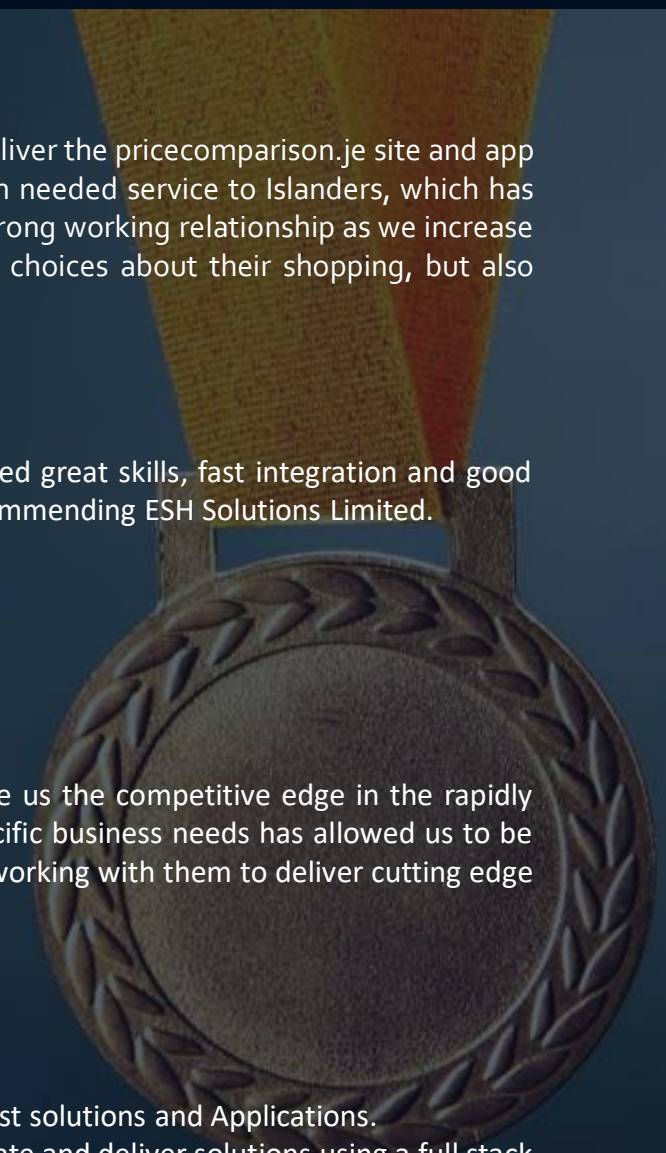
ESH have thoroughly demonstrated that they have the technical and business skills needed to give us the competitive edge in the rapidly evolving FinTech industry. Their commitment and passion for developing solutions to meet our specific business needs has allowed us to be more agile in offering new services to our clients. We are excited to be in partnership with ESH and working with them to deliver cutting edge solutions for our business and our clients.



## MIKE SCRAGG

Founder, Quidsin.com Ltd

Our group of companies has benefitted from working with ESH on several ground-breaking mobile first solutions and Applications. We have enjoyed the whole experience and find ESH to be creative, courteous and able to demonstrate and deliver solutions using a full stack of coding knowledge. All their work has been good value for money and always completed on time. We will always consider ESH first when looking to build, test and launch future products.





# THANK YOU



# ESH

## Solutions Limited

Environment | Security | Health

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