| **Feature** | **Need** | **Nice to Have** | **Vendor 1** | **Vendor 2** | **Vendor 3** |
| --- | --- | --- | --- | --- | --- |
| **Storefront Site Building and Hosting** |
| Storefront hosting (enhanced security) |  |  |  |  |  |
| Full-store examples |  |  |  |  |  |
| Easy site creation includes help function |  |  |  |  |  |
| Online browser store editor |  |  |  |  |  |
| Supports multimedia link |  |  |  |  |  |
| Imports/ Exports database files  |  |  |  |  |  |
| Hosts inventory & customer databases |  |  |  |  |  |
| Entire store and database backup |  |  |  |  |  |
| Does not require equipment or installation |  |  |  |  |  |
| **Catalogue and Browsing** |
| Unlimited number of items in the catalogue |  |  |  |  |  |
| Hotlist |  |  |  |  |  |
| Product search engine |  |  |  |  |  |
| Multiple tiers in the catalogue |  |  |  |  |  |
| Catalogue items have multiple attributes |  |  |  |  |  |
| Featured items for depths. and categories |  |  |  |  |  |
| Cross-selling |  |  |  |  |  |
| **Shopping Cart and Payment Processing** |
| Online payment processing |  |  |  |  |  |
| International-currency capable |  |  |  |  |  |
| Calculate sales tax & shipping charges |  |  |  |  |  |
| Accepts all major credit cards |  |  |  |  |  |
| Accepts PayPal and e-cheques |  |  |  |  |  |
| Supports “Verified by Visa” program |  |  |  |  |  |
| Supports “MasterCard Secure Code” prog. |  |  |  |  |  |
| Supports SSL |  |  |  |  |  |
| **Advertising Tools** |
| Advertiser reports |  |  |  |  |  |
| Create a traceable advertiser link |  |  |  |  |  |
| Track advertiser revenue |  |  |  |  |  |
| Search-engine registration |  |  |  |  |  |
| Shopping-portal listing |  |  |  |  |  |
| A mailing list to customers |  |  |  |  |  |
| Customer newsletter |  |  |  |  |  |
| **Customer Service Administration** |
| Live chat-room help |  |  |  |  |  |
| Email order-verification to customer |  |  |  |  |  |
| Email order-verification to merchant |  |  |  |  |  |
| Merchant help w/store |  |  |  |  |  |
| **Site-Activity Administration** |  |  |  |  |  |
| Online browser administration |  |  |  |  |  |
| Visitor-tracking reports |  |  |  |  |  |
| Detailed sales reports |  |  |  |  |  |
| Inventory reports |  |  |  |  |  |
| Exports to accounting systems |  |  |  |  |  |
| Member profiling |  |  |  |  |  |
| Multiple-account passwords |  |  |  |  |  |

**E-commerce Website - Comparison Matrix**